

# Australian MUSCLE CAR

THE HERITAGE OF HOMEGROWN HIGH PERFORMANCE



MEDIA KIT **2024-25**



Australian MUSCLE CAR magazine (AMC), launched in early 2002, is a proudly Australian publication dedicated to preserving the legend of our unique 'Australian made' Ford, Holden and Chrysler Muscle Car heritage.

Veteran motorsport/motoring journalist Steve Normoyle leads an editorial team made up of the who's who of Aussie muscle, weaving together the complex and colourful history of the annual Bathurst 500/1000 race and the legendary cars that were built to beat The Mountain. AMC also features some of the country's finest Fords, Holdens and other muscle car icons from Australia's Car Club Scene. These features are backed by in depth technical stories penned by industry experts, new product sections, the latest muscle car news, model cars, books and videos, making AMC the most comprehensive magazine focused purely on the Muscle Car scene available today.

As an advertising medium, AMC presents and ideal opportunity to reach a focused readership base, passionate about Australian Muscle Cars – past, present and future. It's a publication designed to appeal to all age groups and all devotees of the Australian Muscle Car, from stock-as-a-rock showroom restored classics and Bathurst race homologation specials and the classic touring car race machines from both major manufacturers. Published bi-monthly.

# OUR LOYAL READERS...

# 91%



USE ADVERTISEMENTS IN AMC AS A SOURCE OF INFORMATION PRIOR TO PURCHASE

**EARNING**  
**86% OVER \$60K**  
**23% OVER \$100K**

**1 IN 3**  
 READERS ARE RESTORING A MUSCLE CAR  
**AVERAGE SPEND OF OVER \$15K**

PREDOMINATELY

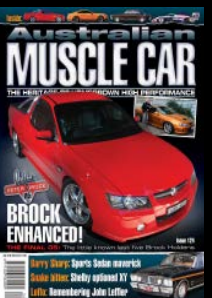
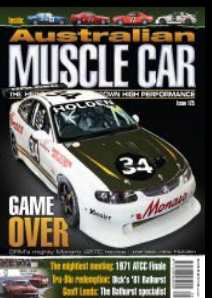
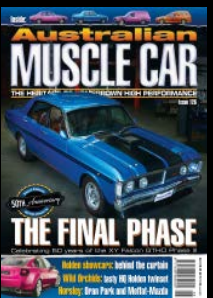
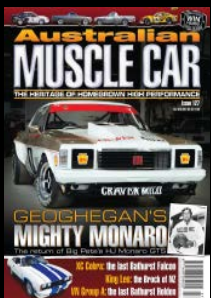
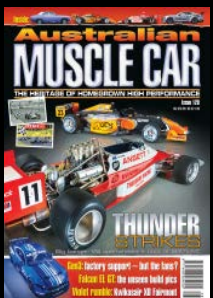
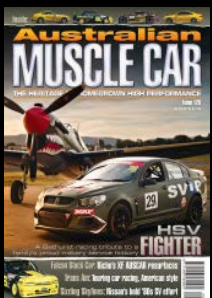
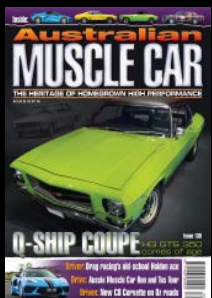
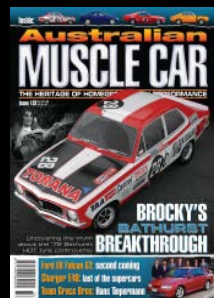
# MALE

# AGED

# 35-65

# 68%

OF READERS HAVE PURCHASED PRODUCTS OR SERVICES ADVERTISED IN AMC





# ADVERTISING RATES

## DOUBLE PAGE SPREAD

Casual Rate	\$6,000
3 Issues	\$5,200
7 issues	\$4,600

## FULL PAGE

Casual Rate	\$3,800
3 Issues	\$3,350
7 issues	\$2,900

## 1/2 PAGE

Casual Rate	\$2,200
3 Issues	\$1,900
7 Issues	\$1,700

## 1/3 PAGE

Casual Rate	\$1,400
3 Issues	\$1,200
7 Issues	\$1,000

## 1/4 PAGE

Casual Rate	\$1,100
3 Issues	\$950
7 Issues	\$800

## 1/8 PAGE

Casual Rate	\$250
-------------	-------

## Poster

One Sided	\$3,000
Double Sided	\$4,200

## Insert

Charged per 1000
Quote available on request

10% Agency commission where applicable  
All rates are exclusive of GST



# DEADLINES

Issue No.	Booking Deadline	Material Deadline	On-Sale
AMC 146	7th August	19th August	5th September 2024
AMC 147	2nd October	9th October	31st October 2024
AMC 148	20th November	27th November	19th December 2024
AMC 149	7th January	14th January	6th February 2025
AMC 150	5th March	12th March	3rd April 2025
AMC 151	23rd April	30th April	22nd May 2025
AMC 152	18th June	25th June	17th July 2025



# Australian MUSCLE CAR

THE HERITAGE OF HOMEGROWN HIGH PERFORMANCE

## MEDIA KIT 2024-25

### MECHANICAL DETAILS

ADVERT SIZE	TRIM HxW (mm)	COPY (mm)
DOUBLE PAGE	297 x 450	277 x 430
FULL PAGE	297 x 225	277 x 205
1/2 PAGE VERT	297 x 113	277 x 93
1/2 PAGE HORIZ	148 x 225	128 x 205
1/3 PAGE VERT	297 x 78	277 x 58
1/4 PAGE	136 x 100	126 x 90
1/8 PAGE	61x 99	51 x 89

**BLEED** For all sizes add 5mm to all edges

All files must be supplied as Hi Res PDFs with trim marks and fonts embedded. Files containing spot colours will not be accepted.



### ADVERTISING CONTACT

#### MAT CLANCY

National Advertising Sales Manager

Mobile – 0415 783 939

Email – [mclancy@chevron.com.au](mailto:mclancy@chevron.com.au)



### MATERIAL SPECIFICATIONS

#### PDFs

- Please supply PDF files to the PDF/X-3 standard.
- Resolution is 300 dpi.
- All fonts must be embedded in the PDF.  
Fonts must be active on your system at the time of pdf creation.

#### Image specifications

- Image resolution is 300dpi.
- All colours must be set to CMYK.
- Do not enlarge images more than 25%
- Check all linked images are updated.

#### Document specifications

- Digital files must be prepared to the correct final size - check that type, trim and bleed areas are correct.
- Ensure all live elements you wish to print are kept within the type area.
- Bleed - provide 5mm of bleed on all ad sizes.  
Check that crop marks are visible.

#### Colour specifications

- All colours to be set to CMYK – no RGB.
- For a rich solid black use 100% Black plus 40% Cyan.  
Never use 100% of all four colours.
- Total sum density (total ink weight) to fall between 280% & 300%.
- Convert all spot colours to CMYK.
- Black text level type should be 100% black only.

#### Fonts

- nextmedia supports Open type fonts and PC Postscript fonts only.

#### Applications supported

- InDesign, Photoshop, Illustrator, Word docs, Text docs, PDF.

#### DELIVERY OPTIONS

- Email
- Dropbox

#### Email

We accept email files under 30mb.

Please note the booking number and magazine title in the subject field and email to [sales@chevron.com.au](mailto:sales@chevron.com.au)



nextmedia

FOR TERMS AND CONDITIONS

PLEASE VISIT OUR WEBSITE [www.nextmedia.com.au](http://www.nextmedia.com.au)