

KITEBOARDER  
MAGAZINE

# 2012

MEDIA KIT  
✖



NEW LOOK//NEW SIZE!

# SOMETHING IS IN THE AIR✖

//AUSTRALIAN KITEBOARDER HAS STARTED A NEW ERA.  
KITEBOARDER MAGAZINE IS A REFLECTION OF OUR SPORT AS A WHOLE;  
A COLLECTIVE OF STYLE, OPINION AND DIRECTION FOR BOTH  
KITEBOARDING AND KITESURFING, BUT MOST OF ALL A LIFESTYLE.

We have proven ourselves as a mainstay over our 11 volumes, but now things are changing.

But with change comes an opportunity to take stock, re-adjust and start anew. With new faces, new attitudes and a renewed enthusiasm for the art that is kiteboarding, we are certain that, with your support, this will be our biggest and most productive year yet. Each issue comprehensively covers our sport, from local to international news, as well as detailed coverage of the Australian comps and happenings.

With some of the world's best as contributors and a strong connection within the industry, Kiteboarder magazine is a must read for any kiteboarder. With four issues per year - each featuring massive pull-out posters, news, opinions, tricks, personalities, event's reports, travel, product and much more - Kiteboarder is once again the bible for our sport here in Australia and is the obvious choice to promote your brand with a respectability that just can't be bought.



AUSTRALIAN  
**KITEBOARDER**  
MAGAZINE

//NOW IS THE TIME TO  
GET ONBOARD AUSTRALIA'S  
MOST RESPECTED  
KITEBOARDING MAGAZINE!



NEW LOOK//NEW SIZE!



# ADVERTISE WITH KITEBOARDER✖

**// WE ARE THE MOST PROMINENT SOURCE OF KITEBOARDING INFORMATION IN THE COUNTRY AND CAN HELP MAXIMIZE YOUR EXPOSURE IN MANY DIFFERENT WAYS.**

- **The** magazine provides the perfect opportunity to get your marketing message out to the Australian Kiteboarding population. We offer heaps of advertising options presenting great value to suit your needs.
- **Our** editorial content offers a great opportunity to promote your marketing message. We provide dedicated Stop Press and New Product News sections keeping our readers abreast of the latest and greatest in the sport from around Australia and the world.
- **We** have many special features in the magazine throughout the season, which present fantastic branding opportunities. Wall planners, huge pullout posters and more.
- **Subscriber** DVD's and other subscriber bonuses help us reward our loyal subscriber base while attracting new subscribers. These regular promotional opportunities are an easy way to reach a core group of the sport's participants.
- **Regular** giveaways and promotions through the magazine add interest for readers and allow you to raise the profile of your products and services further.
- **www.kbmag.com.au** is regularly updated with the latest in the sport and the magazine. It includes links to all our feature advertisers' web pages.
- **Continual** PR Campaigns through our contact list allows us to keep everyone in the sport updated with the latest news in the magazine and the sport.
- **Our** on the road presence at events and beaches around the country keeps us in close contact with you, the advertisers, readers and riders. Allowing us to provide the very best coverage of the sports development in Australia. We heavily support events and promotions around the country with exposure, giveaways and tonnes more. We are helping ensure the sport's exciting growth continues.

**PLUS MUCH, MUCH MORE!!!**

**// PRODUCED BY A TEAM OF KITEBOARDING PROFESSIONALS & PUBLISHING EXPERTS.**  
**// HIGH END PUBLICATION, DESIGNED FOR LONG SHELF LIFE.**  
**// MAG WILL BE USED AS A PROMOTIONAL TOOL.**  
**// SPECIAL FEATURES – PULL OUT POSTER, DVD'S, COMPETITIONS, CALENDARS.**  
**// SUBSCRIPTION GIVEAWAYS EACH ISSUE.**

# SPECS & RATES\*

<b>DPS</b>		<b>SINGLE</b>	<b>1/2 VERT.</b>	<b>1/2 HORIZ.</b>
440x300 +5mm bleed		220x300 +5mm bleed	110 x300 +5mm bleed	220x150 +5mm bleed
			<b>QTR.</b> 110 x137	<b>BUS CARD</b> 105x60

AD TYPE	CASUAL	4 ISSUES
3 Page Inside Front Cover Spread	\$7400	\$6100
Inside Front Cover (DPS)	\$4300	\$3850
Inside Back Cover (DPS)	\$3750	\$3140
Back Cover	\$3300	\$2920
Double Page Spread (DPS)	\$3640	\$3030
Single (Full) Page	\$2200	\$1980
Half Page (Hoz/Vert)	\$1100	\$990
Quarter Page	\$570	\$470
Business Card	\$400	\$360

NOTE: Price's do not include GST. If in Australia please add 10%

ISSUE	BOOKING	ARTWORK	ON SALE
ISSUE 1	05 AUG	19 AUG	19 SEPT
ISSUE 2	25 OCT	09 NOV	09 DEC
ISSUE 3	06 FEB	20 FEB	20 MAR
ISSUE 4	06 MAY	20 MAY	20 JUNE

**TECHNICALLY SPEAKING////** To be certain of correct reproduction, artwork is preferred to be supplied on CD, with a colour proof attached and received prior to artwork deadline. Colour images must be CMYK format, with a minimum resolution of 300dpi at finished print size. Artwork must be created and supplied in either Adobe Illustrator (.ai or .eps format), Adobe Photoshop (hi-resolution .jpg, .tif or .psd) or as a hi-resolution PDF. Artwork submitted via email can be sent to: [advertising@bpublishing.com.au](mailto:advertising@bpublishing.com.au). Artwork submitted via post can be sent to: BPublishing PO Box 693, Cotton Tree, QLD, 4558.

NEW LOOK//NEW SIZE!



//PRINT MEDIA IS STILL THE MOST EFFECTIVE WAY OF REACHING THE KITEBOARDING MARKET.

ENTERTAINMENT  
**KITEBOARDER**  
MAGAZINE



# NUMBERS✖

//WE ARE TRULY AUSTRALIA'S ONLY CREDIBLE KITEBOARDING MAGAZINE.  
IT IS A MUST READ FOR ANY KITEBOARDER.

**26%**

OF KITEBOARDERS  
COMPLETELY UPGRADE THEIR  
GEAR EVERY YEAR.

**34%**

COMPLETELY UPGRADE  
THEIR GEAR EVERY 2 YEARS  
SPENDING \$1-2000

**96%**

BUY NEW GEAR  
EVERY YEAR

**CIRCULATION // 15,000 COPIES**

**FREQUENCY // QUARTERLY – 4 ISSUES PER SEASON**

**READERSHIP // 37,500 (ESTIMATED 2.5MIN READERS PER ISSUE)**

**TARGETING // MALES 24-55 YEARS**

**STATE BY STATE //**

**WA - 30% // QLD - 21% // NSW - 23% // VIC - 18% //**

**SA - 6% // TAS - 1% // NT - 1% //**

Information provided from a National kitesurfing survey conducted in 09/10 from zephyr kite tours , supported by North, Slingshot , Cabrinah , KBM, Seabreeze and Ozone.



**KB MAG.COM.AU**



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**E // [INFO@KBMAG.COM.AU](mailto:INFO@KBMAG.COM.AU)      W // [WWW.KBMAG.COM.AU](http://WWW.KBMAG.COM.AU)**

CATHY WEST - SALES  
0423 602 400  
[accounts@bpublishing.com.au](mailto:accounts@bpublishing.com.au)

DANIEL BEVAN - EDITOR  
0414 465 211  
[beaver@kbmag.com.au](mailto:beaver@kbmag.com.au)