



AUSTRALIA'S
SURFING LIFE 2012 MEDIA KIT
MAGAZINE

WHAT IS ASL?

ASL is the most advanced integrated media brand on the market, with established media channels in print, online, social networks and mobile apps. As such, ASL has the ability to offer you more effective contact with your target market. ASL is all about surfing. We're your one stop shop for all things surf, from news to equipment to travel. We are an all-inclusive mag aimed at people who love surfing for any reason, from beginner to ripper and all points in between.



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WHO DO WE TALK TO?

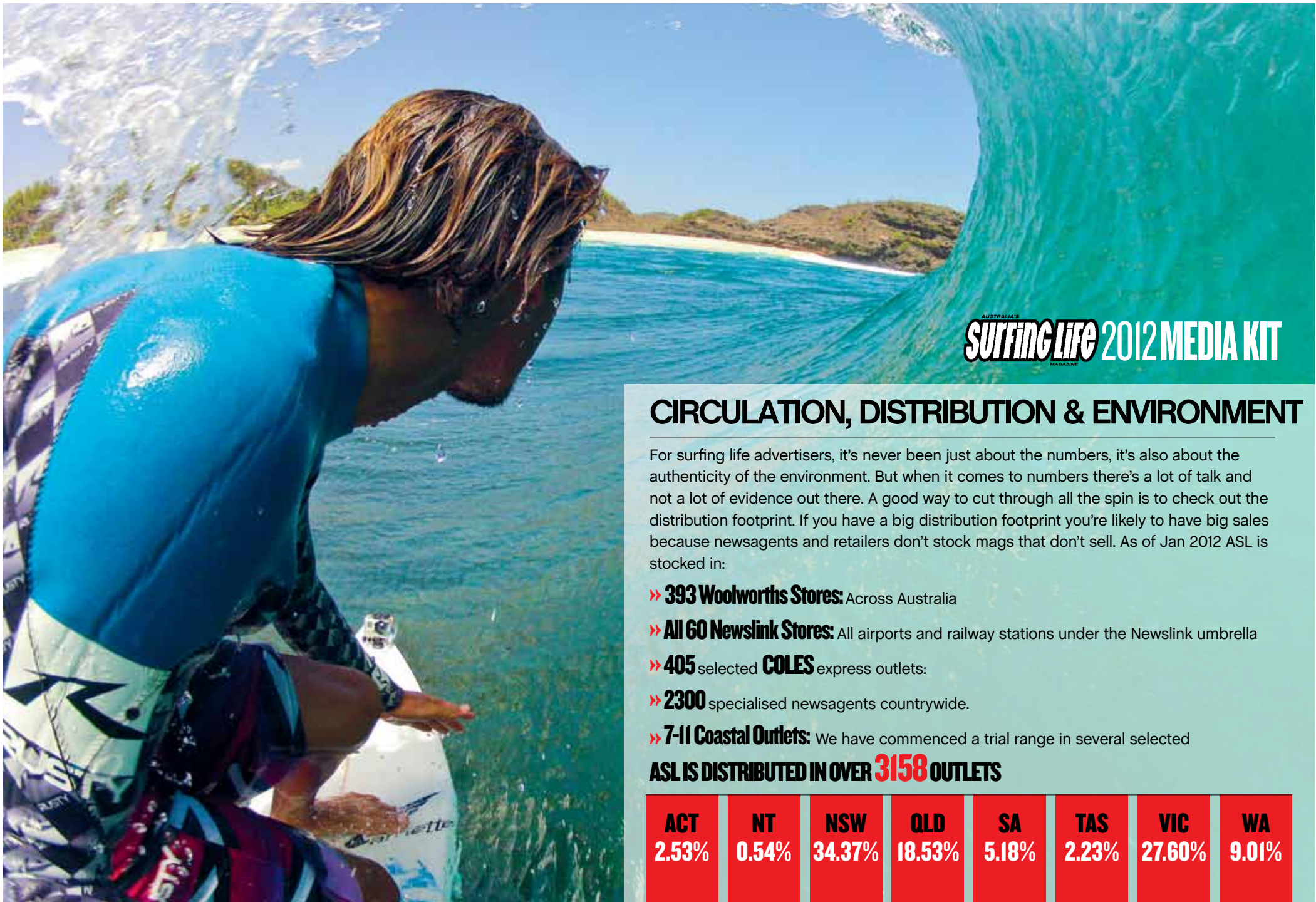
An ASL reader is anyone who surfs, from an excited kid in boardriders to the old man on the point, from a group of surf stoked girls to your 365-days-a-year type guy.

Our readers love surfing, their core age range is 18 – 30, but we have readers aged from under 14 to over 50 (this year's survey data), and with over 40% having a disposable income of \$200+ a week it makes them the perfect target market for you!

ASL is proud to not be part of any clique within the already niche surf market. We have the hearts and minds of the large middle ground, and this makes us not only an effective communicator, but a unique one as well.

STATS & FACTS

- » **87%** male readership
- » **40+%** aged between 18-30 years
- » **Only 2%** of the readers subscribe to another surf title!
- » **67%** have up to 6 boards in their quiver backing up our claim of being the “surfers” mag
- » **61%** surf at least two times a week



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CIRCULATION, DISTRIBUTION & ENVIRONMENT

For surfing life advertisers, it's never been just about the numbers, it's also about the authenticity of the environment. But when it comes to numbers there's a lot of talk and not a lot of evidence out there. A good way to cut through all the spin is to check out the distribution footprint. If you have a big distribution footprint you're likely to have big sales because newsagents and retailers don't stock mags that don't sell. As of Jan 2012 ASL is stocked in:

- » **393 Woolworths Stores:** Across Australia
- » **All 60 Newslink Stores:** All airports and railway stations under the Newslink umbrella
- » **405** selected **COLES** express outlets:
- » **2300** specialised newsagents countrywide.
- » **7-11 Coastal Outlets:** We have commenced a trial range in several selected

ASL IS DISTRIBUTED IN OVER 3158 OUTLETS

ACT	NT	NSW	QLD	SA	TAS	VIC	WA
2.53%	0.54%	34.37%	18.53%	5.18%	2.23%	27.60%	9.01%

HOW DO WE CONNECT?

A MULTI CHANNELED MEDIA BRAND THAT CONNECTS WITH ITS MARKET, ASL IS:

- A monthly magazine with an emphasis on all things surfing, we are also the specialists when it comes to quality and exclusivity.
- Vibrant websites with a focus on news and WCT coverage through surfinglife.com.au, video through tubetube.tv and product via surfproductreviews.com.au (coming soon)
- Mobile applications for iPhone, iPad and android devices.
- Mobile breaking news service that is credible, reliable and growing daily.
- ASL-produced DVD's hosting the best content from around the globe.
- High quality coffee table books including: Complete Guide to Surfing your best, Visions series and Teahupo'o - Ten Days That Changed Surfing
- Events through our highly successful Big Wave and Peer Poll awards
- The strongest voice in Australian surfing on social media networks.
- In direct contact via e-newsletters and personalised email communications.

IT'S THIS INTEGRATED, MULTI-CHANNELLED PACKAGE THAT MAKES SURFING LIFE THE MOST EFFECTIVE LINK WITH THE SURFING COMMUNITY IN AUSTRALIA.

STATS & FACTS

MAGAZINE: 25,320 (circulation)

WEBSITE: 40,020 unique users, 182,340 unique impressions (average for 2011)

APPS: ASL will release a total of **four** apps this year including our Board Bible and Wetsuit Bible apps. We have the capability to build custom apps for advertisers (an example of this is the Rip Curl Trivia app <http://surfinglife.com.au/news/asl-news/6554-iphone-trivia-app>).

E-NEWS: we have a growing database of **9,486** (as at end of 2011) loyal ASL readers who have asked to be sent an EDM.



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PRINT RATES

PAGE SIZE	COLOUR CASUAL	3X	6X	12X
DOUBLE PAGE	\$6720	\$6520	\$6268	\$5969
FULL PAGE	\$3444	\$3339	\$3202	\$3045
HALF PAGE	\$1932	\$1869	\$1895	\$1706
ONE THIRD PAGE	\$1606	\$1554	\$1491	\$1417

WEB RATES

- » We offer standard Leaderboard (728 x 90 pixels) and Medium Rectangle (300 x 250 pixels) web banners, priced on a CPM* basis. Your share of voice will be at a minimum of 20%, and Exclusive (100% share of voice) banners are also available upon request^.
- » Exclusive Website Gutters (140 x 1050 pixels) which run down the left and right sides of the ASL website site are also available, for a maximum of 5 consecutive days (to minimize disruption and banner blindness for your brand)
- » Standard Banner Rates^ for Leaderboard are \$30CPM, for MREC are \$40CPM, and for Gutters are \$80CPM
- » For limited budgets, a 125 x 125 pixel banner located further down the page is available at a fixed monthly cost of \$100
- » Digital advertising options for the more adventurous include: pre-roll video TVCs, sponsored sections, full website buyouts, lights out video site takeovers, sticky footers and page peels (pricing upon request)

Speak to your sales rep about tailoring an online campaign to suit your needs. In addition to the above options, customised solutions are also available to meet your unique business objectives.

IPAD RATES

We will publish a total of four iPad apps this year ASL will release a total of four apps this year including our Board Bible and Wetsuit Bible apps. Advertising can be booked on a sponsorship basis or individual ads. Speak to your rep about us producing an app specifically for you, we have the in-house skills and experience to develop a custom app to meet your strategic needs.

Indicative rates: \$750 per ad, \$5,000 for outright presenting sponsorship, Minimum \$7,500 for custom apps.



^ Pending availability
* Cost per thousand impressions
^^ Minimum impressions to be purchased in a month is 12,000



DEADLINES

ISSUE / COVER MONTH	ON SALE DATE	CANCELLATION D/L	BOOKING D/L	ONSALE DATE
281 / February 2012	21-Dec-2011	7-Nov-2011	18-Nov-2011	25-Nov-2011
282 / March 2012	18-Jan-2012	28-Nov-2011	8-Dec-2011	14-Dec-2011
283 / April 2012	22-Feb-2012	4-Jan-2012	18-Jan-2012	27-Jan-2012
284 / May 2012	21-Mar-2012	6-Feb-2012	17-Feb-2012	24-Feb-2012
285 / June 2012	25-Apr-2012	6-Mar-2012	19-Mar-2012	28-Mar-2012
286 / July 2012	23-May-2012	9-Apr-2012	20-Apr-2012	27-Apr-2012
287 / August 2012	20-Jun-2012	7-May-2012	18-May-2012	25-May-2012
288 / September 2012	25-Jul-2012	11-Jun-2012	22-Jun-2012	29-Jun-2012
289 / October 2012	22-Aug-2012	9-Jul-2012	20-Jul-2012	27-Jul-2012
290 / November 2012	19-Sep-2012	6-Aug-2012	17-Aug-2012	24-Aug-2012
291 / December 2012	24-Oct-2012	10-Sep-2012	21-Sep-2012	28-Sep-2012
292 / January 2013	21-Nov-2012	8-Oct-2012	19-Oct-2012	26-Oct-2012
293 / February 2013	19-Dec-2012	5-Nov-2012	16-Nov-2012	23-Nov-2012
294 / March 2013	23-Jan-2013	27-Nov-2012	10-Dec-2012	18-Dec-2012

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