

# WWW.OZTRI.COM.AU

## AUSTRALIAN TRIATHLETE Website

Our regularly expanding website [WWW.OZTRI.COM.AU](http://WWW.OZTRI.COM.AU) gets over 27,000 hits per month. From great competitions, books and DVDs, subscriptions and reviews, to new products and the new *Australian Triathlete* e-Newsletter – it's all here, so check it out!



# OFFICIAL MAGAZINE FOR TRIATHLON AUSTRALIA AND IRONMAN SERIES



## GET ONLINE – WWW.OZTRI.COM.AU

### AUSTRALIAN TRIATHLETE HAS RECENTLY LAUNCHED ITS NEW-LOOK WEBSITE – WWW.OZTRI.COM.AU

Along with a fresh new look you will now find loads of exciting new features. We plan to grow the website into the best resource available for our readers and create the perfect forum for advertisers to get their products and services in front of their target market. The website also offers online subscriptions to both *Australian Triathlete Magazine* and the NEW e-Newsletter. The regular newsletter will be emailed to every subscriber and contains the latest news, exciting announcements, great competitions plus a sneak peek at the next issue of the magazine – a prime place to advertise!

## NEW WEBSITE PACKAGES

FOR VOLUME SEVENTEEN

**\$4,990** 12 month package\*

**\$2,495** 6 month package\*

- e-Newsletter Strip Advertisements on every newsletter emailed
- Banner advertising on [www.oztri.com.au](http://www.oztri.com.au)

- e-Newsletter Strip Advertisements on a minimum 4 x newsletters emailed
- Banner advertising on [www.oztri.com.au](http://www.oztri.com.au)

\* First booked secure premium positions

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Refer to [www.oztri.com.au/media-kit.php](http://www.oztri.com.au/media-kit.php) for e-Newsletter strip and banner advertising specifications

# MEDIA GUIDE

## 2009/2010

# AUSTRALIAN *Triathlete* magazine

### NOW PUBLISHING *NINE* ISSUES

### More than **35,000 READERS** per issue!

**15,000 CIRCULATION** per issue!  
**MORE THAN 35,000 READERS** per issue!

# AUSTRALIAN Triathlete

## Meet the Editors

**A**ustralian Triathlete Magazine aims to be the best in the market for both professional and aspiring triathletes. To achieve this goal the magazine has a fresh new team headed up by myself and Chris Legh – and together we have big ideas for the future.



Chris and I are driven by the desire to make Australian Triathlete Magazine an even better training tool, and provide inspirational content with the ambition to make this season's volume THE BEST YET.

We want to support the industry and I encourage all our advertisers to keep us up to date with new product launches, sponsorship announcements and event promotions, so we can help to keep your brands leading the triathlon market.

We are happy to announce we increasing the number of issues we are publishing next volume from eight to nine.

As a team, together we can make the triathlon industry one that continues to grow!

Tiffany Loftus-Hills, Editor

**H**aving raced triathlons for the past 20 years, this is obviously an industry that I am very passionate about. From the outside many people would perceive triathlons as just a sport, but those who are involved understand that this is more than a sport, it's a lifestyle. It is fitness, health, nutrition, travel, sport and relationships all combined with the aim to get each athlete from one race to the next.



As co-editor of Australian Triathlete Magazine, I look forward to applying my passion for the sport to this leading publication and help to drive our industry forward. Tiffany and I will deliver content that is exciting and informative, and also provide a medium through which our advertisers can generate great value.

Personally, this is my chance to step outside the boundaries of just competing, and provide a broader base of information for our audience, while also growing the sport and Australian Triathlete Magazine to new levels of success.

I am honoured to have the opportunity to make an impact on our sport.

Chris Legh, Editor and Professional Triathlete

## 2009/2010 Advertising Packages

ALL PRICES QUOTED EXCLUDE GST

### PREMIUM ADVERTISING PACKAGE\*

**\$13,000** – SAVE \$2,775 + 10% for IFC

- 4 x Double Page Spread Colour Advertisements
- 5 x Full Page Colour Advertisements
- 4 x Tri Product Feature Spots – these are approx. the same size as a one-third page advert and pages are uploaded on our website with a link back to yours

\* First bookings secure premium positions and package numbers are limited

### DELUXE ADVERTISING PACKAGE\*

**\$11,500** – SAVE \$2,485 + 10% for IFC

- 2 x Double Page Spread Colour Advertisements
- 7 x Full Page Colour Advertisements
- 4 x Tri Product Feature Spots – these are approx. the same size as a one-third page advert and pages are uploaded on our website with a link back to yours

\* First bookings secure premium positions and package numbers are limited

### VALUE ADVERTISING PACKAGE\*

**\$9,800** – SAVE \$2395 + 10% for IFC

- 9 x Full Page Colour Advertisements
- 2 x Tri Product Feature Spots – these are approx. the same size as a one-third page advert and pages are uploaded on our website with a link back to yours

\* First bookings secure premium positions and package numbers are limited

### PROGRAM SPONSORSHIP\*

**A** One casual full page colour advert in an official Program  
**\$1,400 per issue**

**B** EXCLUSIVE sponsorship of the official competitor lists  
**\$1,300 per event**

\* Only Sponsors or Expo Exhibitors can advertise in official programs

## 2009/2010 Advertising Schedule

2009/2010 ADVERTISING SCHEDULE - NOW PUBLISHING NINE ISSUES				
Volume	Feature / Major Event	Booking Deadline	Advertising Material Deadline	On Shelf Date
17.1 Sept	Kona Preview	20 July 2009	30 July 2009	07 September 2009
17.2 Oct	ITU Worlds Gold Coast/Perth	24 August 2009	04 September 2009	12 October 2009
17.3 Nov	Kona/Ironman Western Australia Program	19 October 2009	26 October 2009	27 November 2009
17.4 Dec	Ironman Western Australia Program/70.3	16 November 2009	23 November 2009	25 December 2009
17.5 Feb	Geelong 70.3 Race Results	04 January 2010	15 January 2010	12 February 2010
17.6 Mar	Ironman Collector's Edition	15 February 2010	22 February 2010	22 March 2010
17.7 May	Ironman Australia Program	22 March 2010	29 March 2010	03 May 2010
17.8 June	Winter Training Special	28 April 2010	03 May 2010	07 June 2010
17.9 Aug	Global Update	18 June 2010	05 July 2010	02 August 2010

## Display Advertising Rates

ALL PRICES QUOTED ARE PER ISSUE AND EXCLUDE GST			
	Casual	2-4 Issues	5-9 Issues
Double Page Spread (DPS)	\$2,250	\$2,150	\$2,000
Full Page	\$1,355	\$1,275	\$1,185
Half Page	\$790	\$760	\$700
Third Page	\$670	\$620	\$570
Quarter Page	\$620	\$590	\$550
Strip/DPS Strip	\$440/\$550	\$400/\$510	\$360/\$470
Outside Back Cover	\$1,650	\$1,570	\$1,450
Inside Front Cover	\$1,600	\$1,520	\$1,400
Inside Back Cover	\$1,600	\$1,520	\$1,400
Inside Front Cover Spread	\$2,780	\$2,640	\$2,490

Official magazine for

