



# OUTthere

## Media Kit 2010

# OUTthere Magazine

## Overview

OUTthere is the bimonthly inflight magazine for Skywest, Western Australia's largest regional airline, operating 400+ scheduled flights weekly between Western Australia and prime surrounding destinations.

## Editorial

OUTthere editor, Michelle Hespe and her team bring a vision that is exciting and topical, creating a read that is both relevant and engaging to travellers. Regular features on destinations, great eateries, local events and news encourage Australians to explore unique destinations in the west and to learn about extraordinary Australian companies and individuals doing great things.

## Readership Profile

OUTthere presents advertisers with a cost effective way to exclusively engage busy professionals. OUTthere's readers are:

- Predominantly Male
- Professional
- Decision Makers
- High disposable income earners
- Mainly business travellers

## Distribution

OUTthere is distributed in every seat pocket on all Skywest scheduled and the many charter flights to 720,000+ passengers per annum.

## Rates

	Casual	3	6
DPS	\$4200	\$3800	\$3600
OBC	\$4000	\$3750	\$3450
IFC	\$3750	\$3450	\$3100
FP	\$2600	\$2400	\$2200
HP	\$1500	\$1300	\$1250
QP	\$850	\$750	\$700

Notes:

Special position requests incur a 20% load

In house ad production charges to Full Page \$300, 1/2 Page \$200, and 1/4 Page to \$100.

'All quoted rates and charges are GST exclusive'.

## Deadlines

Issue	Onboard date	Booking	Material
Dec/Jan	1st Dec 10	30th Oct 10	5th Nov 10
Feb/Mar	1st Feb 11	30th Nov 10	15th Dec 11
Apr /May	1st Apr 11	28th Feb 11	5th Mar 11
Jun/Jul	1st Jun 11	30th April 11	5th May 11
Aug/Sep	1st Aug 11	30th June 11	5th July 11

**Skywest**  
Your State. Your Airline.



# Where we go

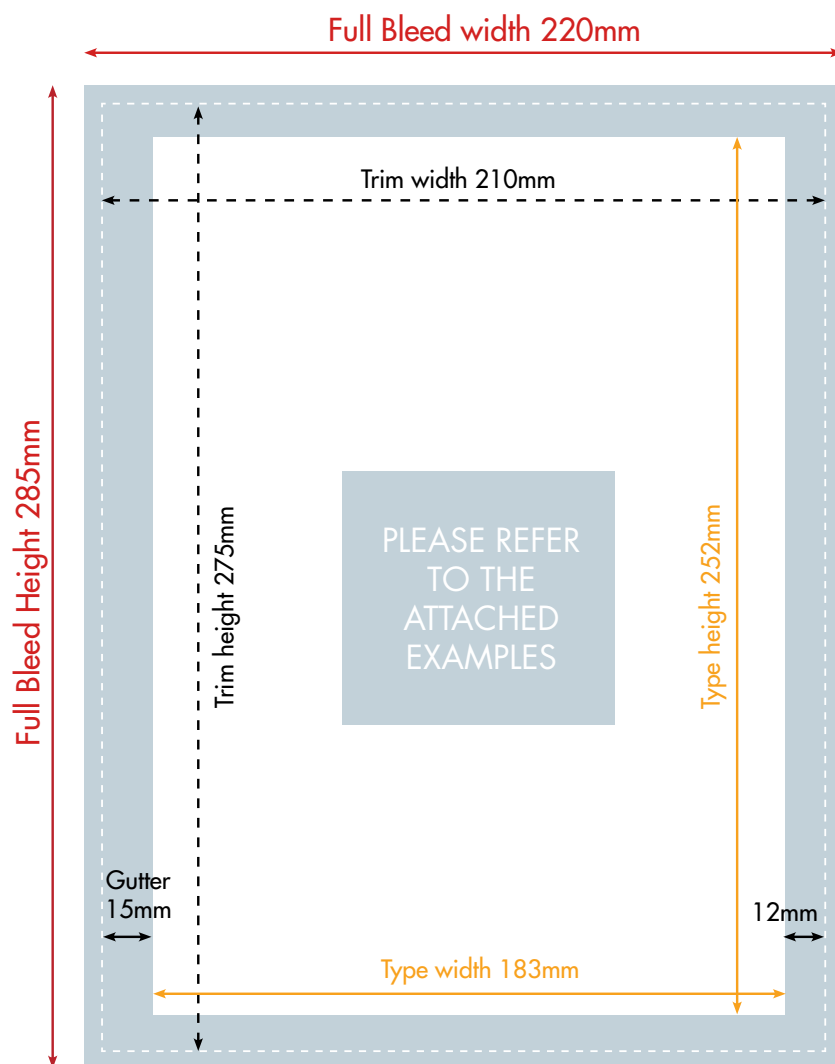
DESTINATION	KMS	TIME
Broome to Darwin	1113	1hr 45mins
Broome to Kununurra	731	1hr 20mins
Broome to Port Hedland	467	55mins
Carnarvon to Karratha	562	1hr 30mins
Carnarvon to Learmonth (Exmouth)	297	50mins
Carnarvon to Paraburdoo	456	1hr 10mins
Darwin to Kununurra	438	1hr
Exmouth to Broome	950	1hr 40mins
Geraldton to Carnarvon	447	1hr 10mins
Geraldton to Karratha	900	2hrs
Geraldton to Learmonth (Exmouth)	730	1hr 50mins
Geraldton to Paraburdoo	500	1hr 50mins
Perth to Albany	375	1hr 5mins
Perth to Broome	1778	2hrs 30mins
Perth to Carnarvon	816	2hrs
Perth to Esperance	582	1hr 30mins
Perth to Geraldton	370	1hr 5mins
Perth to Kalbarri	495	1hr 25mins
Perth to Kalgoorlie	538	1hr 30mins
Perth to Karratha	1250	2hrs
Perth to Kununurra	2211	3hrs 15mins
Perth to Learmonth (Exmouth)	1094	1hr 55mins
Perth to Melbourne , via Kalgoorlie	2805	4hrs 15mins
Perth to Monkey Mia (Shark Bay)	713	1hr 55mins
Port Hedland to Denpasar	1340	2hrs 10mins
Kalgoorlie to Melbourne	2267	3hrs 15mins
Kununurra to Darwin	441	1hr



For more information contact Helen Glasson on

**08 9381 3991** or **0413 566 197** or [helen@hoganmedia.com.au](mailto:helen@hoganmedia.com.au)





## MATERIAL SPECIFICATIONS

Publication size: 275mm x 210mm.

- The magazine is published electronically and we would prefer artwork be supplied through [www.quickcut.com.au](http://www.quickcut.com.au)
- However, artwork can be supplied on CD or DVD. Files under 10MB can also be emailed directly to us.
- Artwork must be supplied in high resolution PDF. Ensure all colours are specified and set to CMYK format. Fonts are to be embedded in the PDF.
- Supply artwork with trim or registration marks for bleed advert type ONLY.
- Include a "read me" document with your files to communicate any special instructions.
- Clearly label supplied discs and proofs with your name, address, phone no. and job name.
- A colour proof or print in actual size must be provided as a guide to the final appearance of the advertisement. (No responsibility for colour accuracy)
- Avoid running type across the gutter on double-page spreads. Type must be designed to clear the gutter edge by a minimum of 3mm each side (total 6mm).

## AD SPECIFICATIONS

Advert Type	Trim	Type	Bleed
Double page Spread	Must be supplied as two single Full Pages		
Full Page	275mm H x 210mm W	252mm H x 183mm W	285mm H x 220mm W
Half Page Horizontal	-----	124mm H x 183mm W	-----
Half Page Vertical	-----	255mm H x 89.5mm W	-----
Quarter Page	-----	124mm H x 89.5mm W	-----

**Send advertising material to**  
Sydney Stevenson  
T: 02 8962 2600 F: 02 8962 2601  
E: [advertising@edgecustom.com.au](mailto:advertising@edgecustom.com.au)

**Please post artwork to**  
Edge Custom Media  
Ad Co-ordinator  
GPO Box 661, Manly NSW 1655

**Please deliver artwork to**  
Edge Custom Media  
Ad Co-ordinator  
51 Whistler Street, Manly NSW 2095

### Disclaimer

Whilst internal production processes may verify that material is within specifications the onus is firmly on the trade house to supply material within specification. It is also a requirement of our specifications that advertising material be delivered on time, so quality checking procedures can take place. Late material is liable to incur additional production costs. Edge Custom Media reserves the right to refuse any material that does not meet the Edge Custom Media specifications.

**ecm**  
edge custom media