

# WELCOME TO VICTORIA

*Victoria's No. 1\* Luxury Hotel Publication*



\*CAB Audited - 9,840 (March 2009)



- Flagship title in a successful international series
- Reaches affluent local, national and international audience
- Potential readership of over 3.7 million annually



- Victoria's leading guest information guide
- Distributed through the rooms of luxury hotels
- Captive Audience
- Position your business as the best of the best



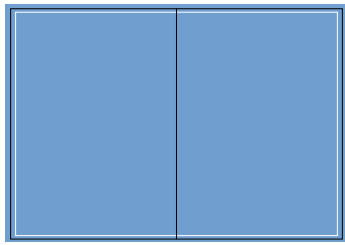
- Cost effective advertising - 12 month shelf life
- Attract high spending tourists
- Welcome-to.com receives thousands of hits a month

## Welcome To Victoria is featured in these prestigious hotels:

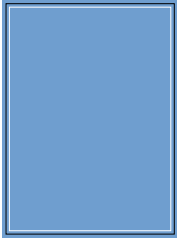
Adelphi Hotel  
Albert Park Manor Boutique Hotel  
Amora Hotel Riverwalk  
Apartments at Docklands  
Apartments Ink  
Bayview Eden Melbourne  
Bayview on the Park  
Best Western City Park Hotel  
Best Western Travel Inn Hotel  
Clarion Suites Gateway  
Cosmopolitan Hotel  
Crossley Hotel  
Crowne Plaza Melbourne  
Docklands Apartments Grand Mercure  
George Powlett Apartments  
Grand Mercure Melbourne  
Heritage Apartments Little Bourke  
Holiday Inn Melbourne Airport  
Holiday Inn on Flinders  
Hotel Grand Chancellor  
Hotel Ibis Little Bourke Street  
Hotel Lindrum  
Hotel Uni Lodge on Flinders  
Mantra 100 Exhibition  
Mantra on Jolimont

Mantra on Little Bourke  
Mantra Southbank  
Medina Executive South Yarra  
Medina Executive St Kilda  
Medina Grand Melbourne  
Metro Apartments Melbourne  
Novotel Glen Waverley  
Novotel on Collins  
Novotel St Kilda  
Paramount Serviced Apartments  
Pensione Hotel  
Punt Hill Manhattan Apartments  
Quest Carlton on Finlay  
Quest Collinst Street Central  
Quest Docklands  
Quest Fairfax House  
Quest Flemington  
Quest on Bourke  
Quest on Chapel  
Quest on Lonsdale  
Quest on William  
Quest Prahran  
Quest Royal Gardens  
Quest Southbank  
Quest Williamstown

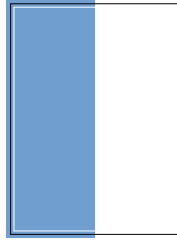
Quest Williamstown North  
Radisson on Flagstaff Gardens  
Rendezvous Hotel Melbourne  
Rydges on Swanston  
Seasons Heritage Melbourne  
Seasons Botanical Gardens  
Somerset Gordon Heights  
Somerset Gordon Place  
St Kilda Road Parkview Hotel  
Swanston Grand Mercure  
The Jasper Hotel  
The Manor House Apartments  
The Metropole Hotel Apartments  
The Quality Hotel on Lygon  
The Sebel and Citigate Albert Park  
The Sebel Melbourne  
The Yarra Glen Grand Hotel  
Tolarno Boutique Hotel  
Toorak Manor  
Urban St Kilda (Accor)



**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	ONE YEAR	RESTAURANT DIRECTORY
Full Page	\$7 150	\$4 500
Half Page	\$4 400	\$3 500
Double Page Spread	\$11 990	\$8 000
<i>Preferred position loading</i>	<i>add 15%</i>	
Back Cover*	\$11 000	
Inside Back Cover	\$8 800	
Inside Back Cover DPS	\$12 100	
Inside Front Cover Gatefold	\$18 000	
Front Cover Gatefold	\$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**

July 2010

**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. 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. Adobe Acrobat PDF version 6.0 or 7.0 composite files.

Note: guidelines for the production of hi-res, print quality PDF files must be obtained from our art department.

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 Zip) 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  
 Australia  
 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