



Insert Dispatches:

230,020 weekly Circulation

Snapshot:

KEY FACTS

- Frequency - weekly, on sale \$3-70
- 878,000 readership per week

READER PROFILE

- 40% male
- 35 years plus
- Mangers
- White Collar Workers

Profile

TV WEEK is Australia's premiere Television and entertainment guide with a uniquely Australian flavour. The magazine targets men AND women, taking readers behind the scenes of their favourite programs. Unlike other weekly magazines, the *TV WEEK* focus is on local celebrities.

TV WEEK provides the most comprehensive overview of weekly programming including Free-to-Air and Pay TV listings. In addition to the listings the entertainment reviews provide hours of reading on the latest in Books, Movies, DVD's, Video's, Music and Pay TV to sports.

TV WEEK is the only weekly magazine with a guaranteed two week lifespan, the programming listings is for the week after the on sale date.

***TV WEEK* is:**

- Entertainment focused
- Targeted at men and women
- Young
- Brighter and better than you think
- Full of information
- A magazine readers go back to again and again
- Around for a minimum of two weeks

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Corporate Member since 1993



Specifications:

Sizing

Minimum insert size - 85mm x 55mm.

Maximum insert size - 210mm x 145mm

Paper Stock

- Folded inserts must have a closed edge to allow feeding onto the binders Z fold inserts cannot be accepted.
- Minimum order 50,000 inserts per issue
- Sample piece required prior to Publishers acceptance.

Investment:

2 pages	\$52-00 / £00
4 pages	\$78-00 / £00
8 pages	\$109-00 / £00
12 pages	\$142-00 / £00
Any larger POA	

\$350-00 Establishment & Booking fee
+ 10% GST for Australian customers

