

WELCOME TO AUSTRALIA

Australia's No. 1 Luxury Hotel Publication*



*CAB Audited - 18,925 (March 2010)



- Flagship title in a successful international series
- Reaches affluent local, national and international audience
- Potential readership of over 7.6 million annually



- Australia's leading guest information guide
- Distributed through the rooms of luxury hotels nationally
- Placed in all QANTAS first class, business class and chairman's lounges in Australia, New Zealand, Thailand, Singapore, Hong Kong and Honolulu



- Cost effective advertising - 12 month shelf life
- Attract high spending tourists
- Welcome-to.com receives thousands of hits a month

Welcome to Australia is featured in these prestigious hotels and QANTAS lounges:

NEW SOUTH WALES

Amora Jamison Establishment
Four Seasons Hotel Sydney
Hilton Sydney
InterContinental Sydney
Mantra
Medina Grand Sydney
Observatory Hotel
Quay Grand Suites Sydney
Quay West Suites Sydney
Radisson Plaza Hotel Sydney
Sebel Pier One
Shangri-La Hotel
Sheraton on the Park Sydney
Sir Stamford at Circular Quay
Star City
Sydney Harbour Marriott
Sydney Marriott Hotel

QUEENSLAND

Brisbane Marriott Hotel
Brisbane Riverview Hotel
Cairns Reef Casino
Conrad Jupiters Gold Coast
Conrad Treasury Hotel
Gold Coast International Hotel
Holiday Inn Surfers Paradise
Kewarra Beach Resort
Novotel Cairns Oasis Resort
Pacific International Hotel
Peppers Beach Club and Spa, Palm Cove
Quay West Brisbane
Rendezvous Hotel Brisbane
Rydges Tradewinds Cairns
Sanctuary, Palm Cove
Sea Temple, Palm Cove

Sebel Brisbane
Sebel Cairns
Sebel Harbour Lights
Sebel Reef House and Spa, Palm Cove
Shangri-La Hotel
Softel Brisbane
Stamford Plaza Brisbane
Surfers Paradise Marriott Resort
Thala Beach Resort

SOUTH AUSTRALIA

Chifley on South Terrace
Intercontinental Adelaide
Majestic Roof Garden Hotel
Mantra Adelaide
Medina Grand Adelaide Treasury
Pacific International Suites Adelaide
Quality Resort Clare Country Club
Quality Resort McCracken
Rendezvous Allegra Hotel Adelaide
Sebel Playford Hotel & Suites Adelaide
Stamford Grand Adelaide
Stamford Plaza Adelaide

VICTORIA

Hilton Melbourne Airport
Langham Hotel Melbourne
The Lyall Hotel
Melbourne Marriott
Park Hyatt Melbourne
Quay West Suites Melbourne
Royce Hotel
Softel Melbourne
Stamford Plaza Melbourne
The Windsor Hotel

WESTERN AUSTRALIA

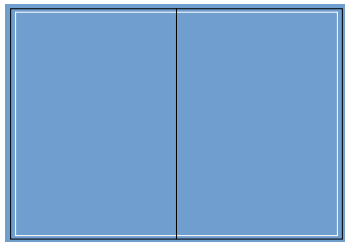
Burswood International Resort
Crown Plaza Perth
Duxton Hotel Perth
Esplanade Hotel Fremantle
Hyatt Regency Perth
Mounts Baywater Apartment Hotel
Rendezvous Observation City Hotel Perth
The Richardson Hotel & Spa
Rydges Perth

NORTHERN TERRITORY

Chiefly Alice Springs
Comfort Inn Outback
Crown Plaza Alice Springs
Crown Plaza Darwin
Cullen Bay Resort
Darwin Central Hotel
Holiday Inn Esplanade Darwin
Lassetters Hotel Casino
Marrakai Serviced All Suites
Novotel Atrium Darwin
Skycity Darwin

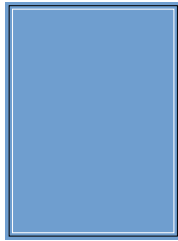
QANTAS LOUNGES

- First class in Sydney, Brisbane, Melbourne
- Business class in Sydney, Brisbane, Melbourne, Cairns, Perth
- Chairman's lounges in Sydney, Brisbane, Melbourne, Cairns, Perth, Canberra
- Overseas in Auckland, Christchurch, Wellington, Bangkok, Singapore, Hong Kong and Honolulu



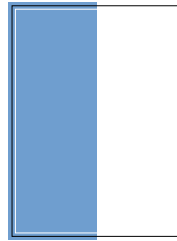
DOUBLE PAGE SPREAD

image area / 400 x 250
trim / 430 x 280
bleed / 440 x 290



FULL PAGE

image area / 185 x 250
trim / 215 x 280
bleed / 225 x 290



HALF PAGE VERTICAL

image area / 85 x 250
trim / 102 x 280
bleed / 112 x 290

RATES	NATIONAL	STATE	RESTAURANT DIRECTORY
Full Page	\$11 000	\$6 050	\$4 950
Half Page	\$6 500	\$4 510	\$3 850
Double Page Spread	\$18 000	\$10 000	\$8 800
Preferred position loading	add 15%		
Back Cover*	\$18 900		
Inside Back Cover	\$15 500		
Inside Back Cover DPS	\$20 000		
Inside Front Cover DPS	\$25 000		

All rates include GST
* Please note Back Cover specs TBC

PAYMENT TERMS

Payment due on distribution.

COPY DEADLINE

As listed on booking form.

PUBLISHING DATE

January 2011

ASSOCIATE PUBLISHER

Tina Cooper
Niche Media
Tel: (+61 3) 9948 4932
Fax: (+61 3) 9948 4933
Email: tina.cooper@niche.com.au

ADVERTISING SPECIFICATIONS

Advertorials

Client must supply the following material:

Text - Full page: 150 words. Half page: 75 words. Finished, edited copy in MS Word on CD or email.

Images - Full page: 4-5 images. Half page: 2-3 images. Transparencies, quality prints or hi-res (300dpi TIFF) digital images via CD, FTP or email.

Any scans required incur a \$50 fee.

Logo (optional) - One logo per advertorial. High-res digital logo (CMYK TIFF or EPS) supplied via CD, FTP or email.

Contact details - All necessary address details, including correct business name, telephone, email and website address if applicable.

The Welcome To art department reserves the right to reject any images that are re-scanned, scratched or are determined to be of poor quality. Editorial will be corrected where necessary to conform to the standards of the Welcome To Series.

The layout of the page, design and fonts used for advertorials is set by the Welcome To art department and cannot be altered.

Design is entirely at the discretion of the Welcome To art department in order to conform to the standards of the Welcome To series. Once material is submitted, it will be edited and laid out onto the advertorial grid designed for the publication.

Proofing of advertorials

Clients are granted two proofs for advertorials. Changes made to advertorials beyond the second proof at the client's request will incur an additional fee.

All material (text, images, logos, contact details) must be submitted prior to design of the first proof. New material cannot be submitted beyond this point, unless requested by the Welcome To art department.

Proof 1 - Clients will be required to check editorial and address details for accuracy, and that the correct image/s have been used.

Proof 2 - If necessary, clients have the opportunity to check that the requested changes from Proof 1 have been made. This is the final opportunity to make changes.

Sending PDFs electronically is the preferred method of proofing. For clients who are unable to read PDFs, a black and white laser printed version will be supplied. Chemical proofs cannot be supplied.

Once alterations have been made, the client is required to sign off by the material deadline as listed on their contract.

The Welcome To series is governed by a strict production schedule for the benefit of all advertisers. To avoid delaying publication, if the client declines to sign off by the advised deadline, the most recently altered version of their advertorial will be deemed ready and printed accordingly.

Advertisements designed by the Welcome To art department

Client must supply the following material:

Images - Transparencies, quality prints or hi-res (300dpi, CMYK TIFF) digital images via CD, FTP or email. Any scans required incur a \$50 fee. Only images to be used should be included.

Comprehensive brief - Detailing position of images, text, logos, etc.

Proofing of advertisements

Please refer to the procedure used in the proofing of advertorials.

Advertisements designed by agency or other

We will only accept artwork in the following formats in versions equal to or below: QuarkXPress 6.5, Adobe InDesign CS 3, Adobe Illustrator CS 3, Adobe Photoshop CS 3, Adobe Acrobat PDF version 6.0 or 7.0 composite files. CMYK colour must be used throughout. **No spot colours permitted.** All scans, logos, illustrations and fonts used in both the layout document and EPS files must be supplied. Note: guidelines for the production of hi-res, print quality PDF files must be obtained from our art department. Select the Adobe PDF or Distiller preset: PDF/X-1a:2001 when creating high resolution PDFs.

Any format not listed above must be discussed with our art department to determine if conversion is possible. If supplying files requiring conversion, the client accepts responsibility for the final output quality. The client will incur charges for converting the file.

Any advertisement, which in the opinion of the publisher could be confused with editorial, will be modified to include "Advertisement" or similar wording in a prominent position within the advertising space.

All artwork should be supplied in final form and on CD (CDR, CDRW or DVD) or via FTP or email, together with a colour printout as a reference.

Please forward material to:

Niche Media - Production Department
142 Dorcas Street
South Melbourne VIC 3205
T: +61 3 9948 4900
F: +61 3 9948 4999
E: art@niche.com.au



NICHE MEDIA PTY LTD

142 Dorcas Street
South Melbourne VIC 3205
Tel: +61 3 9948 4900
Fax: +61 3 9948 4999
ABN: 13 064 613 529

WELCOME TO

- Australia
- Victoria
- New Zealand
- South Africa
- Dubai
- Abu Dhabi
- China
- Bahrain
- Hong Kong