

SPOOK

MEDIA KIT 2010





WE
ARE

SPOOK

Spook magazine is a progressive, independent, bi-monthly lifestyle magazine based out of Melbourne, Australia.

An awareness of social and industry trends relevant to our market is the chief catalyst behind Spook's development. The magazine distinguishes itself through its innovative outlook that delivers its message with a depth and aesthetic that transcends the wash of vainglorious over-generalized mass media.

Why does spook magazine even exist, do we need another hipster trying to push his/her fashionable agenda down our cravats?

Since the collapse of VSU, independent journalism in Australia has suffered considerably. This combined with the drastic changes attributed to media convergence has meant that quality independent hard press near but disappeared. It has since been replaced with global imports of irrelevant information. Artists and journalists still yearn to be represented in hard copy, which is still regarded to be the premium media channel within our demographic.



SPOOK TARGETS

We have researched our target market extensively, and have been able to discern a specific demographic that is both lucrative yet difficult for advertisers to tap without a strong vehicle.

Based on comprehensive marketing data surveys completed by a group of two hundred comprised of students, designers, artists and young professionals.

TARGET DEMOGRAPHIC 16-35YRS

GENDER BALANCE MALE 42% FEMALE 58%

THE READERS MORE THAN 82% STATED THEY HAD PURCHASED CD'S, DVD'S, MOVIE TICKETS AND/OR BRANDED CLOTHING EVERY WEEKLY, SPENDING UPWARDS OF \$500 A MONTH. THEY DEMONSTRATE BRAND LOYALTY BUT ARE MOST LIKELY TO SEEK OUT NEW PRODUCTS WITH A HIGH LEVEL OF ENGAGEMENT.

MORE THAN 82% STATED THEY HAD PURCHASED CD'S, DVD'S, MOVIE TICKETS AND/OR BRANDED CLOTHING EVERY WEEKLY, SPENDING UPWARDS OF \$500 A MONTH. THEY DEMONSTRATE BRAND LOYALTY BUT ARE MOST LIKELY TO SEEK OUT NEW PRODUCTS WITH A HIGH LEVEL OF ENGAGEMENT.



SPOOK INFORMATION

WRITERS

Crikey
The Age
Herald Sun
The Business Spectator
University of British Columbia
University of Pennsylvania
Melbourne University
Monash University
Spin Magazine (NYC)
Wooden Toy
STAB

CORRESPONDENTS

Tokyo | London | Vancouver
New York | Paris

PHOTOGRAPHY & FILM

Sam Sidney
Chase Burns

DESIGNERS

Passport | AGIdeas
V.C.A | Monash University

DISTRIBUTION

Spook is distributed nationally to newsagents by Australia's largest media distribution company Gordon & Gotch (G&G).

Also available at all Mag Nation stores including New Zealand.

Spook is proudly produced by Dam Media Services PTY LTD.

COST \$7.95 inc GST

PUBLICATION REGULARITY

Spook is published bimonthly on stands for seven weeks per Issue in a high quality, matt finished print.

WEBSITE

www.spookmag.com



SPECS & ADVERTISING RATES

SCHEDULE

Next Issue deadline for advertising is February 15th 2010.

RATES

Half Page-Second half only	\$650
Single First Half	\$1300
Single, Second Half	\$1100
Double, First Half	\$ 2,100
Double, Second Half	\$ 2,000
Back Cover	\$ 3500

3 x incurs 15% discount.

Please refer to the attached advertising terms and conditions.

IMAGES

Visuals must be CMYK (never RGB, duotone or multichannel). All art must be at least 300 dpi. If you have a lot of line art (1-bit images) it is recommended that you deliver art at 600 dpi to prevent pixelation. Remember to keep important info like photo credits etc. away from the bleed or they may get cut off.

DIMENSIONS

SINGLE PAGE SPREAD

Trim Size:W 210mm x H 297mm

Bleed Size:W 220mm x H 307mm

DOUBLE PAGE SPREAD

Trim Size:W 420mm x H 297mm

Bleed Size:W 430mm x H 307mm



REVIEW

MAG NATION BLOG

Spook Magazine

We don't like to do detailed critiques or reviews of a magazine. Beauty really is in the eye of the beholder and while we know a lot about the magazine industry, we are never going to be experts on fashion, gaming, design, architecture, knitting, water sports, or any of the other topics covered in our stores. How can we be? What we do know is whether a magazine is going to sell in our stores or not.

We get to see new mags all the time, and one that just hit out radar screen is Spook.

We think this baby will sell. That is not to say that it is better or worse than any other mag out there, but it has a good feel to it. The cover is clean and it stands out on the shelf. For a first issue, there is plenty of content, and the team behind it tells me they have

already accumulated enough content for close to another two issues. The paper stock is silky, and when I got my copy hot from the printers (literally) the magazine smelled great. No kidding. I sniffed it.

How do we know that Spook will do well? We don't... but we just have a feel. Call it experience or a sixth sense, but we tend to get it right on most occasions. We can also get it wrong – for example, I can honestly say that we never thought we would sell as many copies of *A Cloth Covered Button* as we actually did – but in the main, we are pretty spot on.

Spook is a fashion and sub-culture lifestyle type mag. The creators of Spook described it to me as similar in feel to *Frankie* but with balls so it is a little more relevant to guys

as well. They also mentioned it feeling a little more raw in terms of content.

Good luck to Spook and the team behind it. We will be doing what we can to help you succeed. We love the fact that smart, professional creatives remain committed to print. We hope that we are right and that you sell well.

<http://blog.magnation.com/?p=250>



ADVERTISING CONTACTS

NICK MELIN
Creative Director
nick.melin@spookmag.com

ALICE WILLIAMS
Sub-Editor | Advertising Manager
alice.williams@spookmag.com

MARCUS THOMPSON
Editor | Web Manager
marcus.thompson@spookmag.com

SPOOK
www.spookmag.com