

CONSERVATION • HUNTING • CLAY TARGET

field & game

THE OFFICIAL MAGAZINE

**2020
MEDIA
KIT**

ADVERTISING NOW
AVAILABLE



February 2020
May 2020
August 2020
November 2020

Over 20,000 copies distributed to members
and through newsagents across Australia

 **field & game**
AUSTRALIA INC.



Issue 16 cover

Field & Game magazine

Field & Game magazine is regarded as one of the most influential shooting/hunting publications in Australia.

- 22,000 copies are printed each issue, directly mailed to all FGA members quarterly and approximately 2000 distributed through newsagents nationwide
- Highly targeted market producing a higher ROI for your advertising dollar

General shooting/hunting media options offer only fragmented market penetration. If you want to get your product/service in front of a highly qualified target market and a better ROI on your advertising dollar – Field & Game magazine offers advertisers the unique opportunity to reach a targeted market of passionate shooters and hunters whilst associating with the most recognisable and trusted brands in the Australian shooting scene.

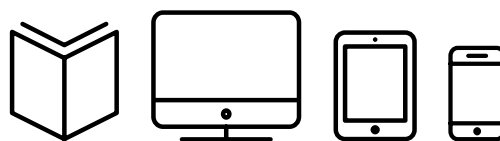
FGA are excited to be partnering with McPherson Media Group (MMG) in producing the magazine, MMG are one of only two private, family-owned media organisation in Australia. MMG have shown a commitment to publishing excellence for more than 135 years in regional Victoria and southern NSW and FGA are excited to be partnering with them as we move forward.

MMG will connect advertisers with access to both digital and print media tools, including:

FGA's publishing platform, includes exciting digital media tools, which offer a great opportunity for advertisers to speak with one voice to two audiences — our current members, and the wider community.

- High quality printed magazine, sent to our members each quarter and sold throughout Australia via newsagents
- An easily accessible Field & Game website, with targeted advertising opportunities contained within the site
- Regular e-newsletters — including Simulated Field scores and results
- Apps for your smartphone or tablet to help access the magazine content and the FGA events calendar, including the Simulated Field calendar, and events such as the Shotgunning Education Program workshops and gun dog training ... and more!

FGA and MMG look forward to continuing to bring our advertisers a range of opportunities to connect with our members and your audiences 365 days a year.



Contacts for McPherson Media Group:

Pulse — Media Sales

Steve Luxford

E: steve.luxford@pulsehub.com.au

M: 0429 699 553

Editor

Darren Linton

E: darren.linton@fieldandgame.com.au

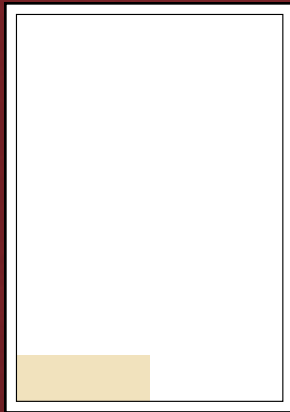
P: 03 5820 3160

M: 0437 770 144

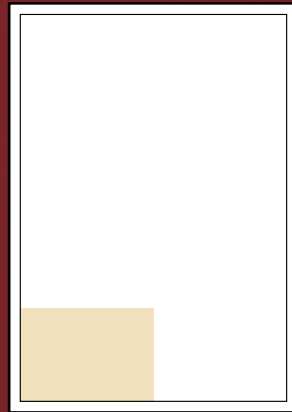


Field & Game magazine print advertising rates 2020

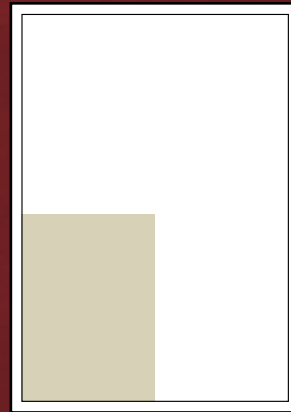
Deadlines	February 2020	May 2020	August 2020	November 2020
Booking deadline:	December 18, 2019	March 6, 2020	June 5, 2020	September 11, 2020
Artwork Deadline:	January 17, 2020	April 6, 2020	July 6, 2020	October 12, 2020
Distrubition Date:	February 10, 2020	May 4, 2020	August 3, 2020	November 9, 2020



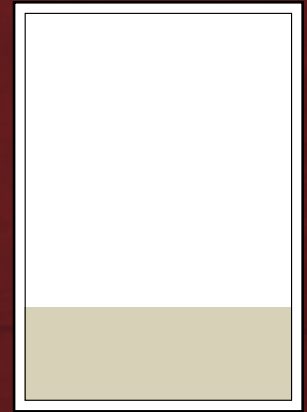
Sixteenth page (A12)
30 mm x 92 mm
No bleed



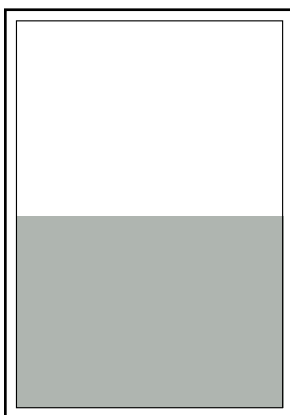
Eighth page (A22)
65 mm x 92 mm
No bleed



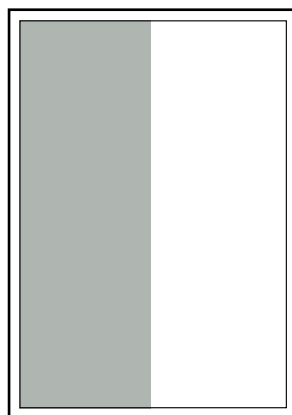
Quarter page (A42)
134 mm x 92 mm
No bleed



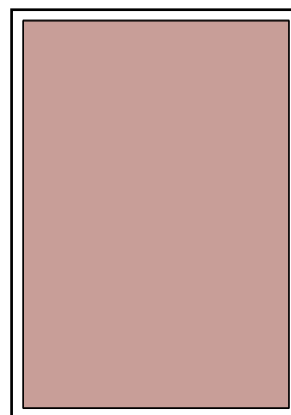
Quarter page (A24)
65 mm x 188 mm
No bleed



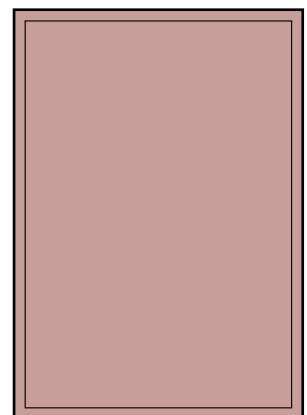
Half page horizontal (A44)
134 mm x 188 mm
No bleed



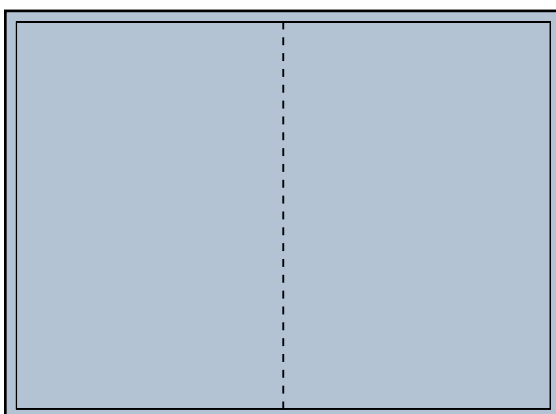
Half page vertical (A82)
272 mm x 92 mm
No bleed



Full page (A84)
272 mm x 188 mm
No bleed



Full page (A84B)
297 mm x 210 mm
+5 mm bleed



Double-page spread (A88)
297 mm x 420 mm
+5 mm bleed

Title	Single-Issue Price	Four-Issue Price*
Sixteenth page	\$275	\$195
Eighth page	\$550	\$395
Quarter page	\$825	\$695
Quarter page	\$825	\$695
Half page	\$1,250	\$990
Half page	\$1,250	\$990
Full page	\$1,990	\$1,590
Back page	\$2,500	\$2,150
Double-page spread	\$3,500	\$2,750

* Rate is per issue. Rates include GST

Digital rate card

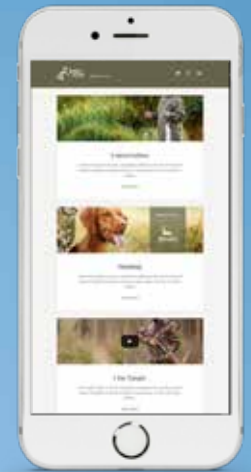
Boost your advertising message and response with a digital campaign. Over 26,000 visitors and more than 75,000 page views per month... and growing!



Magazine app



Field & Game website



EDM mock up

Field & Game website advertising sizes



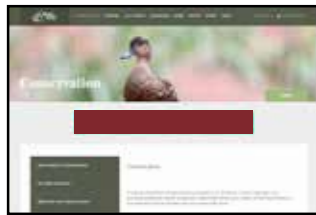
The MREC



There are MRECs on every page of the website. Video MRECs are also available.

Size 300x250

\$22 per 1000 views



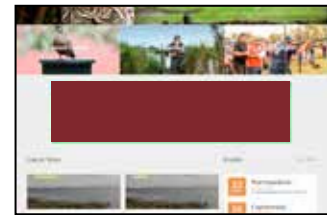
The Leaderboard



The Leaderboard appears on every page of the website.

Size 728x90

\$22 per 1000 views



The Billboard



The Billboard appears above all content on the homepage.

Size 980x250

\$44 per 1000 views



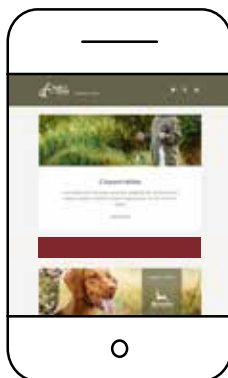
The Half Page



The Half Page ad unit is high impact. The Half Page offers twice the size allowing for high impact creative.

Size 300x600

\$33 per 1000 views



EDM



Monthly

Leaderboard
Size 728x90

\$220 per advertisement space



Social Media Management



Sizes width x height

Print and digital specifications

For the purposes of maximising quality reproduction these material specifications are very specific. Acceptance of material outside these specifications will require you to contact your account manager

Field & Game

Print Specifications

Colour profile: ISO Coated V2 (ECI)

Minimum image resolution: 300dpi

Maximum ink saturation: 300%

The total ink saturation for process colour material should be a maximum of 300%. This helps compensate for dot gain and allows for maximum shadow detail and minimum ink set-off.

Process colour: Colour specified in percentages of cyan, magenta, yellow and black.

All Pantone and RGB colour need to be converted to CMYK.

Preferred Rich Black values

60% Cyan | 50% Magenta | 50% Yellow | 100% Black.

Delivery Requirements

1. Digital artwork for advertising will only be accepted as a composite PDF with all fonts embedded. Colour ads should be supplied as process colour. Export settings can be found in the supplied Resources ZIP file (Inside "PDF output job options")
2. We do not accept native Adobe InDesign, Microsoft Office, Quark Xpress, PageMaker, Freehand, PhotoShop PSD or Corel Draw files as they cannot be checked or modified by our prepress team.
3. Digital artwork can be supplied via: Quickcut; Websend; or emailed to your account manager

Recommended best practice

Preflighting PDFs

All artwork should be preflighted in Acrobat Pro to check artwork conforms to print specifications.

Or use the Indesign Preflight Profile 'GI-Press.idpp

See Resources ZIP file for Acrobat Pro Preflight profiles, InDesign Preflight Profile and Colour profiles

Checking Output Preview

All artwork should be viewed in Output Preview inside Acrobat Pro. Make sure the 'Simulation Profile' is set to the correct colour profile.

This will give the closest representation of the products printed colours on the selected colour profile.

Note, any RGB or Pantone colours still in the artwork will shift in colour to show how they would print if they are not corrected to CMYK.

Digital advertising options

Online Display ads

Standard display ads refer to site-served HTML5/GIF/JPG creatives and non-rich media third party served creatives. For executions where larger file sizes are required, creatives need to be discussed with MMG.

Ads need to match these dimensions exactly or the ad server will not serve them. An ad of 299x 100 is not acceptable.

File types must be JPG, PNG, SWF. (PDFs are not acceptable)

All artwork must be 72 dpi. This can be achieved in Photoshop using "save for web". Do not over compress otherwise aliasing may occur.

30 seconds is the total maximum length of all animation, including all loops. Frame-rate should be kept below 25 frames per second.

All .swf files must be accompanied by .png or .jpg creative for non-flash enabled devices.

Ad Submission

Creatives need to be ready two days before the beginning of campaign to allow for testing. More time is suggested for new customers.

Ads to be supplied to MMG via your account manager or to onlineads@mmg.com.au

Contact Details: Brendan Cain, Creative Director – Tue and Fri phone: (03) 5820 3165. Mon, Wed and Thu phone: (03) 5483 0520.

Disclaimer: Whilst internal production processes may verify the material is within specifications the onus is firmly on the tradehouse or agency to supply material within specification. It is also a requirement of our specifications that advertising material be delivered on time so quality checking can take place. McPherson Media Group reserves the right to return and request re-supply of material that does not meet the McPherson Media Group specifications.



www.fieldandgame.com.au



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