

20/20
AUSTRALIA / NEW ZEALAND

Advertising with 20/20

Are you looking for a high gloss magazine designed to communicate the latest trends to optometrists, optical dispensers and fashionistas alike? Well, look no further! The 'new look' 20/20 Australia/New Zealand magazine has arrived.

With international affiliations to 20/20 Europe, 20/20 USA & 20/20 Asia, 20/20 ANZ has been designed to promote global fashion trends. To coincide with seasonal changes, 20/20 ANZ is published quarterly.

20/20 is the ideal platform to promote new products in fashion eyewear to retailers and consumers alike. Primarily residing in practitioners' waiting areas, 20/20 ANZ reaches consumers who need your product, and leaves your brand top of mind before purchase.

Circulation: 7,559*

*The circulation figure quoted is based on the number of ophthalmic professionals and their suppliers who receive Insight. 20/20 ANZ is distributed with Insight - the most read and most respected ophthalmic publication on the market.

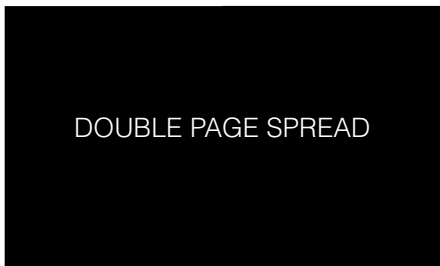
Rates 2009

	Casual	4x
Back Cover	\$3,000	\$2,500
Double Page Spread	\$3,000	\$2,500
Full Page	\$2,000	\$1,500
Half Page	\$1,500	\$1,000
Strip	\$1,000	\$750

All Rates are quoted in Australian Dollars and are exclusive of GST

Platinum, Gold and Silver partnership programs are available for 2009 and 2010. Packages are individually negotiated with your marketing objectives and budget requirements in mind.

Artwork Specifications



Trim 460 x 300mm - 3mm bleed (all sides)



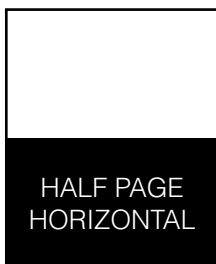
Trim 230 x 300mm
3mm bleed (all sides)

Please send artwork to

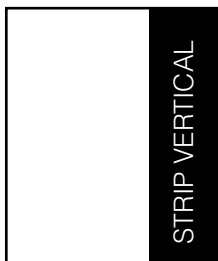
Linda Ingaldo
20/20 ANZ
68 Blues Point Road
McMahons Point NSW 2060
T: 02 9955 6924
lindai@insightnews.com.au



Trim 98 x 122mm
3mm bleed



Trim 230 x 122mm
3mm bleed



Trim 300 x 72mm
3mm bleed



Trim 230 x 50mm
3mm bleed

Production Schedule

	Booking Deadline	Material Deadline	Issue Date
Spring	9 Jul	20 Jul	3 Aug 2009
Summer	6 Oct	16 Oct	9 Nov 2009
Autumn	12 Jan	19 Jan	8 Feb 2010
Winter	6 Apr	18 Apr	10 May 2010

Production Information

Production of 20/20ANZ and INSIGHT is fully digitalised and to assist in the process we need finished advertising material on CD. There will be no cost to the advertiser for disk advertisements supplied if the specifications below are followed. However costs may be incurred if incompatible disks 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 up to 10 and Photoshop up to 7.0. (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.

Contacts

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