

# COMPANION

YOUR ESSENTIAL SHOPPING AND TRAVEL PARTNER



S Y D N E Y A I R P O R T

# COMPANION

WINTER 2014 ISSUE 7 Sydney Airport The right future. Starting now.

**GLORIOUS GALLERIES**  
The world's best on display

**EXPLORING OLD SYDNEY**  
Your guide to The Rocks

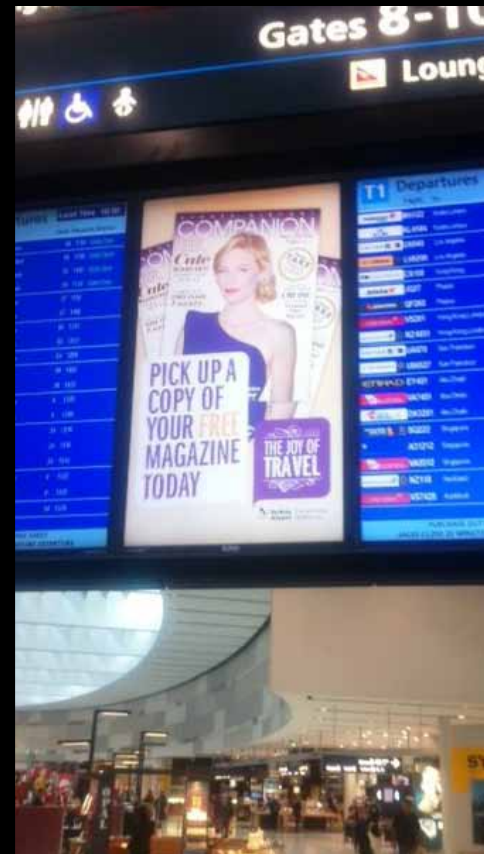
**TRAVELLING WITH KIDS**  
Make your trip fun for the whole family

PLEASE TAKE THIS COPY

## Tim Cahill

THE MAN WITH THE GOLDEN BOOTS

WORLD CUP STYLE SHOPPING WINTER AIRPORT SHOPPER PG 54



## THE MAGAZINE

With COMPANION Magazine, Sydney Airport provides travellers and Sydney-siders with an entertaining and informative lifestyle magazine dedicated to travel and travel retail. Each edition circulates 100,000 copies throughout the Sydney International and Domestic (T2) Terminals, along with off-airport distribution such as Airport Link train stations and Rydges, Sydney International Airport.

The current issue and all back-issues are also available from the homepage of Sydney Airport's popular website, resulting in tens of thousands of digital views each month.

With a broad international and local customer profile, Sydney Airport provides advertisers with a unique opportunity to communicate with passengers as well as the fareweller and meeter and greeter markets. Last year, Sydney International and Domestic airport had over 2.3 million passengers\* in December alone.

Featuring a strong retail message, the magazine highlights the joy of travel and the benefits of shopping at Sydney Airport along with a showcase of product offerings. The complimentary COMPANION Magazine is a must have for any traveller through Sydney Airport.

\* BASED ON 2011 FIGURES.



## RATE CARD: 2014/15

	Casual	2x (-10%)	3x (-20%)	4x (-30%)	6x (-40%)
<b>Double PG</b>	\$9,750	\$8,775	\$7,800	\$6,825	\$5,850
<b>Full Page</b>	\$6,000	\$5,400	\$4,800	\$4,200	\$3,600
<b>Half Page</b>	\$4,500	\$4,050	\$3,600	\$3,150	\$2,750
<b>Third Page</b>	\$3,000	\$2,700	\$2,400	\$2,100	\$1,800

## Prime Position Guarantee

Inside Front Cover DPS	\$15,000
Outside Back Cover	\$15,000
Inside Back Cover	\$7,750
Early Right Hand Page (20% loading)	\$3,600
Cover Wrap	Quoted
Gatefold	Quoted

## Loose Insert Rate

1 - 2 Pages	\$90/'000'
3 - 4 Pages	\$90/'000'
5 - 6 Pages	\$90/'000'
7 - 8 Pages	\$90/'000'

## Bound Insert Rate

1 - 2 Pages	\$90/'000'
3 - 4 Pages	\$90/'000'
5 - 6 Pages	\$90/'000'
7 - 8 Pages	\$90/'000'

## Production Charge

Full Page	\$1,500
Double Page	\$3,000

\* The above rates do not include GST 10% will be added to the above rates.

\* All inserts have a minimum charge of \$5,000 +GST.



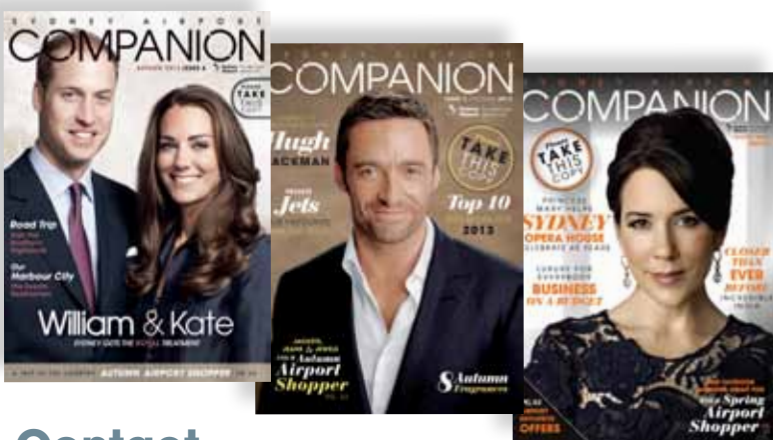
## SPECIFICATIONS

With bleed (height x width in millimetres)	Type (height x width in millimetres)	Trim (height x width in millimetres)
Full Page	233 x 172	213 x 152
Double Page Spread	233 x 334	213 x 314
Half Page Vertical	233 x 91	213 x 71
Half Page Horizontal	121 x 172	101 x 152
Third Page Vertical	233 x 64	213 x 44
Third Page Horizontal	85 x 172	65 x 152
Poster	On Application	
Bound Insert	On Application	
Loose Insert	On Application	

## BOOKING AND MATERIAL DEADLINES

Material to be provided as high res PDFs to [info@nuclear.com.au](mailto:info@nuclear.com.au) or via Quickcut

Issue	In Store Date	Ad Booking Deadline	Cancellation Deadline	Ad Material Deadline
Spring 14	01/09/14	17/08/14	17/08/14	21/08/14
Summer 14/15	01/12/14	16/05/14	16/05/14	20/11/14
Autumn 15	02/03/15	15/02/15	15/02/15	19/02/15
Winter 15	01/06/15	17/05/15	17/05/15	21/05/15



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