

MAXIM AUSTRALIA

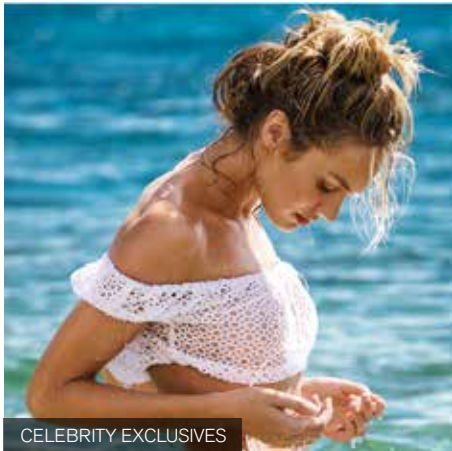
The World's Number-One Men's Magazine

MEDIA KIT 2017/18



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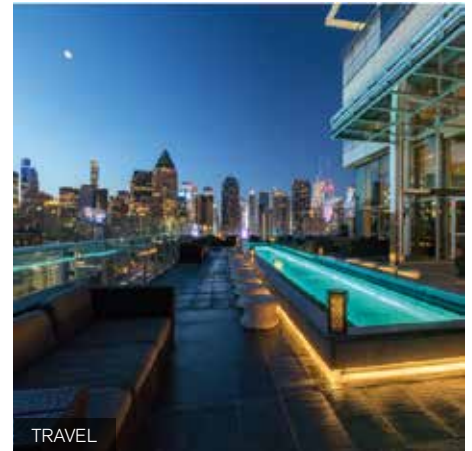
The ESSENTIAL, go-to LIFESTYLE GUIDE for today's YOUNG MEN who want to HAVE IT ALL



CELEBRITY EXCLUSIVES



AUTOMOTIVE



TRAVEL



FASHION AND GROOMING



ENTERTAINMENT



SPORTS

A GLOBAL BRAND WITH OVER NINE BILLION MEDIA IMPRESSIONS IN 2017. 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 www.maxim.com launched in 1999, 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 and the *MAXIM* Party during Super Bowl weekend are grand reflections of *MAXIM*'s growing and long-lasting influence in today's media

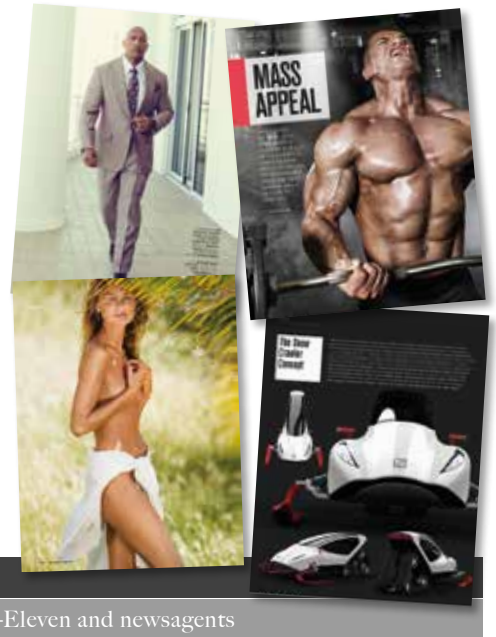
world. In 2017, with international editions in over 25 European and Asian countries and an extensive following in the United States, *MAXIM* continues to reach guys globally and creatively. *MAXIM* knows what guys like and *MAXIM* talks in the same way guys talk to each other. With men 18-34, we know 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 it serves should always evolve and adapt to the needs of our audience.

Who is the *MAXIM* Reader?

We reach more than half a million Australian men aged 18-34 years old across our platforms including print, digital, social 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.

Our Mission

Men today crave information that can keep up with their increasingly demanding and 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 classy, 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 films, music, events, broadcast, social networking sites and beyond.



Magazine

Readership: 200,000+ (estimated)

Distributed at: Woolworths, Newlink, BP, 7-Eleven and newsagents

MAXIM READERS BY THE NUMBERS

MORE LIKELY TO BE A BIG SPENDER **74.9%**

DO NOT READ ANY OTHER MEN'S LIFESTYLE MAGAZINES **72.4%**

IF THEY HEAR OF A NEW ALCOHOLIC DRINK THEY WILL TRY IT **83.1%**

BUY AND WEAR CLOTHES THAT WILL RECEIVE ATTENTION **72.3%**

WILL BUY A PRODUCT BECAUSE OF THE BRAND **81.1%**

WILL GO OUT OF THEIR WAY TO LEARN ABOUT NEW TECHNOLOGY **69%**

THINK IT'S IMPORTANT TO LOOK FASHIONABLE **72.5%**

CONSIDER THEMSELVES A LEADER MORE THAN A FOLLOWER **86.2%**

*RESULTS ACCORDING TO AN OCTOBER 2016 SURVEY OF 1016 *MAXIM* READERS

Online and Social Media

Page Impressions: 1,000,000 per month

Unique Browsers: 150,000 - 200,000 per month

Average Session Time: Five minutes

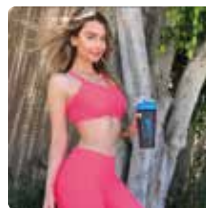
Facebook Fans: 237,000+

Instagram followers: 50k+



MAXIMAUSTRALIA AMBASSADORS

SOME OF THE INFLUENCERS WE'VE WORKED WITH TO PROMOTE CLIENTS' BRANDS



Emily Scars

SOCIAL MEDIA REACH: **4.6million +**

MAXIM cover girl, brand ambassador and Australian model living in Los Angeles



Chloc Hurrell

SOCIAL MEDIA REACH: **70,000 +**

2017 *MAXIM* Australian Swimwear Model of the Year and Australian model



Rence Somerfield

SOCIAL MEDIA REACH: **1.9million +**

MAXIM cover girl, swimwear designer, brand ambassador and Australian model



Laura Lydall

SOCIAL MEDIA REACH: **1.7million +**

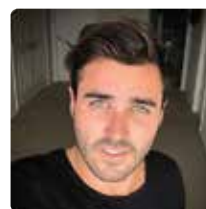
Australian fitness model, brand ambassador and *MAXIM* cover girl



Daniel Conn

SOCIAL MEDIA REACH: **430,000 +**

Global Athletic Director for F45 Training, fitness model and celebrity personal trainer



Davey Lloyd

SOCIAL MEDIA REACH: **30,000 +**

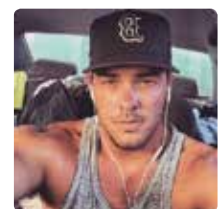
Former cast member of *The Bachelorette* and brand ambassador



Nick Cummins

SOCIAL MEDIA REACH: **500,000 +**

AKA 'The Honey Badger', Australian rugby union player and brand ambassador



Jake Ellis

SOCIAL MEDIA REACH: **23,000 +**

Former cast member of *The Bachelorette* and brand ambassador

MAXIM AUSTRALIA

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



Contact

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