



FIEND

MEDIA KIT 2008



Meet the team

Fiend is Australia's only dark alternative mag, that brings together all aspects of fashion, music, nightlife and culture. Fiend was born from the lack of genuine media coverage of these areas, and is committed to creating a regular stylish, seductive and happening magazine that caters to the needs and interests of the dark alternative community.

Fiend is run by a team of dedicated professionals with strong media backgrounds, who are involved in the dark alternative community. They know what makes the scene tick, locally and globally so we can confidently say the magazine is made by the demographic for the demographic.

This dark alternative scene ignore most of mainstream, mass-produced media, music, fashion and celebrities, and are constantly seeking out the more obscure, interesting angles of life. They are early adopters and powerful decision makers.

Currently in the second relaunch edition, Fiend has grown exponentially... currently printing 3000 copies and CDs. Not bad for a new product!

We expect that number to have doubled by the end of 2008 with the view to news stand and retail outlets adopting this exciting new magazine, furthering its reach and potential.

Ways to boost your business

BECOME A STOCKIST

- You can have 'Fiend' for sale in your store.
- If you sell more than 50 copies, you receive a 10% advertising discount.

BRAND ADVERTISEMENT

- Prices from only AUD\$100 (plus gst).
- You supply the advertisement to a specific size.
- 'Fiend' magazine can recommend quality and affordable designers to design your advertisement.

ADVERTORIAL

- Prices from only AUD\$200 (plus gst).
- The 'Fiend' art department design an advertisement that has the look and feel of 'Fiend' magazine.
- This type of advertisement is more trust-worthy to the reader.

FASHION ADVERTORIAL

- Prices from only AUD\$800 (plus gst).
- A fashion spread of your clothing.
- You must supply high quality (must be approved by the 'Fiend' art department) photographs to run within 'Fiend' as a fashion spread. It will be labeled as a 'Fashion Promotion' page.

GIVEAWAYS PAGE

- You supply a prize or giveaways worth more than AUD\$150.
- You receive at least a sixth of a page of editorial, product shot, plus a write up on the 'Fiend' website.
- The giveaway page will supply your details incase the reader wants more information.

COVER MOUNT CD

- Price is AUD\$150 (plus gst).
- Every issue has a free CD cover mount.
- Your band name and song will be written on the CD with front cover exposure.
- Inside the issue is a 'Cut out and Keep' CD sleeve page which features a brief write up about your band.
- Readers can also download the pdf for the 'Cut Out and Keep' CD sleeve on the 'Fiend' website, where there will also be a longer blurb about your band.

SPECIAL ISSUES

- Prices from only AUD\$100 (plus gst).
- The issue will concentrate on one particular thing, if your business is related to this, it will be great exposure.
- We will notify you that a special issue is coming up.

SUPPLY CONTENT

- Allow us to showcase your talent through fashion spreads, interviews and reviews.
- You organise to get stock to us for reviews and fashion shoots.
- For fashion items, we pay for return postage and damage if it occurs.





Rates

COLOUR

Full page - \$450
 1/2 page - \$240
 1/3 page - \$200
 1/4 page - \$160
 Banner - \$90

Inside front cover - \$750
 Inside back cover - \$650
 Outside back cover - \$900
 Double page spread - \$850

CD

1 Song - \$150

Price includes:

- Name of band and song on cover CD,
- Band write-up in magazine
- Band bio on Fiend website.

* Other currencies will be charged at the current exchange rate. for conversions, see www.xe.com

* 10% extra loading for your choice of placement (for full pages only).

Specifications

SIZES

Full page = 210mm x 297mm
 1/2 page [H] = 210mm x 148mm
 1/2 page [V] = 105mm x 297mm
 1/3 page [H] = 210mm x 98mm
 1/3 page [V] = 70mm x 297mm
 1/4 page = 105mm x 148mm
 Banner [H] = 30mm x 210mm

FORMAT

300dpi Grayscale [Colour must be CMYK]
 Maximum quality JPEG, TIFF or PDF.

IMPORTANT

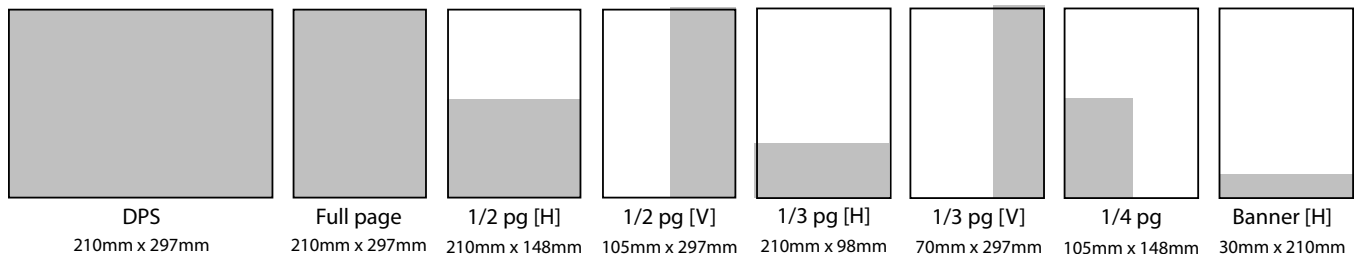
All advertisements MUST have at least 5mm bleed. All important information (type, photos, etc.) MUST be at least 10mm in from the page trim.

DELIVERY

Email: info@fiend-magazine.com
 Post: Fiend Production, PO Box 3248, Marrickville Metro, NSW 2204 Australia

SALES CONTACT

www.myspace.com/fiendmagazine
 or info@fiend-magazine.com
 Joseph (Sydney) +61406967805
 Gerry (Melbourne) +61422485359



Deadlines for 2008

ISSUE	COVER DATE	BOOKING DEADLINE	MATERIAL DEADLINE	ON SALE DATE
17	Summer	1 November 2008	7 November 2008	21 November 2008
18	Autumn	1 February 2009	7 February 2009	21 February 2009