

Readership profile & rates Edition 3 – Winter 2010

Cut through the clutter &
reach over 90,000 decision
makers

BE SEEN, BE HEARD



Sponsorship Rights 2010 / Winter Edition

Nexus MG is again providing the opportunity to be seen, be heard and be a part of an exciting new sponsorship industry movement with Sponsorship Rights 2010 / Winter Edition.

Partnering with Australia's leading Marketing and Advertising magazines, *B&T*, *The Marketing Mag* and *Professional Marketing*, Nexus MG continue to present the first ever magazine dedicated to sponsorship rights, to the Australian market.

The full colour, glossy magazine gives a unique insight into acquiring rights, aligning brands, return on investment, measuring results, sponsorship activation, and is the first magazine in Australia to feature latest news, strategies, trends, and deals from the sponsorship industry with contribution from rights holders, brands and agencies.

The Winter Edition will feature specialised articles about sponsorship in the market today, that will also feature rights holders from the sport, event, TV, festival and arts industries.



Sponsorship Rights 2010 / Winter Edition

As the only magazine of its kind, SR10 provides a guide for media buyers, brands and companies seeking to sponsor, and acquire rights. It will act as the ultimate lead generator for any rights holder in a cluttered and competitive market.

Totalling a readership of over 90,000, the majority of subscribers include Directors, CEOs and Marketing Managers - the primary decision makers in any business and the key to media buying and sponsorship.

Advertising will be limited, so be early and take advantage of our great rates for double, full, half and quarter pages, or have your organisation featured in the commercial listings.

Keep reading for a complete price list and detailed outline of Sponsorship Rights 2010, and see how NexusMG has moved sponsorship into a new space.



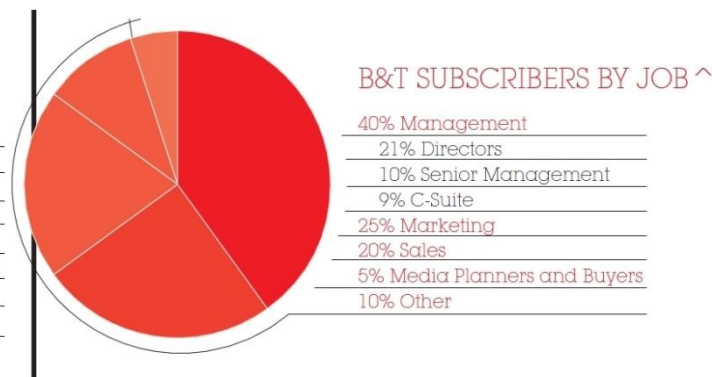
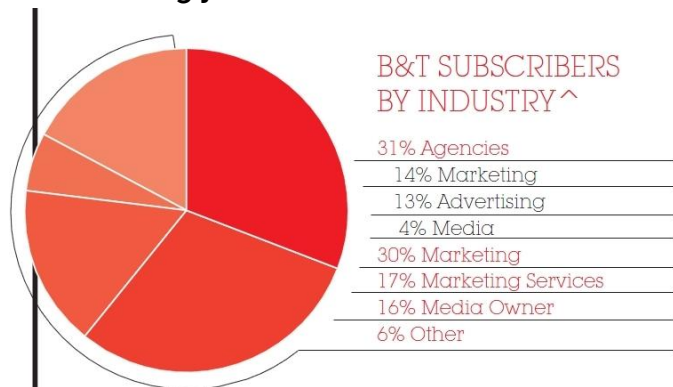
Readership profile – B&T

B&T is the recognised authority on agency, media and marketing information.

B&T continues to innovate and provide platforms for advertisers to communicate with its highly influential audience.

The flagship of the brand, B&T magazine remains Australasia’s most respected advertising, media and marketing title with 6,074 actively sought and audited copies (CAB March 09).

Readers turn to B&T’s print edition for analysis behind the headlines and benefit from the insight, research and features from the region’s largest team of media, advertising and marketing journalists.



Readership profile – Professional Marketing

With distribution to the 5,500 members of the Australian Marketing Institute, no other magazine can justifiably claim to deliver the same volume of marketing readers. And Professional Marketing is produced by the Reed Business Information Australia's Media Group, the largest team of marketing journalists in the country.

Professional Marketing magazine has access to the most high profile brands and marketing directors, and offers insights into their strategies and achievements. Regular features include a professional focus on the metrics behind branding, insightful best practice columns, profiles of the industry's most iconic brands and the latest information from the AMI.



MAIN BUSINESS ACTIVITY²

Marketing Services	24%
Education	22%
Finance	6%
Food	2%
Government	2%
Media	2%
Utilities/Construction	2%
Travel	2%
IT Consultancies	1%
Other	37%
Total	100%

JOB TYPE¹

Marketing Manager	24%
Student	14%
Owner/MD/Director	13%
General Management	6%
Senior Management	6%
Communications Manager	4%
Business Development	4%
Academic	2%
Consultant	1%
Other	26%
Total	100%



Readership profile – Marketing Mag

The print and online *Marketing* team understand brands the business world better than anyone, from SME's through to multinationals. It is for this reason that there is often a six-month waiting list for contributors eager to submit content.

Marketing's longevity in Australia [25 years] combined with its phenomenal traffic on the website, conveys the multigenerational audience that looks to this content as the best way to keep abreast of cutting edge analysis and comment from industry leaders.

While there are CEO's who have been loyal readers of the print publication since it's inception, digital experts from a much younger generation also look to *Marketing* for its coverage of the latest technology, trends and conversations in the online space.

6500 national subscribers

Chief Marketing Officers, Marketing Directors and CEO's from the top 500 national companies of 2009

4 – 5 readers per magazine means a total readership of over 40,000 marketing professionals per month.

Sells over 4000 copies on newsstand every month

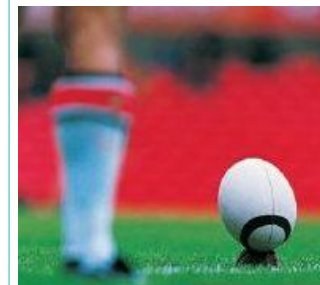


Rates Card

*costs do not include GST

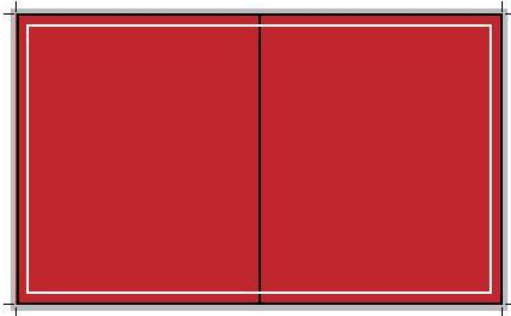
Compare our prices...

	Sponsorship Rights 2010*	B&T / Pro Marketing*	AdNews*	Marketing Mag*
Inside Front Cover	\$4,000	\$8,000	\$9,000	\$4,430 + 20%
Inside Back Cover	\$4,000	\$7,790	\$9,000	\$4,430 + 20%
Outside Back Cover	\$4,500	\$8,600	\$9,000	\$4,430 + 25%
Double Page Spread	\$4,000	\$13,000	\$12,600	\$7,230
Full Page	\$2,400	\$6,858	\$6,800	\$4,430
Half Page	\$1,350	\$4,728	\$4,330	\$3,360
Quarter Page Strip	\$800	***	\$2,750	***
Commercial Listing	\$250	***	\$1,150	***
Inserts [A5 or less]	\$3,000	\$5,000	\$5,000	***

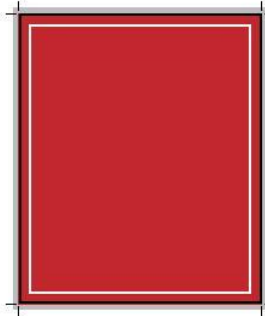


Advertising dimensions

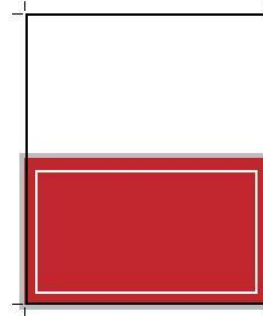
*all supplied artwork to include a 5mm bleed on edges. Please see material specs for more info.



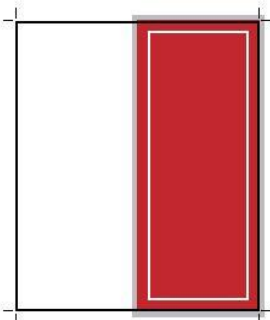
Double page spread
Image area 420 x 297



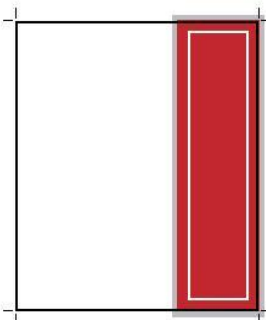
Full page
Image area 297 x 210



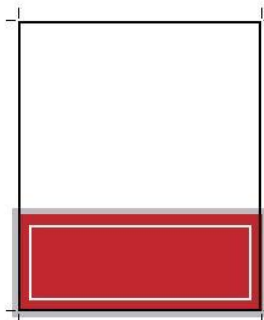
Half page horizontal
Image area 210 x 148



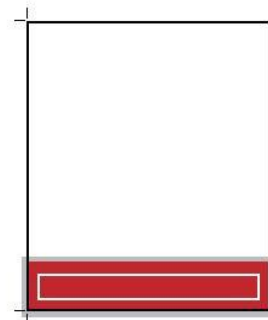
Half page vertical
Image area 105 x 297



Page runner vertical
Image area 70 x 297



Third page horizontal
Image area 210 x 100



Page runner horizontal
Image area 210 x 50



Advertise Now

Double page spread advertorials only \$4000 plus GST



TOP DOG

The Western Bulldogs has a major advantage when it comes to securing sponsorship deals that set it apart from other AFL teams.

By Nina Hendy

THE CLUB HAILS from one of the fastest growing regions of the country - the western suburbs of Melbourne - which will be home to more than one million people in the next five years.

The Bulldogs is also on a winning streak on the field, improving over the last five years and finishing in the top four teams in the past two seasons.

Bruce Kaider, General Manager of Business Development and Strategy, Western Bulldogs, says the western suburbs of Melbourne has always been home to the majority of its core supporters. But the suburb is undergoing significant change, Kaider points out. "The demographics of the western suburbs has changed. There are younger corporate types and families relocating here," Kaider says.

The changes create even greater opportunities for brands looking for sponsorship opportunities, according to Kaider. He says the Western Bulldogs brand is widely recognized and has many attributes transferable to brands, including teamwork, passion, a strong community

focus and a commercially savvy approach to doing business. "A sponsorship deal enables a brand to link to an excess of 500,000 Bulldogs supporters and millions of football fans around the country. It's an opportunity like no other," he says.

"In fact, the Western Bulldogs is in a very unique position within the business sector, in which we can offer experiences that money can't buy that involve getting up close and personal with our team."

Kaider says brands wanting to lock into a sponsorship deal to target a national audience or a niche market within the broader AFL community, the Western Bulldogs has a range of signage options to meet all requirements. "Good signage can increase brand awareness, build brand equity and tell the customer who you are and what the personality of your brand is. It's a vital marketing tool."

Signing up as a Western Bulldogs club sponsor has a number of other benefits, including an impressive match day dining experience, corporate suites and Grand Final tickets.

The Western Bulldogs offers key partners a range of media coverage across print, television and radio. It also commissions Exposure to conduct an independent evaluation of the television and print media exposure generated for corporate partners.

"Brands are a lot more sophisticated these days in how they leverage their brand and activate and evaluate their sponsorship. We work hard to make sure we deliver exactly what our sponsoring brands expect from us."

There's also website and magazine inclusion and scoreboard television commercials played during the course of the game. And depending on the package, a Western Bulldogs reserve player could also act as an ambassador for your company.

When it comes to sponsorship deals, category exclusivity is an important factor for the Bulldogs. Kaider says the club has a sponsor in the FMCO space, workplace safety, non-alcoholic beverages, apparel, sports compression and sports nutrition sectors, but has availability for new sponsorship deals in the telecommunications space and from the banking sector.



Advertise Now

Prominent Inside Front, Inside Back and Outside Back covers from only \$4000 plus GST

Melbourne is an eventful city.

Immerse your brand in the City of Melbourne by partnering the following events:

- New Years Eve
- Summer Fun in the City (9 January - 14 February)
- Moomba 2010 (5 - 8 March)
- Melbourne Awards (August)
- Spring Fashion Week (September)

Packages can be tailored to your brand's objectives.

For more details contact Lucan Creamer on (03) 9658 8096 or email lucan.creamer@melbourne.vic.gov.au

Subscribe to SportsPro magazine

“SportsPro has established a new benchmark in the field of sports business publishing with its in-depth reporting and analysis of the critical themes of the day.”

Michael Payne
International consultant, former Head of Marketing / Broadcasting IOC

SportsPro is available monthly, 11 times a year. For all subscription and advertising sales enquiries in India, Australia, New Zealand and the Pacific Islands, please contact Nexus Media Group, our dedicated Asia/pacific partner.

Receive a free trial copy of SportsPro by visiting www.sportspromedia.com/sportpro_magazine. Sponsorship Review readers can take advantage of a special 15% discount by subscribing online at www.sportspromedia.com/shop and using the promotional code: NEXUS2010.



Commercial Listing

The affordable alternative to still be seen and heard! Advertise in our exclusive commercial listing page featuring a detailed overview including business name, contact details, available properties and logo, for only \$250 plus GST. Commercial listing page example (below)

COMMERCIAL LISTINGS //		
 <p>MELBOURNE VIXENS</p> <p>Contact: Leslie Burrows Position: Business Manager E: leslie.burrows@netballvic.com.au P: 03 9321 2218 W: www.melbournevixens.com.au</p> <p>Company Profile: The Melbourne Vixens compete in ANZ Championship. This 10 team trans-terrain competition is made of 5 teams from New Zealand and 5 teams from Australia. Entering the 3rd year of competition in 2010, the Melbourne Vixens aim to go back to back after taking out the premiership in 2009.</p> <p>The Melbourne Vixens are supported by Netball Victoria which has the largest participation numbers of all sports in Victoria with 103,000 members, of which 98% are female. Netball is a widely played sport with 1.2million people participating across the country.</p> <p>Opportunities for 2010 Partnerships</p> <ul style="list-style-type: none"> • Branding and Advertising packages • Dress Branding • Courtside & Stadium Signage • Scoreboard/screen advertising • TV exposure (all games covered by Ch10/ONEHD and Sky TV in New Zealand) • Website Advertising – (Netball Vic & Vixens) • Access to Netball Vic database – 103,000 members • Print media exposure • Access to Melbourne Vixens players for promotions • Hospitality opportunities. 	 <p>WESTERN BULLDOGS FOOTBALL CLUB</p> <p>Contact: Bruce Kaider Position: General Manager, Business Development & Strategy E: bruce.kaider@westernbulldogs.com.au P: 03 880 6100 W: www.westernbulldogs.com.au</p> <p>Company Profile:</p> <ul style="list-style-type: none"> • The Footscray Football Club Ltd, trading as the Western Bulldogs, is part of the Australian Football League (AFL) • Since 1878, the Club has been located at Whitten Oval in the Western suburbs of Melbourne and is arguably one of the market leading sporting franchises in Australia • Located in Australia's second fastest growing region and recognised nationally as the Community Club of the AFL, the Club is currently completing the final stages of a \$30 million redevelopment of its administration and training facilities • Average attendance for home matches is 40,000 with over 30% of supporters aged between 18 -34 <p>Opportunities for 2010 Partnerships:</p> <ul style="list-style-type: none"> • High profile branding opportunities – both on and off the field • Ethad Stadium Signage • Advertising – print, online & outdoor • Access to key corporate & government partners through a range of corporate hospitality opportunities • Access to players and coaches • Community Partnerships 	 <p>WESTS TIGERS RUGBY LEAGUE CLUB</p> <p>Contact: Brett Clarke Position: General Manager, Sales and Marketing E: bclarke@weststigers.com.au P: 02 8741 3300 W: www.weststigers.com.au</p> <p>Company Profile: Wests Tigers is a Rugby League Club competing in the National Rugby League (NRL). In only 10 years, Wests Tigers have evolved into one of the leading and most high profile sporting teams in Australia. The Wests Tigers brand is synonymous with excitement, bravery, toughness, entertainment and family values.</p> <p>Opportunities for 2010 Partnerships: Wests Tigers can cater to any business and any budget. The Wests Tigers have options available which could include, but are not limited to:</p> <ul style="list-style-type: none"> • Branding opportunities on playing apparel • Outdoor Media/Signage • Consumer Promotions • Website Advertising • Tactical Marketing Programs • Customer Loyalty Programs • Celebrity/Player Endorsements • Match day/Event Sponsorships

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COMMERCIAL LISTINGS //



BRISBANE LIONS
 Contact: Patrick Woods
 Position: Sponsorship Manager
 E: P.Woods@lions.com.au
 P: (07) 3335 1777
 W: www.lions.com.au

Company Profile:
 The Brisbane Lions are looking to establish strong relationships with new commercial partners that maximise turnover and further cement the presence of both organisations as committed long term members of the community

Arguably the most successful AFL club this century the Lions have competed in 4 of the last 9 AFL grand finals – winning 3 of them. The Club is currently coached by triple premiership winning captain Michael Voss and are looking to go beyond their finals success of 2009 and secure the 2010 premiership trophy.

Opportunities for 2010 Partnerships:
 The Brisbane Lions have identified several key areas of opportunity for the 2010 season and beyond:

- Naming Rights AFL Lions Academy – Grassroots program
- Lions Building Naming Rights – The Gabba
- Health & Well Being Program – The Workforce athlete
- Indigenous Community Youth Programs – Both urban and regional

For further information on any of the above mentioned program opportunities please contact the Sponsorship team at sponsorship@lions.com.au



Commercial Listing

“Sponsorship Rights magazine provided a cost effective opportunity to present our brands to decision makers in an editorial style format which was informative and interesting rather than being all about selling. Nexus MG were efficient and helpful and wrote a smart, well put together piece that showed insight into athletics and to their audience.”

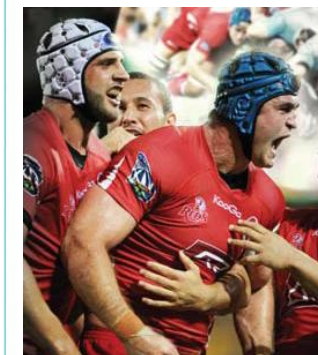
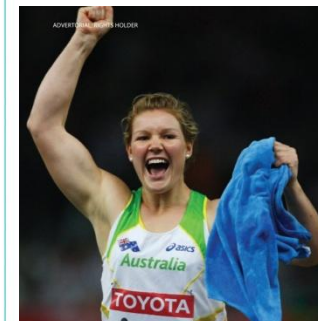
Nicole Roach, Marketing Manager
Athletics Australia

“It is vital to the growth of our brand that the Western Bulldogs align itself with publications like Sponsorship Rights 2010 to gain maximum exposure in the market place. The distribution of Sponsorship Rights 2010 ensured a wide readership and the opportunity for both our story and the opportunities we have available to be showcased.”

Bruce Kaider, General Manager, Business Development & Strategy
Western Bulldogs Football Club

“It’s great to finally have a specific publication that raises the profile of sponsorship within the wider marketing and media community. For a Government Events department it is of particular importance for us to communicate that we, like the private sector, are very much looking for mutually beneficial partnerships. We received several direct enquiries as a result of our advert in the inaugural sponsorship rights magazine and will continue to use the coming issues to advertise partnership opportunities.”

Lucan Creamer, Commercial Manager Sponsorship
Events Melbourne



Why advertise?

Unique

This is the only magazine of its kind in all markets across advertising, marketing, media and entertainment. There are no alternatives and if you miss this next edition, you miss priceless opportunities to gain perfect exposure to your perfect target market.

The right target audience – cut through the clutter

Reach decision makers directly – be seen, be heard by the right people
Where else can you be seen by your target market audience of over 90,000 potential rights buyers and industry professionals?

The perfect readership profile

Gain exposure to 90,000 people who are decision makers and media buyers for Australia's biggest and best brands, rights holders and agencies.

The guide

SR10 is pitched as the ultimate guide to rights holders for sponsorship in Australia. Media Buyers, brands and companies seeking to sponsor read SR10 with keen interest and are on the look out for attractive rights holders to align with.



Your best chance for 2010

Media buyers know...

It's common knowledge that brands require time to evaluate opportunity, make enquiries, add to any marketing campaign, leverage and activate.

As 2010 brand and sponsors advertising spends are being allocated, here is the best chance to be seen - advertise your rights/ services in the SR10 now.

The Competitive Edge

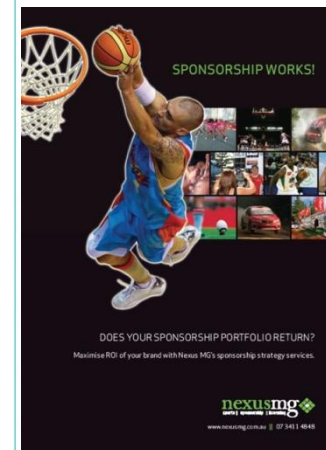
Gain the edge over your competitors – be seen and be heard, more than anyone else in the market.

Don't miss out!

As a quarterly magazine, this will be your only chance to advertise until the Spring Edition due out October 2010.

Affordable

In comparison to other advertising options in the market, SR10 provides exceptional value for money. You could save thousands of your marketing dollars by advertising with us, compared to other similar media. It is a very small investment for potentially huge returns.



Timing

Distribution

- B&T July 2010
- Professional Marketing TBC
- Media Week TBC
- The Marketing Mag TBC

Artwork Deadline Friday 2 July 2010

Early bird Offer ends Friday 18 June 2010

Fourth edition Spring 2010



Sponsorship Rights 2010 / Winter

Don't miss your opportunity to cut through the clutter, reach decision makers, to be seen, to be heard.

Contact:

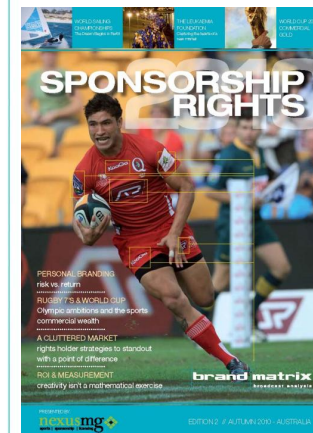
Daran Thomson
Sponsorship Executive
NexusMG

daran@nexusmg.com.au

07 3411 4848

Cut through. Be seen. Be heard.

* Early bird advertising valid to Friday 18 June 2010 – 25% discount on all advertised rates.



Material Specifications

FILES

Digital files should be supplied electronically via email to daran@nexusmg.com.au.

Files must not be greater than 10Mb and should include all fonts used, and scans at the correct resolution of 300 dpi at their final size.

Material supplied on CD or DVD must be as a Quark or Indesign document or as a hi-res PDF.

EPS files should be Illustrator or Photoshop. PC files including Excel, Word and Publisher, will be rejected.

If supplying Quark or Indesign files, please ensure all fonts, scans and EPS files are supplied.

TrueType fonts will be rejected.

All ads must be supplied as PDF's generated using the correct Acrobat Distiller settings.

FONTS

We do not accept TrueType or CID fonts. Use Postscript fonts or create an outline of the fonts.

All fonts must be embedded.

Type size must not be below 8 points, or 10 points for reversed type.

If supplying fonts please include all printer and screen fonts.

COLOUR

All material must use CMYK colour space.

Convert spot and PMS* colours to process colours.

Do not embed colour profiles.

Do not use colour patterns, duotones or tritones.

Black type should be process black only.

IMAGES

CMYK

300dpi at 100% print size.

Format - JPEG, EPS or TIFF.

Black & White Line Art - 2400dpi at 100% print size.

DOCUMENTS & DIMENSION

All transparencies must be flattened.

All live copy must be kept within the type area.

Bleed must be set to 5mm and must include trim marks.

Double page spreads must be supplied as 2 separate files (LHP and RHP) with 5mm bleed.

Avoid running type across the gutter. For headings that need to run across the gutter please allow a minimum of 1mm clearance on both sides. Allow 3mm clearance on both sides of the gutter for Perfect Bound or Saddle Stitch publications.

Full page 210mm x 297mm

Half page 210mm x 148mm

Quarter page strip 210mm x 74mm

DELIVERY OF MATERIAL

Email to Daran Thomson – daran@nexusmg.com.au. Maximum file size 10MB.

CD or DVD. Addressed to Daran Thomson. Material will not be returned.

* Material must be delivered on time to ensure quality checking procedures can be followed.

