

ABC | **Limelight**

AUSTRALIA'S BEST CLASSICAL MUSIC AND ARTS MAGAZINE

LETTER FROM OUR EDITOR

limelight magazine is the first source for arts and entertainment information in Australia, and the only place Classic FM listeners can find complete listings – a fact which gives it a month long ‘coffee table’ life for our dedicated readers.

Our coverage of classical music is second to none with news and trends, profiles and features, interviews and thought-provoking debates, as well as authoritative music reviews. However, we understand our readers have a huge appetite for other areas of entertainment including visiting galleries, going to the cinema, buying movie DVDs and attending live performances including opera, ballet and theatre.

Independent, groundbreaking and always engaging, *limelight* is the only magazine that can give in-depth insight into the arts industry, both locally and overseas. Our comprehensive approach is the reason why our readers don't just enjoy the magazine, but they make decisions about what to see, where to go and what to buy based on our trusted advice.



Katarina Kroslakova
Editor, *limelight*



HAYMARKET MEDIA

Haymarket Media Australia is part of the globally focused but UK owned Haymarket Group. Internationally, Haymarket Group publishes titles from medical to motoring, sport to IT through to award winning customer titles including *Gramophone* and *Classic FM*. Haymarket publishes in over 20 languages across almost 100 nations with over 2000 staff worldwide. In Australia, our stable of specialist magazines includes *PC Authority*, *Atomic*, *CRN*, *FourFourTwo*, and with *limelight* as a recent addition to our ever growing stable of titles. For more information go to www.haymarketmedia.com.au.

THE FACTS

- Launch date: 18 June 2003
- The ABC's monthly arts & entertainment magazine
- The only Australian magazine that delivers a complete guide to the arts world, including music, opera, theatre, dance, travel, visual arts and literature
- Features galleries, museums, ABC TV highlights, ABC Classic FM listings, festival information, performance reviews and a complete What's On around the country every month
- The definitive guide to the people that shape the Australian and International arts world
- Circulation 12,604 (ABC June 09)
- Limelight magazine is heavily involved in the Australian arts
- Limelight sponsors many events including the ARIA fine arts awards and APRA and hosts the only annual reader voted music awards – the Limelight Awards
- Limelight is promoted on ABC TV, ABC Classic FM, ABC Radio National and Ovation Channel

AUDIENCE PROFILE

- Educated, discerning and well informed
- High consumers of music, theatre, ballet, film and art
- 86% aged 45+
- High disposable income - 16% earn over \$100k
- Over 90% subscribe to a Charity organisation
- 75 % of readers number one interest is classical music
- 37% subscribe to at least one Orchestra
- 60.8% are intending to purchase a holiday in the next 12 months
- 38.1% intend to buy audio visual equipment in the next 12 months
- 37% go to the cinema at least once a month
- 25% buy at least 1 DVD a month
- 92% DO NOT read Life Etc
- 58.8% DO NOT read metro newspapers
- Loyal – over 50% of ABC Limelight readers subscribe
- Involved – over 38% spend more than 2 hours a day reading it
- Influential - Over 50% of readers share Limelight with at least one other person
- Interested – 59% use ABC Limelight as their sole reference for upcoming performances

WHERE CAN I FIND LIMELIGHT?

Limelight is sold in newsagents, ABC shops and centres, and many music retailers



MAGAZINE RATES 2010

Size	Casual	3 Times	6 Times	12 Times
Double Page Spread	\$8400	\$8145	\$7890	\$7560
Full Page	\$4200	\$4075	\$3990	\$3780
1/2 Page Horizontal	\$2520	\$2445	\$2395	\$2265
1/2 Page Vertical	\$2520	\$2445	\$2395	\$2265
1/3 Page Horizontal	\$1680	\$1630	\$1595	\$1510
1/3 Page Vertical	\$1680	\$1630	\$1595	\$1510
Premium Position Loading				
Inside Front Cover			40%	
Inside Back Cover			25%	
Outside Back Cover			30%	
Pages 3 to 20			20%	
Right Hand Page			15%	
Inserts*				
Loose Inserts			\$350 per 1,000	
Hand Inserts**			\$455 per 1,000	
Right Hand Page			15%	
Directory				
3 Block	\$1200	\$900	\$750	\$600
2 Block	\$800	\$650	\$550	\$400
1 Block	\$500	\$300	\$250	\$200

*Note: Inserts are able to be run on an individual State by State basis, please enquire for more information.

**Inserts must fit specs or will be charged the hand insert rate.



DEADLINES 2010

ISSUE	ON SALE	AD BOOKINGS	MATERIAL DEADLINE
January	16 Dec 09	20 Nov 09	25 Nov 09
February	20 Jan 2010	14 Dec 2010	16 Dec 2010
March	18 Feb 2010	22 Jan 2010	27 Jan 2010
April	17 Mar 2010	19 Feb 2010	24 Feb 2010
May	21 Apr 2010	26 Mar 2010	31 Mar 2010
June	19 May 2010	23 Apr 2010	28 Apr 2010
July	16 June 2010	21 May 2010	26 May 2010
August	21 July 2010	25 June 2010	30 June 2010
September	18 Aug 2010	23 July 2010	28 July 2010
October	15 Sept 2010	20 Aug 2010	25 Aug 2010
November	20 Oct 2010	24 Sept 2010	29 Sept 2010
December	17 Nov 2010	22 Oct 2010	27 Oct 2010

CONTACTS

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SPECIFICATIONS

Please send your high resolution PDF file to Ewa Grygier at one of the following:

QUICKCUT
<http://www.quickcut.com.au/aus/home/index.asp>

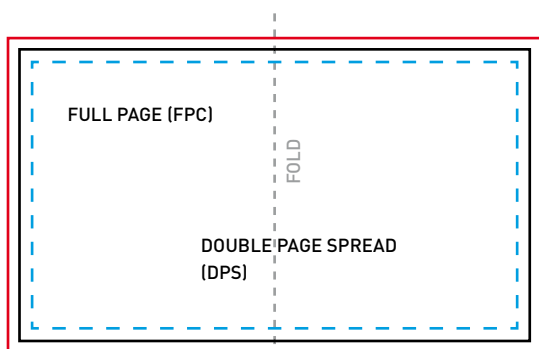
MAIL / COURIER
 ATTN: Ewa Grygier
 Haymarket Media Pty Ltd
 52 Victoria St McMahon's Point NSW 2060
 Australia
 Tel +61 (0)2 8399 7625 Fax +61 (0)2 8399 2201
www.haymarketmedia.com.au

EMAIL
egrygier@haymarketmedia.com.au
 (Please do not email files over 5mb)

FTP
 Address: <ftp://ftp.haymarketmedia.com.au/>
 Username: limelightmagMag
 Password: !mel!ghtm4g

NOTE:
 Username and password is case sensitive. You cannot upload folders.
 Please advise via email when your file is uploaded.

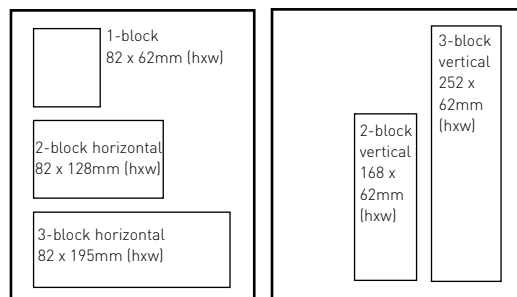
DISPLAY ADVERTISING



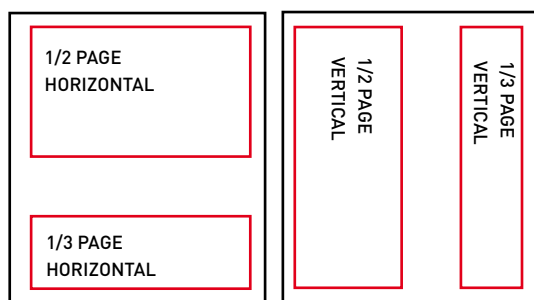
	Trim (HxW)	Bleed	Type safe area
Full page:	278 x 220mm	288 x 230mm	252 x 200mm
DPS:	278 x 440mm	288 x 450mm	252 x 420mm

Please supply DPS ads as two single pages
 To ensure no information is lost, please avoid running text within 8mm of the fold

DIRECTORY ADVERTISING



Please note images are not to scale



	Trim (HxW)	Bleed	Type safe area
1/2p horizontal:	136 x 220mm	146 x 230mm	124 x 196mm
1/3p horizontal:	92.5 x 220mm	102 x 230mm	80 x 196mm
1/2p vertical:	278 x 107mm	288 x 117mm	262 x 95mm
1/3p vertical:	278 x 74mm	288 x 84mm	262 x 62mm

* for floated ads - please use type safe area sizes
 * for bleed ads - please ensure bleed is provided on ALL sides

IMPORTANT:

Please double check the following on your document before converting to a PDF.

- Delete unnecessary elements such as spot colour
- Check that graphics are high resolution of 300 dpi* and all images are saved as CMYK
- Check all linked images are updated & no fonts are missing
- Check all colours used are set up as 'process separation' or CMYK
- Check trim, bleed and type-safe area is correct
- Please supply a colour correct digital proof of your advertisement*

NOTE:

*For more information on how to create a high resolution PDF file, please go to <http://www.3dap.com.au>
 *Failure to supply a proof is entirely at your own risk. Your file, without a proof, is impossible to check or colour match and Haymarket Media Pty Limited cannot be held responsible for the reproduction quality of your advertisement.
 *For specifications not shown here, such as 'belly-bands' and 'gatefolds,' please contact the production team.