

papier mache

2012



MADE IN AUSTRALIA
LOVED WORLDWIDE



A VERY CUTE CHILDREN'S MAGAZINE

Founded in May 2009 as an online magazine papier mache has grown rapidly in popularity and is read by over 300,000 readers worldwide across our print and digital issues.

Papier mache's online and print platform aims to showcase artists, photographers, designers, illustrators, writers, inventors, creators, kids, dreamers, doers and magicians. It is produced by an assortment of stylists, photographers and writers who are bound by a quest for creativity and originality. It's eclectic content appeals and inspires readers. Papier mache likes to invent trends rather than be swayed by them. It's a niche-style publication with mainstream appeal.





KEYWORDS

Summer. Sun. Childhood. Rebellion. Nostalgia.
Love. Charm. Individuality. Imagination. Shining.
Dreamy. New wave. Enchanting. Visionary.

READERS

Papier mache readers are creative individuals - women, children and men, fashion aware and design conscious, people who seek products and ideas that reflect authenticity across fashion, art, music and film.



REACH

PRINT

Papier mache print is distributed both nationally and internationally to countries including: USA, Japan, Singapore, Korea, France, UK and most capital cities across Europe giving your brand a global reach. Papier mache print is sold in newsagents, chain stores, independant stores and kids boutiques all over Australia and capital cities around the world including Harrods in London, Mode Information in Paris and Barnes & Noble in New York. Worldwide readership: 160,000+

ONLINE

Papier mache's online content consists of 12 digital magazines a year, a daily blog, busy, active Facebook and Twitter accounts. Read by over 200,000 readers monthly world wide. Digital magazine is free for one month then sold online in iPad friendly PDF format.

Papier mache digital aims to offer a unique - lovingly styled magazine full of inspiration to a large subscription base of active online consumers.

2012 ONLINE ISSUE

Febuary - Print Issue 3 - a sneak peak

March - The Graphic/Pop issue

April - The Colour Issue

May - Quirky folk

June - Girls will be boys and boys will be girls

July - Me and my muse

August - The Art Issue

September - Print Issue 4 - a sneak peak

October - My secret place. the coolest kids dens

November - The black & white issue

December - The 2012 digital year book

www.papier-mache.com.au

www.papier-mache.com.au/blog

www.facebook.com/papiermachemagazine

twitter.com/papiermachemag

papier-machemagazine.tumblr.com





ADVERTISING RATES

ONLINE ISSUE

Runs across 2 monthly online issues

Double page	\$495
Full page	\$350
Half page	\$200

Book 3 ads and receive 15% off individual price

WEBSITE

Web page square	\$300 for 2 months
Blog page square	\$100 for 1 month \$175 for 2 months

DIGITAL MONTHLY NEWSLETTER

Reach 15,000 subscribers, 1,600 followers on Twitter and 5,500 Facebook fans

Banner Ad	\$250
Image & copy about your brand	\$250

PRINT ISSUE

FIRST HALF

Full page	\$2,250
Double page	\$2,700
Inside front cover spread	\$3,500

SECOND HALF

Full page	\$1,950
Double page	\$2,450
Half page	\$1,150
Inside back cover spread	\$3,300
Back cover	\$3,000

Book 3 ads and receive 15% off individual price

All prices are AUD and include GST





WHAT THEY SAY

“You’ll feel like you’ve done so much today, even if all you do is look at this new children’s magazine outta Sydney. Too sweet for words.” **Frankie Magazine, Australia**

“Papier Mache describes itself as a ‘very cute children’s magazine for anyone who wants to read it’ and it certainly contains high amounts of adorable.” **Inside Out Magazine, Australia**

“Thanks to @weebirdy on Twitter for pointing me to this new online magazine for parents and children. It’s from Australia, it’s free and it’s very pretty.” **India Knight, The Sunday Times, UK**

“Papier Mache is a very beautiful magazine for children.” **Daphne Burki, Canal +, France**

“Gorgeous and inspiring.” **Notebook Magazine, Australia**

“You are geniuses!” **Lard Borrelli - Persson, style.com, America**



ADVERTISING SUBMISSION DEADLINES

2012 ONLINE ISSUE

Online issue goes live at the 1st of every month. Artwork needs to be supplied 10 days prior to this.

PRINT ISSUE 4

Ad deadline 1st May 2012. Release date 20th August 2012

ONLINE ADVERTISING SPECIFICATIONS

ONLINE ISSUE

Double Page	960px x 610px
Full Page	480px x 610px
Half Page	480px x 305px

WEBSITE

Front and inside page square ad 160px x 160px

NEWSLETTER

Banner ad 600px x 100px

All images 72dpi RGB colour space. All Ads link directly back to your site



WHAT MAKES A GOOD ADVERTISEMENT?

When designing your ad for Papier Mache there are a number of things to take into consideration before creating it. Papier Mache is targeted toward a fashion aware, design conscious and creative reader and advertising should reflect this.

- Look through previous issues of Papier Mache and consider its style and look.
- What do you want to say? Remember that your ad is only a quick page turn and must get the attention of the reader in the most appropriate fashion. A single minded proposition is by far the best way of keeping interest and making sure your ad is understood in an eye blink. Make it memorable either with a clear headline or strong imagery that you feel best represents you. Be confident in your brand.
- Make sure you read the artwork specs and note the margin size.
- Keep it simple. Creating an eye catching ad does not mean that you need to assault the senses with garish colours and lots of imagery. A magazine's function is to provide a relaxing, informative enjoyable read , if something appears over complicated the reader will simply turn the page. It is the mind of the reader you have to consider at all costs, not personal taste or preference. A well designed promotional ad will follow a very simple principle; what do I do, and where can I get it?



PRINT ADVERTISING SPECIFICATIONS

FULL PAGE AD

Bleed size 306 mm (h) x 236 mm
Trim Size 300 mm (h) x 230 mm
Type area 270 mm (h) x 200 mm

DOUBLE PAGE AD

Bleed size 306 mm (h) x 466 mm
Trim Size 300 mm (h) x 460 mm
Type area 270 mm (h) x 400 mm

HALF PAGE HORIZONTAL AD

Bleed size 153 mm (h) x 236 mm
Trim Size 150 mm (h) x 230 mm
Type area 120 mm (h) x 200 mm

PRINT TECHNICAL SPECIFICATIONS

- All Advertising material needs to be sent in on time for quality checking. Late advertising material may incur additional production charges.
- High res images should be supplied at 300dpi. If supplied as a PDF please send 300dpi with embedded fonts and NO crop marks.
- Images should be saved as TIFF 9 quality or higher in JPEG or PDF not GIF or PICT files.
- If your artwork is supplied as InDesign or illustrator files please supply all images and fonts.
- We recommend the total ink weight should be 300% (90K/70M/70Y/70C). When using solid black it's recommended printing 50% cyan under 100% black.
- Colours are to be process CYMK breakdowns no spot colours such as pantone or other swatch books.
- We endeavor to check that the material sent is within specifications, however the onus remains on the client to supply material within the specified guidelines.
- Papier mache reserves the right to refuse any material that does not meet our specifications.

DESIGN RATES

Papier mache will design your ad. Send us your logo, images and a description of what you would like. \$200 for a double page, \$175 for a Full page, \$150 for a Half page with one set of revisions and full ownership. Further revisions will be charged at \$70 an hour.





CONTACT

ADVERTISING

For advertising enquiries please contact

SARAH BOOTH

sarah@papier-mache.com.au

MATT RINGROSE

matt@papier-mache.com.au

GENERAL ENQUIRIES

Any other enquiries please contact hello@papier-mache.com.au



PAPIER MACHE TERMS AND CONDITIONS

PRINT PAYMENT

Full payment is required prior to the magazine being released to secure your ad space in papier mache. In the event that the Advertiser fails to make timely payment, papier mache magazine may immediately cancel all future orders for advertising.

The Advertiser will pay interest at the National Australia Bank National Base Rate on any amount payable under this agreement that is not paid by the due date and all costs and expenses incurred in recovering any amount owed to papier mache magazine including legal costs on a solicitor/client basis.

ONLINE PAYMENT

Full payment is required before the chosen issue release date to secure your ad space in papier mache. In the event that the Advertiser fails to make timely payment, papier mache magazine may immediately cancel all future orders for advertising.

The Advertiser will pay interest at the National Australia Bank National Base Rate on any amount payable under this agreement that is not paid by the due date and all costs and expenses incurred in recovering any amount owed to papier mache magazine including legal costs on a solicitor/client basis.

LIABILITY FOR ERRORS

Papier mache as part of our production will check that all advertising material is within our specifications. However the onus is on the client/agent to provide material within specifications enclosed in our advertising PDF. Advertising submitted electronically must comply with papier mache's specifications. Papier mache may reject the Advertising material if it is not submitted in accordance with such specifications. Papier mache does not accept responsibility for any advertising errors submitted by the customer or its agent, including errors in advertising placed over the telephone or by email. Papier mache magazine shall not be liable to any advertiser for any loss that results from the incorrect publication, positioning or omission of its advertisements. Papier mache magazine have full positioning latitude on all advertisements except those with positioning guaranteed positions. Positioning guarantees may incur a 20% loading.

PROOFS

Proofs should provide an accurate representation of the intended print result and are necessary for us to ensure colour accuracy on press. If you choose not to supply a digital proof, Papier mache cannot be held responsible if the printed result varies from what the client has approved.

CANCELLATIONS

The closing time for cancellations or ad booking changes is 12 noon Friday 29th July 2011. A cancellation charge of 50% will be made for cancellations made after this deadline, or if artwork is not supplied in time for publication.

DISCLAIMER

While internal production processes may verify that material is within specifications, the onus is firmly on the advertiser 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. Papier-mache reserves the right to refuse any material that does not meet the specifications.

CONFIDENTIALITY

Each party will treat as confidential, and will procure that its advertising agents, other agents, and contractors treat as confidential and will not disclose, unless disclosure is required by law:

- (a) the terms of this Agreement including terms relating to volumes and pricing;
- (b) information generated for the performance of this Agreement, including all data relating to advertising schedules, budgets, forecasts, booked advertising, prices or volumes;
- (c) any other information that ought in good faith to be treated as confidential given the circumstances of disclosure or the nature of the information;

Each party agrees

The Customer must pre-pay for Advertising as required by papier mache magazine. Under no circumstances will Advertising be on account, payment must be within 7 days of date of the invoice is issued.

Placing your order for advertising either verbally or in writing is taken as an acceptance of all rates and conditions under which advertising space is sold at the time by papier mache magazine and such order, when accepted by papier mache magazine, shall constitute a contract.

PUBLISHER

Papier Mache Magazine, Suite 203, Level 2 16-28 Foster St, Surry Hills, NSW 2010, Australia

ABN: 22 056 943 502