

# INSIGHT

MEDIA KIT

# Advertising with Insight

Insight has been the leading industry publication in Australia for thirty three years. This longevity is largely due to our ability to consistently deliver accurate and independent news relevant to all ophthalmic professionals.

More than any other ophthalmic publication, Insight challenges readers through intelligent reporting and analysis, coupled with a hard-hitting approach. There's no bias or affiliations here. We identify the issues that need to be covered, and thereby inspire debate and discussion. Perhaps that's why Insight has developed into more than a newspaper. Insight is a recognised brand for delivering in-depth quality information designed for today's ophthalmic industry.

Insight is respected as the independent voice of the industry. If you're looking for cash for comment or endless marketing guff, this isn't the right publication for you. If you are looking to advertise in the publication that's **relied on as the key source of what's really going on in the ophthalmic industry**, then it's time to call Insight.

## Circulation: 7,493

Source: Circulations Audit Board, audited average 7,493 per issue October 2009 - March 2010



CIRCULATIONS  
AUDIT BOARD

## Production Schedule

ISSUE	Booking Deadline	Material Deadline	Release Date
July 2010	11 June	17 June	1 July
August 2010	9 July	16 July	3 August
September 2010	6 August	17 August	7 September
October 2010	10 September	16 September	5 October
November 2010	8 October	14 October	9 November
December 2010	5 November	11 November	7 December
February 2011	14 January	20 January	8 February
March 2011	11 February	17 February	8 March
April 2011	11 March	17 March	5 April
May 2011	12 April	15 April	10 May
June 2011	11 May	17 May	7 June

## Production Information

Production of INSIGHT is fully digitalised. To assist in the process we need finished advertising material on CD. There will be no cost to the advertiser for CD advertisements supplied if the specifications below are not followed. However costs may be incurred if incompatible CD are supplied and work needs to be carried out by us or outside suppliers. Film will not be accepted.

**PROOFS:** Colour proofs/guides must be supplied with all advertisements. If we produce an advertisement, a proof/guide will be produced at the advertiser's cost. We accept no responsibility for printing accuracy and reproduction quality if colour proofs/guides are not supplied. At all times we will print as close as possible to proofs/guides, however no liability is accepted for fair quality issues.

**SOFTWARE:** Adobe Acrobat 5.0 high resolution PDF for printing, Illustrator CS3 and Photoshop CS3. (Freehand saved as Illustrator EPS with all text as paths and colour as CMYK.) We do not accept: Corel Draw, Publisher, or any other PC software. We do accept Macintosh formatted CDs. Please insure all fonts are embedded.

**COLOUR:** CMYK only for both colour images and illustrations. Images and illustrations must be high resolution 300 dpi.

**FONTS:** Include all Type 1 PostScript (printer and screen) fonts. For any images created in Illustrator, please outline all fonts. We do not accept True Type fonts.

**IMAGES:** Please ensure that all images are cropped and scaled to 100% of the final advertisement size. Resolution should be a minimum 300 dpi at 100% scaling and all colour must be CMYK. Black and white line art must be 1200 dpi at 100% scaling. High resolution, made to exact size of placement with a proof supplied.

### Please send artwork to

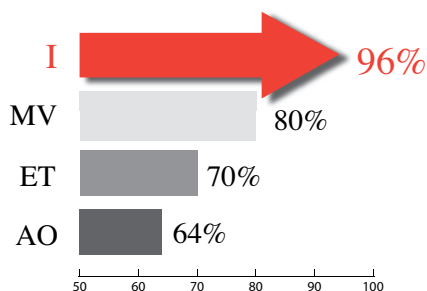
Linda Ingaldo  
INSIGHT  
68 Blues Point Road McMahons Point NSW 2060  
T: 02 9955 6924 E: [lindai@insightnews.com.au](mailto:lindai@insightnews.com.au)

# Readers with Insight

Insight is the best-read ophthalmic publication in Australia. It is read by a larger audience, more regularly, and in greater depth than competing publications.

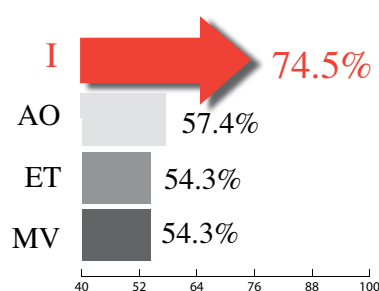
## Average of readership

Defined as ophthalmic professionals who receive various publications. 96 % of ophthalmic professionals read Insight.



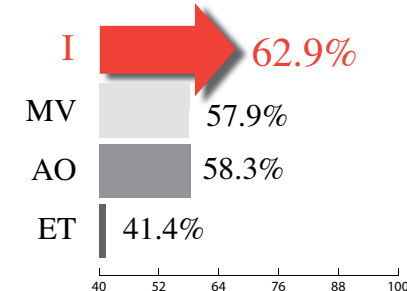
## Regularity of readership

Defined as readers who regularly read every issue of the publication. Almost 75 per cent read every issue of Insight.



## Depth of readership

Defined as readers who spend 30 minutes+ reading the publication. Insight readers typically spend 30-60 minutes reading the publication.



Postal survey Optical Industry Trade Publications, December 2007.

I = INSIGHT, MV= Mivision, AO= Australian Optometry, ET= Eye Talk.

Rates	CASUAL			5x			11x		
	Rate	GST	Total	Rate	GST	Total	Rate	GST	Total
Front Cover*	\$9,000	\$900	\$9,900						
Inside Front Cover	\$6,000	\$600	\$6,600	\$5,500	\$550	\$6,050	\$5,000	\$500	\$5,500
Back Cover	\$7,000	\$700	\$7,700	\$6,500	\$650	\$7,150	\$6,000	\$600	\$6,600
Double Page Spread	\$8,000	\$800	\$8,800	\$7,500	\$750	\$8,250	\$7,000	\$700	\$7,700
Full Page	\$5,000	\$500	\$5,500	\$4,800	\$480	\$5,280	\$4,500	\$450	\$4,950
Half Page	\$3,500	\$350	\$3,850	\$3,300	\$330	\$3,630	\$3,000	\$300	\$3,300
Quarter Page	\$3,000	\$300	\$3,300	\$2,800	\$280	\$3,080	\$2,500	\$250	\$2,750
Strip	\$2,000	200	\$2,200	\$1,800	\$180	\$1,980	\$1,500	\$150	\$1,650

## GUARANTEED POSITIONS

+15% Early Right Page (pg 5, 7 or 9)  
+10% Right Hand Page

INSERTS - Prices range from \$2,000 -9,000, all artwork must be sighted on booking.

SUPPLIERinfo - \$550 + \$55 (gst) Total \$605 annually

CLASSIFIEDS - \$1 per word (minimum charge \$70 + \$7gst = \$77)

All rates are quoted in Australian dollars

Please refer to the booking form for terms and conditions.

Platinum, Gold and Silver partnership programs are also available for 2010/2011.

\*Front Cover includes bonus contents page and thumbnail image on Editorial page.

## Material Specifications

<b>DOUBLE PAGE SPREAD</b> 300 x 470mm 274 x 444mm 5mm bleed (all sides)	<b>FULL PAGE</b> 300 x 235mm Type 275 x 210mm 5mm bleed (all sides)	<b>FRONT COVER</b> 190 x 235mm Type 215 x 190mm 5mm bleed (all sides)	<b>BONUS CONTENTS PAGE IMAGE</b> 300 x 80mm 5mm bleed
<b>QUARTER PAGE</b> 102 x 120mm	<b>STRIP</b> 45 x 210mm	<b>HALF PAGE LANDSCAPE</b> 137 x 210mm	<b>BONUS THUMBNAIL IMAGE ON EDITORIAL PAGE</b> 109 x 110mm 5mm bleed
<b>HALF PAGE PORTRAIT</b> 275 x 103mm			

# Contacts

Editor & publisher

**Neil Forbes**

T: 02 9955 6924

E: [neilforbes@insightnews.com.au](mailto:neilforbes@insightnews.com.au)

Advertising sales & marketing

**Amanda Gavenlock**

T: 02 9955 6924

M: 0411 288 033

E: [amandag@insightnews.com.au](mailto:amandag@insightnews.com.au)

Classifieds & Production

**Linda Ingaldo**

T: 02 9955 6924

E: [lindai@insightnews.com.au](mailto:lindai@insightnews.com.au)

Accounts

**Sandra Forbes**

T: 02 9955 6924

E: [insightnews@bigpond.com.au](mailto:insightnews@bigpond.com.au)

[www.insightnews.com.au](http://www.insightnews.com.au)