



TRIATHLON & MULTI SPORT MAGAZINE

media information



The Sport

Since its debut at the Sydney 2000 Olympic Games, triathlon has continued its rapid development within the mainstream sporting arena. Although it was once considered a sport only for the ultra-fit, triathlon has made itself accessible to the general community with distances ranging from fun-tri's to sprint and Olympic distance to Ironman.

The Market

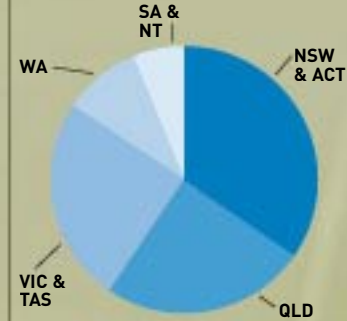
There are over 200,000 triathlon participants in Australia, making triathlon a multi-million dollar industry. Participants compete from as young as seven to as old as 80. The most popular age bracket in triathlon is male 30-to-40.

Surveys conducted by TMSM have revealed that the majority of our readers – and triathlon fans in general – have high disposable income levels, enjoy active lifestyles, own their own home and follow the latest fashion and sporting trends.

Since its launch in 1998, Triathlon & Multi Sport Magazine (TMSM) has grown to become the market leader in triathlon publications in Australia. With 10 bright and informative issues a year, TMSM prides itself on delivering the most up-to-date training articles, race reports and features, without compromising quality and attention to readers' needs.

TMSM boasts a stellar line up of expert contributors that includes the likes of champion open water swimmer Naantali Marshall, former Ironman competitor and exercise physiologist Rod Cedaro, Ironman pro Mitch Anderson, Olympic gold medallist Duncan Armstrong and multi-sport enthusiast Jody Zerbst.

Further enhancing TMSM's reputation is its status as the official magazine for Triathlon Australia, the Australian Triathlon Series, the Noosa Triathlon Multi Sport Festival, the Mooloolaba Triathlon Festival and the Anaconda Adventure Race Series.



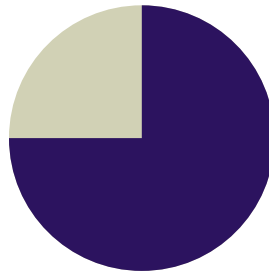
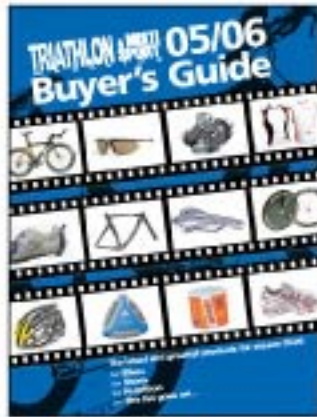
Readership Figures

NSW & ACT	36%
QLD	26%
VIC & TAS	24%
WA	9%
SA & NT	5%

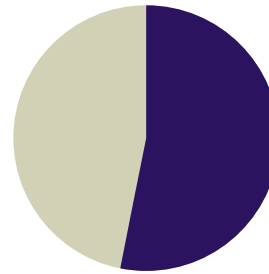


TMSM is the official magazine of

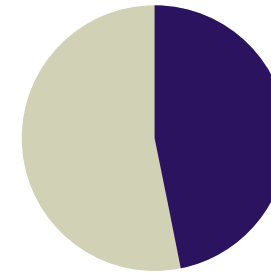




75% of triathlon fans are either white collar workers or blue collar managers



54% of triathlon fans are between the age of 16 & 34



47% of triathlon fans are university educated

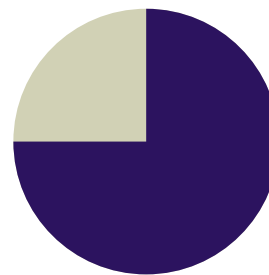
Reader Profile

Targeted to males and females aged 18-to-60 years, TMSM surveys reveal that the majority of our readers:

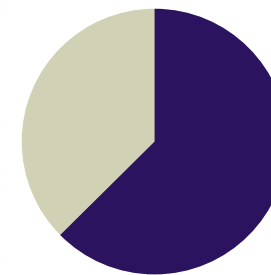
- Have high disposable incomes
- Are investors
- Own their own home
- Own their own car and bike
- Are high fashion followers
- Keep up to date with fashionable trends
- Attend a gym
- Spend 10-to-20 hours training a week
- Use the internet
- Own mobile phones
- Travel regularly to pursue their triathlon interests

The target audience is a highly educated, high income reader whose average sports related purchases exceed \$5,000 per year.

Their triathlon interests range from sprint and Olympic distances, through to half Ironman and Ironman.



77% of triathlon fans are active sport participants



63% of triathlon fans have no dependants and a high disposable income

* Statistics courtesy of 2000 Sydney World Cup organising committee

TMSM is the market leader for triathlon publications in Australia

Blitz Publications' promotional partners



media information

TRIATHLON & MULTI SPORT MAGAZINE

Blitz Publications Pty Ltd
1 Miles Street, Mulgrave Vic 3170
PO Box 4075, Mulgrave Vic 3170

P: (03) 9574 8999
F: (03) 9574 8899
W: www.sportzblitz.net

Testimonials

"Triathlon & Multi Sport Magazine are an important component of our marketing program and provide an excellent vehicle for reaching our target market."

Matthew O'Callaghan
Marketing Co-ordinator
Brooks

"Triathlon & MultiSports Magazine has been an integral part of our marketing strategy for more than a decade; the publication

provides a direct link to our core triathlon market."
Kirstine Restell - Marketing PursuitPerformance

"I've been advertising with Triathlon & Multi Sport Magazine for several years and have found the exposure to have significantly helped in establishing our range of products within the triathlon community."
Chris Bodycoat
Managing Director
GKA Sports Nutrition



All photography by Dely Carr/Sportshoot

specifications



Material Requirements

Screen Ruling – 150lpi / 300dpi
 Total Sum Density – 280-310%

Solid Black – Where large areas of 100% black appear we recommended the black also contain 80% Cyan to provide additional density.

Format

Supplied electronically via:

- CD
- DVD
- Email
- Quickcut
www.quickcut.com.au
- You Send It
www.yousendit.com

Graphic Programs

Adobe InDesign CS
 Adobe Photoshop CS
 Adobe Illustrator CS
 Adobe Acrobat PDF CS (v7.0)

- All files - Macintosh format
- All files - must be in CMYK mode (NOT RGB or spot)
- Images are to be high resolution (300dpi) Tiff or if sending via email, JPG. Please use the lowest compression to achieve the highest quality image.
- All fonts are to be supplied or all text to be converted to outlines in Illustrator & InDesign files.
- PDF files must be 300dpi and fonts to be embedded.

Templates: You may request an advertisement template in Illustrator or InDesign format by contacting Blitz Publications or by downloading from the Sportblitz site www.sportblitz.net/advertising/rate-card.php.

Please ensure all type is within the set guides or risk being cut off when the magazine is trimmed.

Please Note: If designing for an inside front or back cover double page spread, please allow for a loss of approximately 3mm down the centre spine on each page, due to binding. Please displace images and text accordingly.

We will not accept advertisements outside of these specifications. **Please supply artwork with a colour printout as reference.**

Feature Advertisement Specifications

Size	DPS	Full Page	1/2 DPS	1/2 H	1/2 V	1/3 DPS	1/3 H	1/3 V	1/4 DPS	1/4H	Banner
Trim (mm)	420 x 275	210 x 275	420 x 135	210 x 135	104 x 275	420 x 90	210 x 90	67 x 275	420 x 68	210 x 68	210 x 35
Bleed (mm)	430 x 285	220 x 285	430 x 145	220 x 145	114 x 285	430 x 100	220 x 100	77 x 285	430 x 78	228 x 78	220 x 45
Type Area (mm)	190 x 255 (x2)	190 x 255	190 x 111 (x2)	190 x 111	84 x 251	190 x 66(x2)	190 x 66	47 x 255	190 x 44 (x2)	184 x 25	184 x 25