
Australian Model Railway Magazine

2015 Media Kit

The Australian *Model Railway Magazine* (AMRM) is Australia's premier model railway magazine with its first edition published in April 1963. The magazine has been continuously published since then on a bi-monthly basis.

Distribution of AMRM is through direct subscription, newsagencies and hobby shops.

The opportunity to advertise within this premier magazine is available to your organisation. A range of sizes are available to suit your advertising budget and discount rates are offered for organisations that advertise on a regular and continuous basis. If you book advertising space for six consecutive issues you will receive the regular rate (10% discount) and a single size listing running for six consecutive issues in either the Hobby Shop or Hobby Services pages of the magazine.

Advertising opportunity is not restricted to companies that provide model railway items but also to organisations that provide peripheral services like electronic components, motors/scenic supplies, paints and tools. The Hobby Services Directory is an ideal avenue for these organisations to increase their exposure

Australian *Model Railway Magazine* also offers a directory listing for hobby shops and organisations that service the model railway hobby. The directory provides your organisation with six issues of continuous exposure within the pages of the magazine at a very cost effective rate.

You may also wish to consider joining other hobby shops in stocking the magazine in your shop for the local model railway hobby enthusiasts. This would provide an avenue to get customers through your door on a regular basis if they know the magazine is stocked.

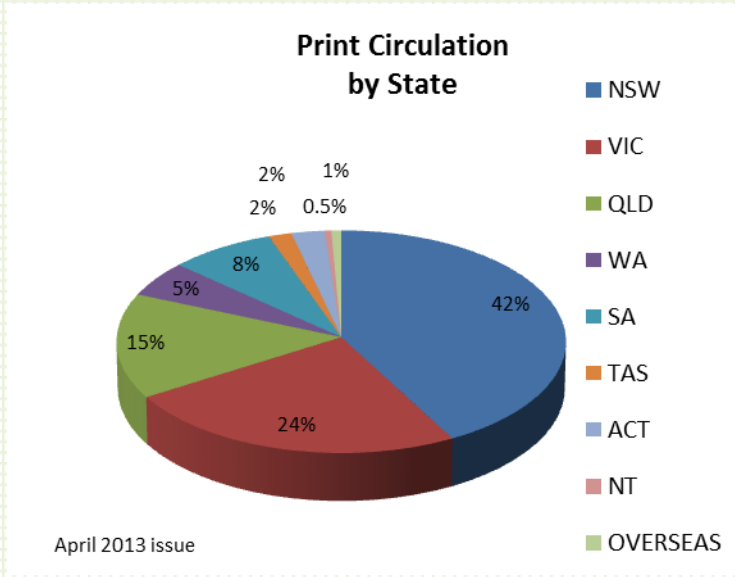
Eveleigh Press, the book publishing arm of our organisation produces a range of books on railway history which could also provide your shop with an additional revenue stream. There is also an AMRM annual steam & diesel calendar. Full information of book titles is available from the website: www.australianmodelrailways.com

Please contact us to discuss the various options in assisting your organisation in boosting your exposure in the Australian model railway hobby market.

Print Circulation

Each edition of the Australian Model Railway Magazine is distributed via direct subscription, newsagencies and hobby shops.

Print Run: 9,000 copies.
Cover Price: \$10.00 (GST inc)
Wholesale Price: \$6.67 (GST inc)
Distribution: SCR Publications
Newsagency Distribution: Network Services



Contacts

Advertising: Karen Baldini amrmagzn@tpg.com.au
Phone: +61 2 9311 2036 Fax: + 61 2 9661 4323

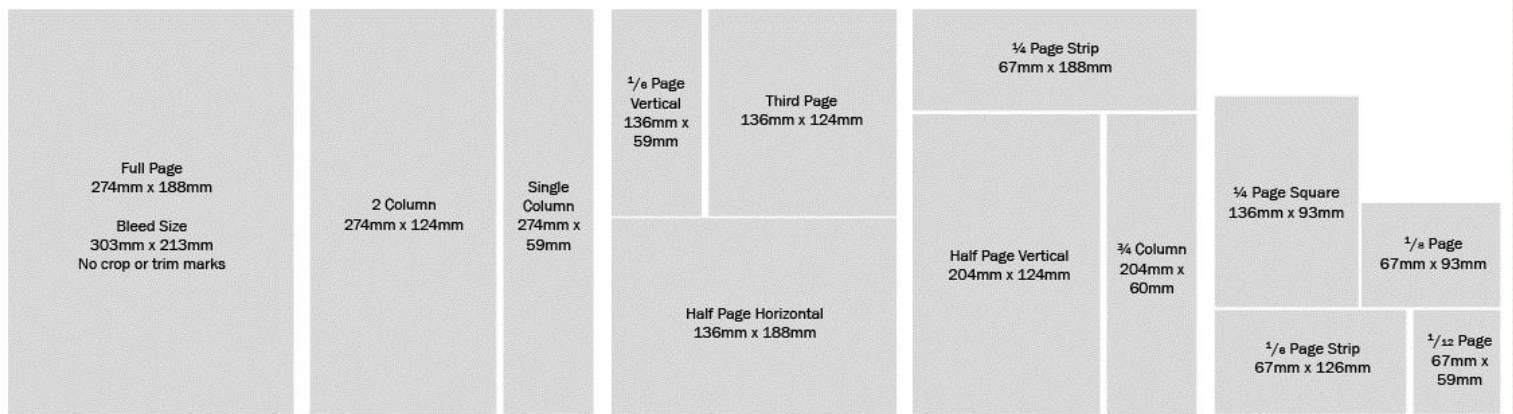
Production Manager: James McInerney amrmjmes@tpg.com.au
Phone/Fax: +61 2 8812 2058

Website: www.australianmodelrailways.com.au
Subscription Enquiries: amrmagzn@tpg.com.au +61 2 9311 2036

Postal Address: SCR Publications
PO Box 345 Matraville NSW 2036

Courier Delivery: Unit 14, 57a Rhodes Street
Hillsdale NSW 2036
(Please contact office before arranging delivery)

Advertising Sizes



Advertising Rates

GST Inclusive

Description	Size (Height x Width)	Casual Mono Rate \$	Regular Mono Rate \$	Casual Colour Rate \$	Regular Colour Rate \$
Full Page	274mm x 188mm	1031.00	928.00	1288.00	1159.00
Two Column	274mm x 124mm	784.00	705.00	979.00	881.00
Half Page (V)	204mm x 124mm	619.00	557.00	773.00	695.00
Half Page (H)	136mm x 188mm	619.00	557.00	773.00	695.00
Third Page	136mm x 124mm	460.00	414.00	576.00	518.00
Single Column	274mm x 59mm	460.00	414.00	576.00	518.00
1/4 Page (Square)	136mm x 93mm	388.00	349.00	484.00	436.00
1/4 Page (Strip)	67mm x 188mm	388.00	349.00	484.00	436.00
3/4 Column	204mm x 60mm	359.00	323.00	452.00	406.00
1/6 Page (Strip)	67mm x 126mm	286.00	257.00	355.00	319.00
1/6 Page (V)	136mm x 59mm	286.00	257.00	355.00	319.00
1/8 Page	67mm x 93mm	233.00	209.00	290.00	261.00
1/12 Page	67mm x 59mm	190.00	171.00	236.00	212.00

The advertised rate is for copy supplied in Digital, PDF or similar format

Advertising copy is prepared for customers at cost.

Spot colour, if available, will carry a 10% levy.

Regular advertisers receive a 10% discount.

Hobby Shop/ Services Directory Listings are payable in advance. – Double size available

Advertising Deadline Dates

	Feb 2015	Apr 2015	Jun 2015	Aug 2015	Oct 2015	Dec 2015
Copy	28/12/2015	6/2/2015	9/4/2015	4/6/2015	6/8/2015	9/10/2015
On-Sale	20/1/2015	20/3/2015	25/5/2015	20/7/2015	21/9/2015	24/11/2015

Material Specifications

- Supplying Files:** Please supply material via email or CD/DVD.
- Formats:** Final advertising copy supplied in Adobe press-ready PDF preferred. (CMYK or Mono – 300dpi). InDesign (include all images and fonts). Other file types may be accepted on request. All colour must be CMYK and not individual colours. Additional work required to advertising copy will incur a charge. Please contact office for details.
- Images:** Minimum resolution for images is 300dpi at 100% print size. All colour images must be supplied as CMYK in JPEG, TIFF or EPS format. Charges may apply if these requirements are not met.
- Fonts:** Include all fonts (printer and screen).
- Trim Size:** 297mm x 210mm – No images or text 10mm from the trim size - do not include trim marks.
- Live Type:** 274mm x 188mm
- Bleed Area:** 303mm x 216mm - Must have at least 3mm bleed – do not include bleed marks.
- Printing Specifications:**
Printing Method: Offset printed, saddle stapled. Stock: 95gsm Titan gloss

Australian MODEL RAILWAY Magazine

Relax with Model Railways

ABN 70 000 558 574

ADVERTISING BOOKING FORM

Business Name:	
ABN:	

Address:	
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Billing/Invoice Address:	
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Type of Business:	
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Contact Name:	
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Phone:	Mobile:
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Fax:	Email:
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Size of Advertisement: (refer to Media Kit for sizes)		Colour <input type="checkbox"/>	Mono <input type="checkbox"/>
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Payment Options

Full payment is required at time of ad booking. Unpaid advertisements will not be placed.

I authorise SCR Publications to debit my credit card.

Type of Card: Visa Mastercard

Card Number:					Expiry Date:		
Name on Card:							
Signature of Cardholder:					Date:		

I wish to pay by Cheque or money order, made payable to SCR Publications.

I wish to pay via direct deposit into SCR Publications bank account, BSB: 062-439, Account: 28006123

Terms & Conditions

These terms apply to all advertisements accepted by SCR Publications hereafter referred to as 'The Publisher'.

1. Advertisers warrant that material submitted for publication is not in breach of the Australian Consumer Law, Trade Practices Act, Copyright Act or the Fair Trading Act.
2. The advertiser indemnifies The Publisher against any claim whatsoever arising out of the publication of the advertisement.
3. While every care is taken in the publication of advertisements, advertisers and/or advertising agencies cannot make claim for errors. Complaints about advertising errors or reproduction must be made in writing upon receipt of the publication.
4. The Publisher reserves the right to refuse, cancel or omit any advertising in any issue. In such cases no claim can be entered into.
5. The placement of an advertisement is at discretion of The Publisher except where specially instructed and agreed upon by The Publisher.
6. The Publisher reserves the right to change advertising rates at any time.
7. Where an advertiser has a series booking, discounts will be given when the series is booked 6 issues in advance. If at any stage the series advertising is cancelled, the advertiser will be immediately surcharged to the correct rate for any insertions completed.
8. Where series advertising space is booked and material does not arrive in time The Publisher reserves the right to repeat the advertiser's last run advertisement.
9. Where space is booked and the material does not arrive in time, the full cost of that insertion will be payable.
10. Payment from new advertisers is required at time of booking space. For regular advertisers on account, payment terms are strictly 30 days from invoice date.
11. The Publisher and its employees will not be held responsible for the loss or damage to materials. All material delivered to The Publisher is at the advertiser's own cost and risk All material will be held for a period of six months and disposed of without notice.

The above terms are subject to change, without notification, at the discretion of The Publisher.

I hereby agree to the above terms and conditions:

Signed:

Date:

Print Full Name:

Please fax the Advertising Booking Form and this page to (02) 9661 4323 or post to SCR Publications, PO Box 345, Matraville NSW 2036 or email to amrmagzn@tpg.com.au