

SMART START

A GUIDE TO EVERYTHING YOU CAN STUDY IN 2012

Media Kit

WHY USE SMART START MAGAZINE

Smart Start is the one-stop shop for senior high school students and their teachers, careers advisors and parents.

It is the only magazine to collate undergraduate courses from throughout Australia. Courses are divided into interest/career areas and listed by entry requirements (descending from highest estimated Indicative ATAR).

COURSE LISTING SECTION

- All undergraduate degree courses in Australia listed, including private providers.
- All TAFE courses, including certificates, diplomas, and intro and bridging courses.
- All courses' base entry requirements are listed.
- Format gives an at-a-glance look at all of a student's options, which helps to illustrate possible pathways and bridges.

WHY IS THIS NEW AND VALUABLE?

Other directories list by institution, meaning a student must visit and revisit each institution's information to find the course that suits.

The *Smart Start* course listings are divided into categories, allowing advertisers to target potential students via specific categories of interest. Courses are then ordered by entry requirements.

HOW MIGHT A STUDENT USE SMART START?

If a student is considering, for example, medicine, they will look in the 'Health' courses and will find all health-related courses with each course's Indicative ATAR or entry requirement. In this instance, courses listed might include Medicine, Nursing, Medical Imaging, Physiotherapy, Dentistry, Veterinary Science, etc. A student will see all the courses possible with his or her ATAR, so pathways can be built and decisions made on all available options. If the student's ATAR is not high enough for a Medical degree near them, they can see what other Medicine degrees might be available. Or they might opt to fine-tune their options, and go into Dentistry or Medical Imaging.

Whatever they need, *Smart Start* can help. No other resource offers this student-centred resource.

CIRCULATION AND READERSHIP

Four copies of *Smart Start* will be circulated to every high school principal in Australia for his/her distribution to the careers advisor and school library. Copies will also be available for purchase via the *Smart Start* magazine website, www.smartstartmagazine.com.au as well as in selected newsagencies across Australia.

PARTNERSHIP

APN Educational Media, publishers of *Smart Start* also publishes the very successful *Education Review* which is Australia's leading independent national school sector publication. *Education Review* will help drive *Smart Start* magazine orders by way of a \$100K marketing campaign. *Education Review* will also carry a series of *Smart Start* supplements to enhance the main publication.

FACTS AT A GLANCE

- 300 pages, A5 size
- Published in May 2011
- Four copies circulated to every high school in Australia
- 20,000 copies circulated nationally
- Highlights all study options for 2012
- Clearly maps out study pathways
- Easy to navigate, designed with the user and advertiser in mind
- No payment required for advertising until after publication in May 2011

THE GREAT SMART START STYLE AND INFORMATION REMAINS

All the plain-English information about HECS, ADF, study options, and life after school generally still appears in *Smart Start*.

INSTITUTION PROFILES

Smart Start will also provide its readers with education institution profiles, offering students basic information on each institution supplying their course of interest. Education institutions have the opportunity to upgrade their profiles to make their institution stand out from the crowd.

SMART START MAGAZINE COURSE CATEGORIES

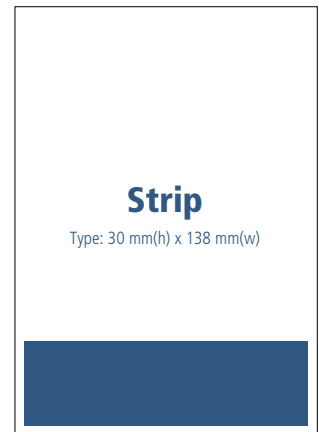
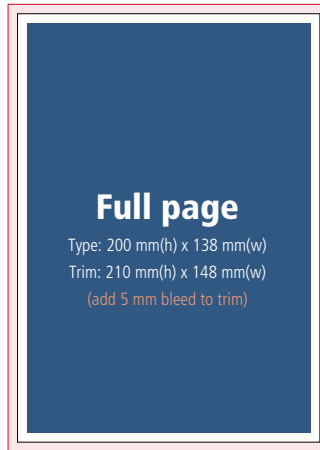
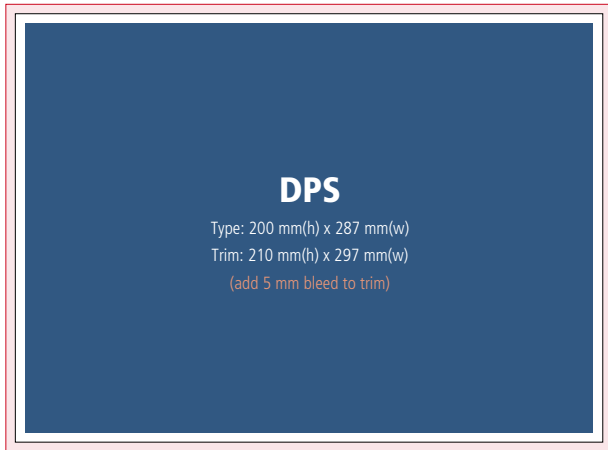
- Agriculture, horticulture, landscape & forestry
- Architecture, building, property & construction
- Arts, design & performance (incl. industrial design)
- Automotive, aviation & transport
- Business, administration & commerce (incl. local govt)
- Education
- Engineering, electro-comms, utilities & manufacturing
- Health sciences, medicine, nursing & veterinary
- Hospitality & service skills (incl. cooking)
- Humanities, languages, communication & media
- Information technology
- Law (incl. para-legal)
- Science & mathematics
- Social sciences & community services
- Sport & recreation

ADVERTISING RATES

All advertising rates are excluding GST and are inclusive of four colour.

Course Listing Section Ads

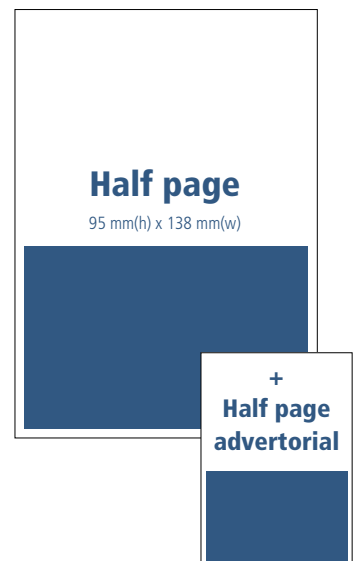
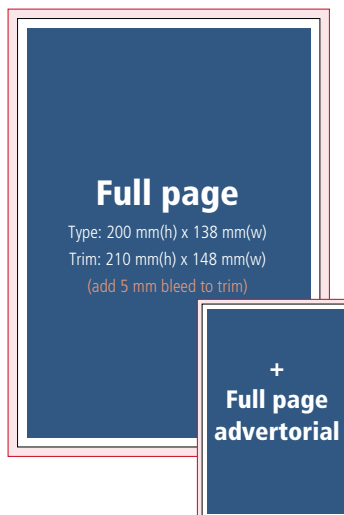
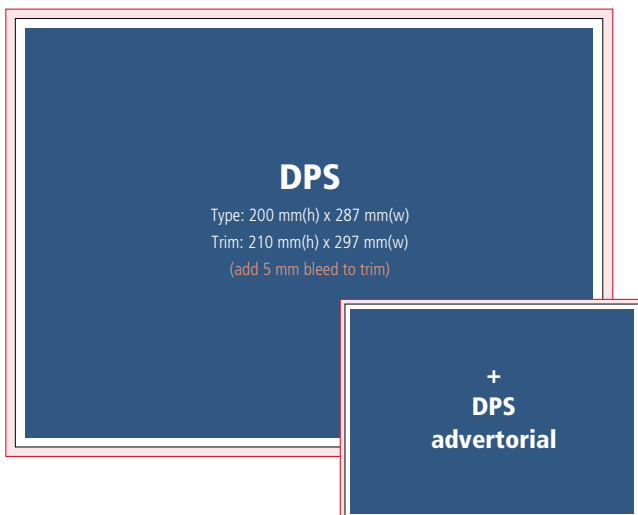
Ad options	Rate Card				Early Bird			
DPS	\$8,330				\$6,800			
Full page	\$4,900				\$4,000			
Strip ad(s)	1 ad \$2,100	3 ads \$1,890	5 ads \$1,750	10 ads \$1,650	1 ad \$1,710	3 ads \$1,540	5 ads \$1,425	10 ads \$1,345



Education Provider Profile Section Ads

Ad options	Rate Card	Early Bird
DPS + DPS advertorial*	\$9,990	\$8,140
Full page + full page advertorial*	\$5,880	\$4,800
½ page (h) + ½ page (h) advertorial*	\$2,940	\$2,400

*PLEASE NOTE: all ads purchased within the education provider profile section will automatically receive the same size in advertorial.



Position Loadings

Ad options	Rate Card	Early Bird
Inside front cover	\$9,800	\$8,100
Inside front cover DPS	\$16,500	\$13,700
Outside back cover	\$12,250	\$10,100
Inside back cover	\$9,800	\$8,100
Opposite course index	\$8,330	\$6,800

DEADLINES

Booking deadline: 4 March 2011
 Material deadline: 11 March 2011
 In-house design deadline: 4 March 2011

CANCELLATION CONDITIONS

There is a 50% cancellation fee if your ad is cancelled within 24 hours of the booking deadline. If artwork is not received by the material deadline, your ad will not be included in the issue and you will be invoiced the full amount.

ARTWORK SPECIFICATIONS

Finished artwork is to be supplied in PDF format – please embed all fonts and images.

IN-HOUSE DESIGN/PRODUCTION COSTS

A \$250 plus GST production cost will be incurred if your advertisement is designed and/or typeset by APN Educational Media, this includes a maximum of three sets of changes. Any additional changes and/or work required to incomplete or incorrect artwork will incur a production charge of \$100 plus GST per hour pro rata. We will gain approval before completing work.

Complete artwork that meets our specifications will not incur a production charge.

All in-house design should be emailed to your sales representative.

All images must be attached in an email and supplied at 300dpi in EPS, TIF or JPG format.

INSERT MATERIAL INSTRUCTIONS

Insert rate: \$6,000 per insert
 Maximum of 2 inserts
 A standard insert weighs max 30 grams and is sized no bigger than A5. Heavier and larger inserts are possible with a price on application.
 All inserts should be couriered by the material deadline. A sample of the insert must be included on the outside of every box along with a label clearly marked as follows:

Packforce

Capital Business Park
191 Allambie Road
Frenchs Forest NSW 2086

P: 9975 7555

To be inserted into Smart Start Magazine 2012:

Client name: _____
 Client contact: _____
 Total quantity: 20,000
 Box: _____ of _____



Sales Executive

JAMES DUNCAN
 P: 02 9936 8713
 E: james.duncan@apned.com.au

Editor

PAUL DAGARIN
 P: 02 9936 8721
 E: smartstart@apned.com.au



APN EDUCATIONAL MEDIA

Level 6, 110 Walker Street
 PO Box 6097
 North Sydney NSW 2060

P: +61 2 9936 8666
 F: +61 2 9936 8631

www.apnedmedia.com.au

ABN: 58 070 900 999

EDITORIAL POLICY

Smart Start magazine welcomes editorial contributions in the form of articles as well as opinion pieces along with photographs. However, all submissions will be published or otherwise at the editor's discretion. The editor also reserves the right to edit, abridge or alter articles accepted for publication. The booking of advertisements does not guarantee that submitted articles will be published.