

ABOUT KITE MAG

Kite Mag is a FREE quarterly magazine for Australia's thriving kite-surfing community.

There are an estimated 25,000 kitesurfers in Australia and it is one of the world's fastest growing water sports.

Kite Mag is unique because it's a magazine created by enthusiasts for enthusiasts. The magazine features all the latest news, views, features and user generated content from kitesurfers around Australia.

Kite Mag is read by more than 20,000 enthusiasts. Our readers are young, fashion conscious and earn more than \$40,000 a year. They read Kite Mag because they help create the content - it's their magazine; they own it.

Our editors and staff writers are former and current leading national journalists (The Age, The Times, The Australian, The Financial Times & The Observer) who are all kite surfing tragics. We write specialist features and report from the world's most exotic kite surfing locations.

But while we are professional journalists by training, we have chosen to adopt a user generated, crowd-sourcing model for most of Kite Mag's content. We believe this creates a more engaged readership of equal peers and, crucially, offers advertisers a unique positioning in terms of brand peer-to-peer recommendation.

Our approach is consistent with our readers who are very media savvy and are more likely to make purchasing decisions based on peer recommendation rather than push advertising.

Launched in September 2008, Kite Mag has won the respect of the kitesurfing community. We were recently awarded the exclusive rights to host the 2010 National Freestyle Kiteboarding Championships which was held in Melbourne. Our official partner in the event was Foxtel. We are also supported by the Victorian State Government through Marine Safety Victoria.

THE KITE MAG TEAM

Our team is 20,000 readers and counting.
Other team members include:

George Ierodiaconou (Publisher & Managing Editor): George is a former News Limited journalist and editor. He most recently edited the Leader Group of newspapers and was responsible for various mastheads in Melbourne. George is an avid kite surfer who spends his free time kitesurfing the beaches around Altona and St Kilda in Victoria.

Andrew Jaspán (Editor - digital & conversations): Andrew is a former editor in chief of The Age (2004-08). He formerly edited the prestigious British national broadsheet The Observer and is a well-respected and influential journalist and media commentator. Andrew's son, Ewan, is the no.2 ranked kitesurfing junior in Australia.

Greg Roberts (Chief Sub-editor & features): Greg is an Australian Associated Press journalist. He contributes to Kite Mag as a writer and also edits the magazine. He loves all water sports and was introduced to the sport by George when they both worked for News Limited.

Rajiv Maharaj (Commissioning Editor): Rajiv is a former News International journalist who has written for the FT, The Australian, The Times of India and the Herald Sun. Rajiv grew up in the South Pacific and is a keen sailor/kitesurfer.

Barry Browne (Add sales executive): Barry Browne Media and Marketing was established in 1985, Barry has an extensive career in advertising and sales.



Barry is widely regarded and respected within the industry and is frequently called upon to help locate a publication that a media buyer/agency cannot locate.

Ryan Fehily (Design): Ryan is a graduate of one of Australia's most prestigious design schools - Grenadi School of Design. Ryan is an award-winning designer who is passionate about kitesurfing and extreme sports. Ryan established his own design company in 2008 (Fehily Design) and has worked on projects for Saw construction, Icon Design, World's Greatest Shave and Lost Dogs Home.

Danielle Marganis (Marketing): Danielle is one of Australia's leading marketers and develops strategy and communications for some of the country's biggest selling brands. She previously ran campaigns for Tesco in the UK and has a special interest in developing health oriented programs and strategies for a healthier Australia. She's also a kiteboarder and is active in promoting the sport to women (current female participation rate is at about 10 per cent).

MATERIAL REQUIREMENTS

All advertising material must be supplied as PDF digital files.

Kite Mag recommends ads are sent via Quickcut to ensure the highest quality production.

Details contact Quickcut on: Sydney (02) 9467 7500; Melbourne (03) 8696 5701; Brisbane (07) 3013 6279 or their website www.quickcut.com.au

ADD CONSTRUCTION

Digital ads will produce artwork for approval before sending it to us via the Quickcut system. Details: Email us at info@digitalads.com.au, phone (+61) 2 9552 4733 or 0407 643474. Before calling make sure to have images, logos and text ready.

READY TO GO

Please courier your advertising CD/DVD to:

Barry Browne

Barry Browne Media Management
Po Box 1053 Surrey Hills North VIC 3127
Telephone: +61 3 98079154
Mobile: +61 0418 322 243
Email: barry@barrybrownemedia.com.au
Website: barrybrownemedia.com.au

Enquiries contact George Ierodiaconou 0422305416 international (+61 422305416)

ONLINE ADVERTISING RATES

Front Page Flash Tile Rate per month
6cm x 3cm \$500

• Advertisers note these prices are final and can't be discounted. Those that pay and send art work first have priority and their ads will appear closer to the front of the book.

DEADLINES

Issue Name	Sale Date	Booking Date	Material Date
December	December 5	November 7	November 15
March	March 5	February 7	February 15
July	July 5	June 7	June 15
September	September 5	August 7	August 15

PRINT ADVERTISING RATES all price + GST

Page size	Cost
Double page	\$2,500
Full page	\$1,800
Inside front cover	\$5,800
Inside back cover	\$5,000
½ page	\$1,200

