THE WORLD'S NUMBER 1 MEN'S MAG

MAXIM
AUSTRALIA

2017/18

MEDIA KIT

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The ESSENTIAL, go-to LIFESTYLE GUIDE for today's YOUNG MEN who want to HAVE IT ALL!

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A global brand WITH OVER 9 BILLION MEDIA IMPRESSIONS in 2016. *MAXIM* has THE POWER to attract attention!

The Evolution of *MAXIM*

MAXIM is the largest men's magazine brand in the world. First launched as a magazine in the United Kingdom in 1995, *MAXIM* now boasts brand extensions in print, online, mobile, broadcast, events, social media and more. Since *MAXIM* hit its stride in the US in 1998 and Maxim.com launched in 1999, *MAXIM* the brand has become a force to be reckoned with.

MAXIM's 360° programs and global franchises such as Hot 100, Best Stuff of the Year, Hometown Hotties, and the *MAXIM* Party during Super Bowl weekend are grand reflections of *MAXIM*'s growing and long-lasting influence in today's media world. In 2010, with international editions in over 25 European and Asian countries and an extensive following in the United States, *MAXIM* continues to reach guys globally and creatively. *MAXIM* knows what guys like. And we talk

in the same way guys talk to each other. With men 18-34, we know the way they live, the way they work, the way they think and the way they play. *MAXIM* provides content and the appropriate channels for which this content is distributed –all while keeping in mind the needs of the audience we serve. *MAXIM* believes the content we serve should always evolve and adapt to the needs of our audience.

Our Mission

Men today crave information that can keep up with their increasingly demanding, exciting lives. They want to consume content with an irreverent voice that will make them laugh, and maybe even teach them something new. In a crowded field, *MAXIM* stands out because it's funny, bold, useful, sexy and slick. *MAXIM* arms guys with the tools to live a better life and have more fun doing it. *MAXIM* is a guy's go-to guide for everything from the coolest new gadgets to the most beautiful women in the world; from sports to the best music, events, mobile, broadcast, social networking sites and beyond.

Who is the *MAXIM* Reader?

We plan to reach a large number of Australian men aged 18-34 years old (the most desirable and elusive customer) through our magazine, website, applications, social media and events. These men are Alpha Males: peer-group leaders who are confident, successful, and voracious consumers of products and services. Their friends turn to them for advice on which car to buy, who's the hottest starlet right now and how to manage their portfolios. With a high median household income and a median age of 30, *MAXIM* readers are wealthy, young, and look to our brand for social cues and entertainment. For unparalleled exposure to young men 18-34, *MAXIM* is second to none.

FREQUENTLY RAISED CONCERNS

MAXIM Australia's environment is too risqué for my brand.
MAXIM is a men's lifestyle brand with high standards. Beautiful women characterise the men's lifestyle category, but our audience has evolved to appreciate a more sophisticated take on sexiness – think tasteful, upscale photo shoots with today's hottest starlets.

MAXIM Australia's out-of-pocket investment is too high.
Advertising in *MAXIM Australia* is well worth the investment because *MAXIM* is a globally recognised brand and is certain to become one of Australia's favourite men's magazines.

The _MAXIM Australia_ reader is too young for my brand.
MAXIM's broad range of content reaches young men 18-34, whether they're looking for the latest video game reviews or interviews with renowned athletes and actors. *MAXIM* also features a large diversity of products – from luxury automobiles to affordable sportswear.

The "Lads'-mag category" is dead.
It's true – guys' tastes have shifted away from the old lads'-mag model. Always a pioneer, *MAXIM* has evolved to address the post-laddie consumer: guys who are smart, funny, forward-thinking, looking for cool new gear, and want to live a more luxurious life.

MAXIM Australia is not aspirational enough for premium brands.
MAXIM readers are predominantly single, with large discretionary incomes. *MAXIM* reaches more 18 to 34-year-old consumers and its editorial content reflects the desires of an upwardly mobile demographic. Globally we carry premium brands across all major categories, from automobiles to spirits. Audi, Gillette, Skyy Vodka and Calvin Klein are just a few of *MAXIM*'s premium-brand advertisers.

I'm worried about standing out in a cluttered advertising environment.
If you are not happy with your brand creative, we can create custom packages that are tailor-made for *MAXIM* readers.

MAXIM AUSTRALIA

Page Rates ($AUD)	Casual	3x (-5%)	6x (-10%)	9x (-15%)	12x (-20%)
Full page	8,125	7,720	7,310	6,905	6,500
Half page	5,685	5,400	5,115	4,835	4,550
Third-page strip	4,465	4,240	4,020	3,795	3,570
Double-page-spread (DPS)	16,250	15,440	14,625	13,815	13,000
Inside front cover DPS	20,250	19,240	18,225	17,215	16,200
Inside back cover	9,125	8,670	8,215	7,755	7,300
Outside back cover	11,500	10,925	10,350	9,775	9,200
Loose inserts	$130-$400/1000 (depending on pg qty) / 8 pg poster $25,000				

Above prices exclude GST

Specifications (mm)	Trim (H x W)	Bleed (H x W)	Text (H x W)
Full page	275x210	285x220	255 x190
Double-page-spread (DPS)	275x420	285x430	255x400
Half-page vertical	275x105	285x115	255x85
Half-page horizontal	137x210	147x220	117x190
Third-page vertical	275x70	285x80	255x50

All material to be supplied as high resolution PDF to info@nuclear.com.au or via Quickcut

Online Rates	Production	Per Week
Homepage takeovers	1,500 if required	7,900
Banners/M-Recs	Negotiated with magazine packages	

Deadlines

Issue	Booking (Tues)	Material (Thurs)	On sale (Thurs)
Jun 17	25-Apr	27-Apr	18-May
Jul 17	30-May	1-Jun	22-Jun
Aug 17	27-Jun	29-Jun	20-Jul
Sep 17	25-Jul	27-Jul	17-Aug
Oct 17	29-Aug	31-Aug	21-Sep
Nov 17	26-Sep	28-Sep	19-Oct
Dec 17	24-Oct	26-Oct	16-Nov
Jan 18	28-Nov	30-Nov	21-Dec
Feb 18	26-Dec	28-Dec	18-Jan

Issue	Booking (Tues)	Material (Thurs)	On sale (Thurs)
Mar 18	30-Jan	1-Feb	22-Feb
Apr 18	27-Feb	1-Mar	22-Mar
May 18	27-Mar	29-Mar	19-Apr
Jun 18	24-Apr	26-Apr	17-May
Jul 18	29-May	31-May	21-Jun
Aug 18	26-Jun	28-Jun	19-Jul
Sep 18	24-Jul	26-Jul	16-Aug
Oct 18	28-Aug	30-Aug	20-Sep
Nov 18	25-Sep	27-Sep	18-Oct

Contact

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