

MEDIA KIT

FG MAGAZINE
OFFICIAL MARDI GRAS FESTIVAL GUIDE 2016
FEB 19 - MAR 6, 2016

ABOUT FG MAGAZINE

DESIGNED TO CELEBRATE SYDNEY'S PREMIER LGBTI FESTIVAL
FEB 19 - MAR 6, 2016



AN ORIGINAL STAR OBSERVER PUBLICATION

Since 1979, the *Star Observer* has reported on and documented the Sydney Mardi Gras from its beginnings as a protest march to the most exhilarating and colourful LGBTI festival in the world. We remain Australia's most trusted news source for the LGBTI community in print and online, and remain 100 per cent community owned.

fg Magazine takes its name from its heritage as the official Mardi Gras "Festival Guide" and has been proudly published by the *Star Observer* for 28 years.

SHOWCASING THE BEST OF MARDI GRAS TO THE LGBTI COMMUNITY

Produced in collaboration with Sydney Gay and Lesbian Mardi Gras, *fg Magazine* will showcase the best of Mardi Gras 2016 and will be available as a free resource in print and online to the tens of thousands of visitors who come to this major event in Sydney from February 19 to March 6.

Filled with stunning pictures and engaging articles, *fg Magazine* will profile the events and personalities who make Mardi Gras the magnificently diverse and eclectic celebration of diversity that it has become in the one beautifully produced and highly collectable festival magazine.

Available from February 18, 2016 a total of 20,000 copies will hit the streets in time for distribution at Mardi Gras Fair Day. *fg Magazine* will be available in a variety of key locations throughout Australia, reaching more than 95 per cent of Australia's LGBTI community via *Star Observer* drop-off locations and additional mainstream and queer outlets. 15,000 copies will be distributed in Sydney and an eMagazine will also be available online for download for mobile or tablet devices.



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AN OPPORTUNITY FOR ADVERTISERS TO DIVERSIFY

fg Magazine gives all supporting advertisers the opportunity to reach a large, global and influential audience in print and online during one of the most vibrant periods of the year in Sydney, while showing their support for Mardi Gras and celebrating the diversity of the LGBTI community.

We look forward to reserving a space for you in *fg Magazine*, the Official Mardi Gras Festival Guide 2016 and celebrating this wonderful event on Sydney's calendar together.

Daniel Bone
CEO Publisher
Star Observer

Proud media partner of Sydney
Gay and Lesbian Mardi Gras 2016



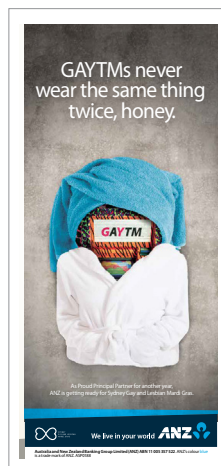
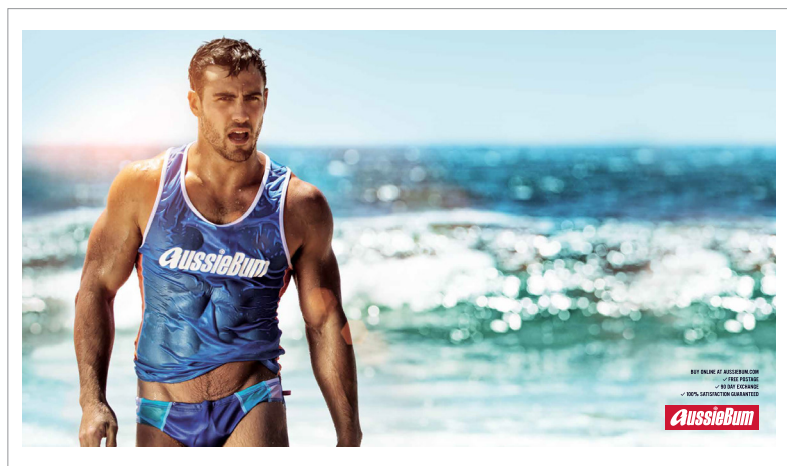
REACH AN INFLUENTIAL, SAVVY & GLOBAL LGBTI AUDIENCE IN SYDNEY



- Open-minded
- Socially aware
- Highly educated
- High disposable income & discretionary spend
- Time rich
- Stylish
- Technologically engaged
- Always adventurous and looking for the next thing to enjoy and share with their friends
- Early adopters & influencers of their peers
- Some have travelled from another state or country to be part of the Mardi Gras celebration

ADVERTISING OPPORTUNITIES

PUT YOUR BRAND AT THE HEART OF THE LGBTI COMMUNITY DURING MARDI GRAS



fg Magazine | Official Mardi Gras Festival Guide 2016

Publish Date (Print & Online): February 18, 2016
(In time for Mardi Gras "Fair Day" which attracts crowds of 80,000+)

Distribution (Print): 20,000+

Distribution (Online): 45,000+

Readers: 100,000+ Print & Online

Shelf Life: Feb 18 - Mar 6, 2016 and beyond
(longer online)

Coverage (Print): Eastern Seaboard (75% Sydney)

Coverage (Online): International

Print Format: 280 x 310 mm

Size: 64 pages+

Online Format: Downloadable eMag for any device
www.starobserver.com.au/latest-issues

Print Stock: 80gsm Snowflake

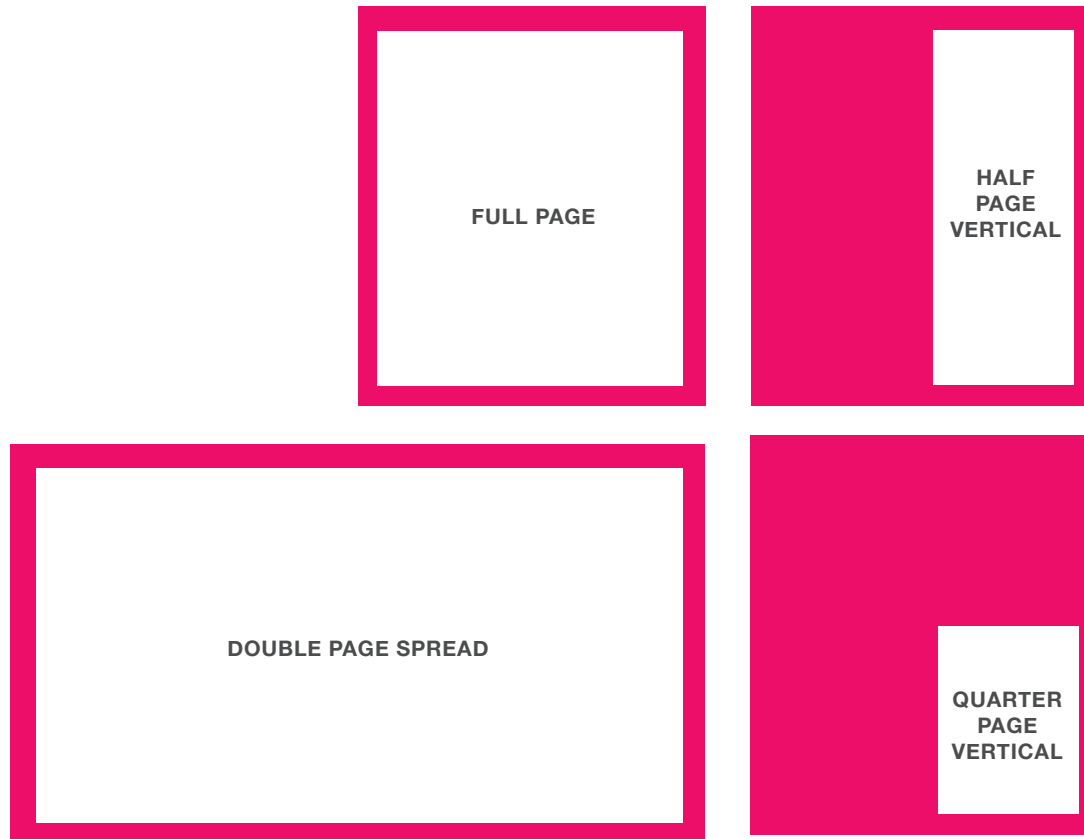
Booking Deadline: Feb 8, 2016 (Unless sold out)

Artwork Deadline: Feb 9, 2016



ADVERTISING RATES

(EX. GST)



Inside Front Cover Double Page Spread*	\$6,000
560 Wide x 310 High with 5mm bleed	

Outside Back Cover *	\$4,000
280 Wide x 310 High with 5mm bleed	

Double Page Spread	\$5,500
560 Wide x 310 High with 5mm bleed	

Full Page	\$3,500
280 Wide x 310 High with 5mm bleed	

Half Page Vertical	\$2,500
140mm Wide x 260mm High	

Quarter Page Vertical	\$1,500
128mm Wide x 140mm High	

*subject to availability. Spaces are limited.

PRINT SPECIFICATIONS AND REQUIREMENTS:

Required file format: PDF (version 1.3), Colour model: CMYK only, Images format: EPS, TIFF, JPEG. Minimum resolution: 300dpi. Total ink weight: 230%. Font embedding required: Yes. Minimum point size for type: single colour: 6pt, coloured type: 8pt, reversed type: 12pt. On DPS and Full page artwork ensure there is a +5mm bleed to all sides and that the type area is within 10mm of the trim. All colour objects and images must be CMYK. NO RGB or Spot colours will be accepted. Pantone (PMS) colours must be converted to CMYK. If you require rich black we recommend C-50%, K-100%.

SALES

RESERVE YOUR SPACE TODAY



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