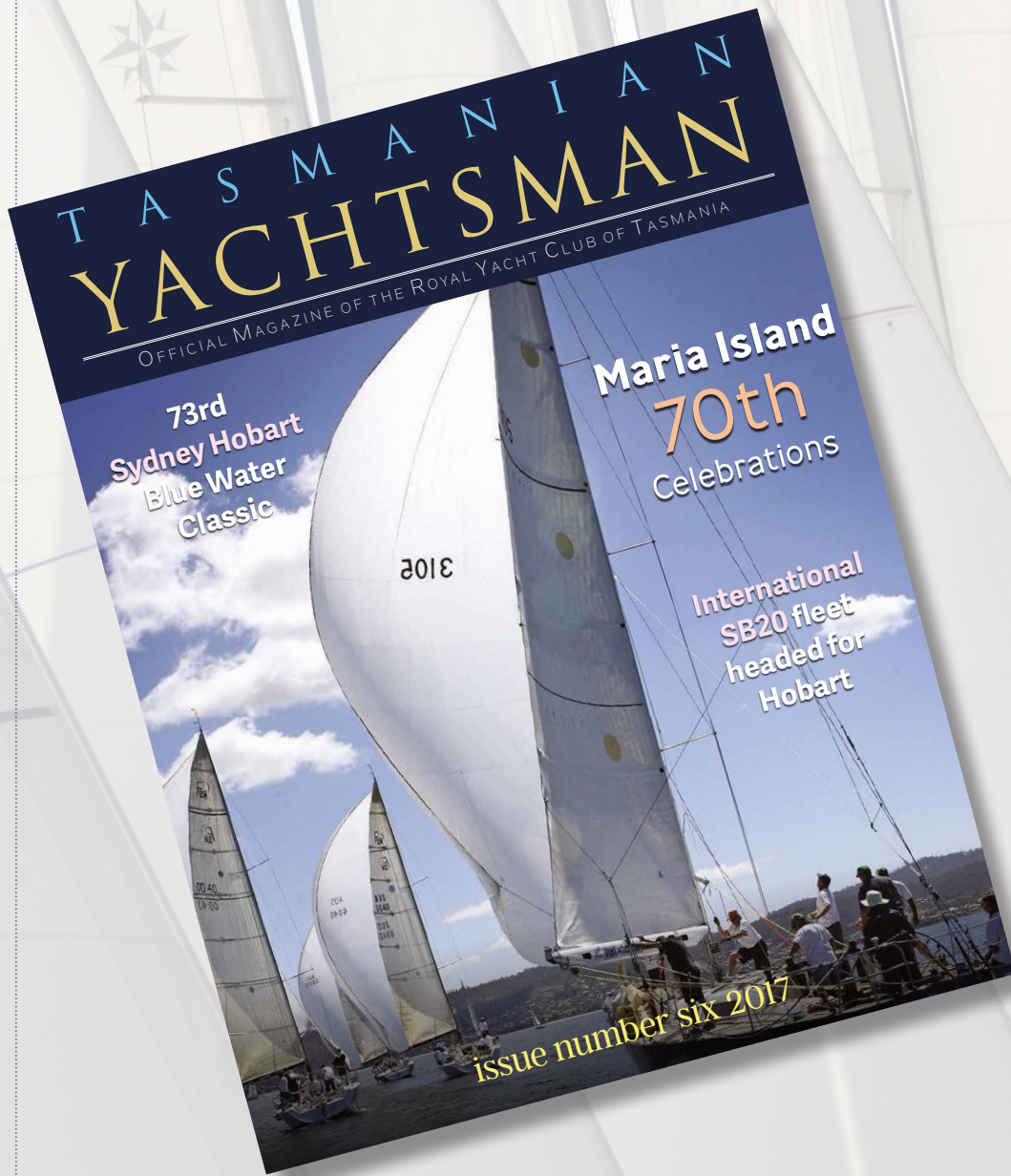


THE ROYAL  
YACHT CLUB  
OF TASMANIA



# MEDIA KIT 2018



# The Tasmanian Yachtsman

Our in-house triannual produced glossy boating lifestyle magazine.

Aided by one of Australia's foremost experts on sailing and yachting Editor-at-Large – Sailing Mr Peter Campbell – with Peter recently receiving the highest of honours an OAM for his lifetime of journalistic contribution to the promotion of the sport of sailing.

The official journal of the Royal Yacht Club of Tasmania, the largest yacht club in the Australian state of Tasmania, best known worldwide for its role as the finishing destination for the annual Rolex Sydney to Hobart Yacht Race. The club sports a range of facilities, from a 220-berth marina to on-site maintenance facilities and more than 2000 members.

Formerly known as the Derwent Sailing Boat Club, for its location on the Derwent River in Hobart, the Club was founded in 1880. It was called such for thirty years until, in 1910, King Edward VII granted the organisation permission to use the prefix "Royal".

Lifelong members of RYCT commit themselves wholeheartedly, demonstrating time and time again they are service and leisure-minded loyal members bent on supporting the growth, development and the leadership of the sport of sailing, their club and fellow members.

# ARTWORK



## PAGE SPECIFICATIONS

### DOUBLE PAGE SPREAD

460w x 297H + 5mm Bleed

\$1540

10% MEMBER  
REBATE

\$1386

### FULL BACK COVER

230w x 297H + 5mm Bleed

\$1150

\$1035

### INSIDE FRONT COVER

230w x 297H + 5mm Bleed

\$1050

\$945

### FULL PAGE

230w x 297H + 5mm Bleed

\$850

\$765

### HALF PAGE HORIZONTAL

210w x 137H

\$495

\$446

### HALF PAGE VERTICAL

105w x 277H

\$495

\$446

\* **10% discount for 3 issue bookings**

Artwork must be supplied as hi resolution (300dpi) PDF, EPS or TIFF File with all fonts embedded. Artwork must be CMYK. We do not accept spot colours and RGB images. All Prices are inclusive of GST. Please send artwork to [jody@resilience.com.au](mailto:jody@resilience.com.au)



The Yachtsman is currently welcomed by approximately 1200 households of RYCT Members with an estimated readership of over 20,000 people annually, with digital versions available on the RYCT website and further copies available for purchase through the RYCT office.

With an identified need for growth, readers and advertisers alike are delighted by the redesigned TY. Moreover, the increase in the print run provides expanded opportunity for members to access additional copies for their friends, promotional use at Boat Shows, Regattas and industry expos and most importantly businesses advertising within the magazine can now be provided with additional copies for their clients complimentary.

We would love to have you come on board as an advertiser and are happy to discuss how we can assist you in your advertising strategies.

# WISH TO ADVERTISE?

**TO DISCUSS YOUR ADVERTISING,**

**please contact** (03) 6224 6888 or

DARREN ROACH [darren@resilience.com.au](mailto:darren@resilience.com.au) 0418 123 268

JOHN BENDER [john@resilience.com.au](mailto:john@resilience.com.au) 0418 124 948

**\* book 3 issues and receive a further 10% discount**



# TASMANIAN YACHTSMAN

## Booking Form

BUSINESS NAME				
MAILING ADDRESS				
SUBURB		STATE	POST CODE	
PHONE		FAX		
EMAIL ADDRESS				
AUTHORISED BY		2018 RYCT SPONSOR* YES		NO
SIGNED			DATE	

\* If you are interested in sponsorship opportunities with the RYCT, please discuss with the membership coordinator

ISSUE	CLOSING DATE	AD SIZE	POSITION	LOADING	10% MEMBER DISCOUNT	10% 3 ISSUE BOOKING	COST (inc GST)
NO 7	Feb 1						
NO 8	July 1						
NO 9	October 1						

### ARTWORK

The Tasmanian Yachtsman prefers all advertising material to be supplied complete as Hi Resolution Press Ready PDF files. If artwork production is required all Images are to be provided in TIF or JPEG format converted to CMYK. For Text only files - please supply in doc. Or txt. format. Please note: Images must be supplied separately & not embedded in Word documents. Files can be supplied on CD, DVD, and USB Stick or emailed to [jody@resilience.com.au](mailto:jody@resilience.com.au) PDFs for full page adverts to be set up showing crop marks and allowing 5mm for bleed on all edges. All images must be saved at a resolution of 300dpi, CMYK mode, with all fonts embedded. For double-page spreads, please create as two separate facing pages saved as single PDF files as instructed above. All material supplied must be CMYK. Please note: PMS or RGB colour separations will not be accepted.

### ADVERTISING TERMS & CONDITIONS

- FIRST TIME ADVERTISERS MUST ESTABLISH CREDIT FOR FUTURE ADVERTISING AND SUBMIT PAYMENT OF 100%. Prepayment is required for all non-credit approved advertisers.
- Accounts become due on proof of insertion and in all cases must be paid within 30 days.
- Colour screens will be matched to the best of the publisher's ability. Due to printing and ink variances, we cannot guarantee exact colour matches. No rebate will be made in the event of colour variations.
- The publisher, The Royal Yacht Club of Tasmania, does not take responsibility for "show through" on advertisements.
- Advertising insertion orders are accepted subject to the condition that the publisher shall have no liability for the failure to execute such advertising because of government restrictions, fires, strikes, accidents, acts of God or any other event beyond the publisher's control.
- If, in the publisher's opinion, an advertisement looks like editorial material, the publisher may publish the advertisement under the heading 'Advertising', with a border distinguishing it from nearby editorial and in typefaces that differ from nearby editorial.
- The advertiser must not submit advertising for publication that contains contact details for the advertiser if those contact details do not include the full name and street address of the advertiser. Post office box and email addresses alone are insufficient.
- The publisher does not accept responsibility for any errors in advertising placed over the telephone.
- The publisher reserves the right to reject any advertising that is not in keeping with publication standards. All orders are accepted on the terms and conditions outlined above.
- The printed and written provisions of this contract contain all the agreements between either party and the publisher is not responsible for any oral representations unless incorporated herein. If the advertiser is a corporation, then the individual signing this contract shall be jointly and severally liable with the advertiser for the payment provided herein. In the event of non-payment, all costs of collection and legal fees shall be borne by the advertiser and the individual guarantor. This contract cannot be cancelled without the written consent of the publisher.
- The Tasmanian Yachtsman will provide proofs of new advertisements that require production by The Tasmanian Yachtsman. Charges for an advertiser's alterations will be made if changes are made altering the original copy or graphics following submission of the first proof. Material produced by The Tasmanian Yachtsman will become property of the publisher. Should the advertiser wish to utilise The Tasmanian Yachtsman advertisement for use in other publications, a release fee will be charged and the material cannot be released until the publication of The Tasmanian Yachtsman issue for the month in which the advertisement is first booked.

### CANCELLATION OF SPACE & COPY REGULATIONS

Cancellation of space after space reservation deadline is not accepted. If an advertiser does not meet copy deadline, the publisher may insert a previous advertisement, or if there was no previous advertisement, the publisher might prepare and insert an advertisement without prior approval of copy or layout by the advertiser. Acceptance of advertising is subject to publisher's approval and agreement by the advertiser to indemnify and protect the publisher from loss or expense from claims or suits based upon contents or the subject matter of such advertisements. Including suits for plagiarism, copyright infringement and unauthorised use of a person's name or photograph. The publisher reserves the right to cancel any advertiser's contract if payments are not received on a consistent basis or in the event of non-payment.

# TY -Artwork Instructions

CLIENT			
CONTACT			
PHONE		FAX	
EMAIL ADDRESS			
AD SIZE		ISSUE	
PREFERRED PLACEMENT			2018 RYCT SPONSOR*
			YES   NO
SIGNED			DATE
ARTWORK DETAILS			
SUPPLIED		REPEAT	
NEW			
INSTRUCTIONS			

\* RYCT's membership coordinator can assist you regarding sponsorship opportunities

## PAGE SPECIFICATIONS

**DOUBLE PAGE SPREAD** 460w x 297h + 5mm Bleed

**FULL BACK COVER** 230w x 297h + 5mm Bleed

**INSIDE FRONT COVER** 230w x 297h + 5mm Bleed

**FULL PAGE** 230w x 297h + 5mm Bleed

**HALF PAGE HORIZONTAL** 210w x 137h

**HALF PAGE VERTICAL** 105w x 277h

Artwork must be supplied as hi resolution (300dpi) PDF, EPS or TIFF File with all fonts embedded. Artwork must be CMYK.

We do not accept spot colours and RGB images. All Prices are inclusive of GST. **Send to [jody@resilience.com.au](mailto:jody@resilience.com.au)**