



# CURL MEDIA KIT '10

THE COMPLETE  
SURF, SNOW, SKATE  
AND LIFESTYLE  
MAGAZINE  
FOR WOMEN

# CURL

A female surfer with blonde hair is riding a barrel wave. She is wearing a black bikini top and dark shorts. The wave is a deep blue-green color and is curling over her. The background is a bright, overcast sky. The overall scene is dynamic and captures the excitement of surfing.

## CURL SUCCESSFULLY REACHES MORE FEMALES THAN ANY OTHER SURF MAGAZINE.

Curl is motivational, entertaining and informative for girls and women of all ages. At Curl, we embrace and promote a healthy and active lifestyle. Curl covers the major female surfing, skateboarding and snowboarding events, news, travel, fashion, health and has become the leading choice for females who embrace this active lifestyle.

Curl isn't just aimed at female surfers. We find a lot of our readers are outside this market and not only find Curl an inspirational read but they also are just looking at fun and exciting ways to spend time outdoors.

# CURL

# GIRLS IN THE CURL

## TARGET READERSHIP:

- + Females that lead a healthy and active lifestyle
- + Females who want to be informed about every aspect of the surf/skate/snow industries
- + Fashion conscious brand aware females with significant buying power



## CURL IS...

- + Australasia's only stand-alone all female surf magazine
- + Largest NZ based surf related title
- + Largest female surf magazine in the world

**CIRCULATION** 15,000 AUDITED

**FREQUENCY** 4 ISSUES/YEAR

**DISTRIBUTION** AUSTRALIA/NEW ZEALAND

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## ADDITIONAL ADVERTISING BENEFITS

- + Free ongoing editorial support.
- + Opportunity to promote products with giveaways, events and promotions.
- + Direct association within the surf, snow, skate market.
- + Discounts offered for long term multiple bookings.



VALUE  
ADDED

17



EMAIL GIVEAWAYS

NEWSLETTER



# REACHING OUR READERS



MAGAZINE

INTERNET



BY STAYING IN **CONSTANT CONTACT** WITH OUR READERS VIA DIFFERENT AVENUES, AND CONSTANTLY IMPLEMENTING NEW STRATEGIES, WE GIVE YOU **MAXIMUM EXPOSURE.**

NEWSLETTER: FORTNIGHTLY DELIVERED TO DATABASE FEATURING UPDATES, NEWS, COMPETITION, SHOT OF THE WEEK, AND MORE...

WHAT'S HOT: FEATURING ONE HOT PRODUCT AND GIVEAWAY. DELIVERED FORTNIGHTLY TO DATABASE.

MAGAZINE: 4 ISSUES A YEAR; 15,000 DISTRIBUTED

WEBSITE: UPDATED DAILY WITH LATEST NEWS, SURF REPORTS AND COMPETITIONS

WANT SOMETHING SPECIAL? **POSTERS, GATEFOLDS, DVDS, SUBSCRIPTION OFFERS?** SPEAK WITH EMMA AND WE'LL COME UP WITH A CUSTOMISED PLATFORM FOR YOU.

# CURL



## BUMPER WINTER ISSUE WETSUIT GUIDE

**JUNE – SEPTEMBER**

Informative guide on choosing your winter wetsuit.



## SNOW FASHION/BOARD GUIDE

Great new looks for the snow, plus the latest in snowboards and skis.



## BIKINI GUIDE

**OCTOBER/NOVEMBER**

All the new season's swimwear to keep you looking hot this summer.



## CHRISTMAS GIFT GUIDE

**DECEMBER/JANUARY**

Dear Santa, All I want for Christmas...



## WE \*HEART\* VALENTINES GUIDE

**FEBRUARY/JUNE**

Latest and greatest for you and the one you love

# //ADVERTISING RATES\* AND DIMENSIONS

Double Page Spread	Full Page	1/2 horizontal	1/2 vertical	1/3 vertical	1/4 horizontal	swell spots	what's hot	WEB-banner	WEB-sidebar
standard \$3200 inside front \$3400 trim size (mm): 420w x 297h bleed size (mm): 430w x 307h <i>allow 10mm centre gutter for live type matter</i>	standard \$2000 inside/outside back page \$2200 trim size (mm): 210w x 297h bleed size (mm): 220w x 307h	\$1200 trim size (mm) 190w x 140h no bleed	\$1200 trim size (mm) 93w x 284h no bleed	\$840 trim size (mm) 65w x 284h no bleed	\$625 trim size (mm) 190w x 70h no bleed	\$200 trim size (mm) 60.5w x 85h 30 words max no bleed	\$500 Email delivery to our entire database	908w x 120h pixels 1 month duration \$1500	142w x 549h pixels 1 month duration \$1000

\* Prices do not include GST. Agency commission is not included in the rates. Discounts on multiple bookings-ring for details. A \$100 (minimum) fee applies for the reformatting of advertisements not supplied in the specified format and size.

## //MATERIAL DEADLINES

ISSUE	FEATURES	MATERIAL DEADLINE	ON SALE
Curl 26	sept/nov 10	spring	20 August
Curl 27	dec 10/jan 11	christmas	27 September
Curl 28	feb/mar 11	high summer	15 October
Curl 29	june - sept 11	winter and snow	04 December
			01 February 2011
			25 May
			05 July

## //TERMS AND CONDITIONS

1. The stated rate is for page placement only and does not include additional production costs.
2. Failure to meet the stated deadline may mean deletion from publication at full cost unless special arrangements have been agreed.
3. Cancellation by the client after confirmation will incur the following penalties: 20% if cancellation is seven days prior to the booking deadline, 100% within seven days.
4. If supplied artwork does not meet specifications stated, extra production work will be charged at agreed rates. Such material remains the property of Pacific Media until paid for.
5. Payment is due seven days within receipt of invoice.

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All Pacific Media Publications are independently audited by Clever & Co chartered accountants.



Pacific Media is a member of the Magazine Publishers Association.

## //ARTWORK REQUIREMENTS

All artwork must be supplied in accordance with the following formats. Pacific Media Ltd cannot accept any responsibility for reproduction of advertisements or images not in conjunction with these specifications.

### ADVERTISEMENTS TO BE SUPPLIED IN:

PDF: Press quality PDF created from 300dpi CMYK artwork. Embed all fonts or convert into outlines. Include crop marks and be sure to offset colour bars/information in your PDF by 5mm. Leave all OPI comments unticked otherwise it interferes with the reproduction of your artwork in the printing process; if this happens, you will be required to resupply at proofing stage at a \$15 cost.  
 Photoshop: TIFF or EPS at 300dpi and CMYK. In both instances, Do NOT use 100% black or you will be required to resupply at proofing stage at a \$15 cost.

### IMAGES TO BE SUPPLIED IN:

300dpi/CMYK colour. Please include clipping path for products. Please see our note regarding production charges.

### SUPPLYING IMAGES

Send artwork less than 7MB via email to: [info@curl.co.nz](mailto:info@curl.co.nz). For larger files, please use [www.transferbigfiles.com](http://www.transferbigfiles.com).

### PRODUCTION CHARGES:

Any artwork made or altered by our art department on your behalf will incur a fee and an exact cost will be agreed on with the client before any work goes ahead. Once proofs have been sent to you, one complimentary change will be provided, after which you will be charged \$20 per alteration.

Our magazine trim size is 210w x 297h (mm). Cropping on the print press cannot be guaranteed to be accurate so, to avoid loss of information, important text and imagery must be kept within 5mm of the inside page edges. Pacific Media Ltd cannot take responsibility for information lost on adverts that are supplied incorrectly. If you have a query or require any further assistance with your artwork, please call Nina Blackburn on +64 9428 3046 or email: [p.media\\_design@xtra.co.nz](mailto:p.media_design@xtra.co.nz).

