



AUSTRALIAN MAGAZINE LAUNCH OF THE YEAR, 2008

Publishers Australia, Bell Awards



"A very successful magazine, growing and growing every issue."

**Today Tonight Show
Channel 7**

"It's fabulous!"
**Sandra Di Girolamo
Chief of Staff
Today Tonight
Channel 7**

"Whingeing POM Magazine caught our hearts and caught our eye – it's hilarious! Incredibly professional looking, very cool and we love reading it."

**Nathan & Nat,
Breakfast Show, Nova 937**

"a glossy new magazine providing some amusing insights into the good and bad of life on two distant islands."

**Neale Prior
The West Australian**

"I was very impressed by the look and professionalism of the mag and look forward to reading future copies."

**John Flint, Chief of Staff,
The Sunday Times**

"A magnificent magazine that's causing a stir."

**Eoin Cameron,
ABC Radio**

"I've enjoyed every issue. Absolutely fantastic and very funny – well done...A beautiful little read and a terrific magazine which I commend to my listeners..A great buy at \$8.95."

**Simon Beaumont
6PR Radio**

WHINGEING POM



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ABOUT US

Whingeing POM is Australia's latest lifestyle publication aimed at the country's enormous ex-pat population. Distributed by Gordon & Gotch to newsagents throughout Australia and to a rapidly growing paid subscription base, the magazine is a bi-monthly, high gloss, coffee table style title with a dedicated readership of over 22,000.

STYLING

WPOM is produced by an award-winning publishing company who, most recently, were honoured with AUSTRALIAN MAGAZINE LAUNCH OF THE YEAR 2008 at the Publishers Australia industry awards.

We use the talents of some of the best Australian and British graphic designers, animators and cartoonists to create a ground-breaking mix of quirky high-art layouts.

WPOM establishes a unique, non-derivative look that is streets ahead of any other lifestyle publication in Australia.

FEATURES

A team of well-seasoned writers collaborate each month to bring readers up to date with the latest in travel, food, fashion, business and news both here and back in the UK.

The award-winning team pokes fun at ludicrous bureaucracy but strives to identify and promote the best that Australia has to offer, informing the wealthy ex-pat resident or visitor where they should be spending their money and why.

- Home and Away News Items
- Domestic travel features
- Top Shop guide
- Hi Life Overseas Destinations
- It's All Relative Price Comparisons
- Pub Talk
- Road Test
- Open Mike – the Aussie's right of reply
- Six Pack – Fitness Feature
- Real Estate
- Food Directory



THE OPPORTUNITY

447 UK Families immigrate to Australia every week. Almost 31,000 UK immigrants were awarded residency in Australia last year.* This figure does not even include the tens of thousands of itinerant visitors or those on extended stays through working visas. Through tie-in deals with a variety of immigration companies, WPOM is offered as part of every newcomer's introduction to the country. The UK resident population in Australia is now approaching 1700,000 with a larger disposable income than any other immigrant group. This population is in dire need of discovering decent suppliers of quality goods and services. Upon an immigrant's first few months in the country, they crave information and support. How do they get a bank account? How do they rent a property and where or should they be buying? Where can they go for a decent meal or weekend break? Whingeing POM will address these issues and its advertisers will be identified as quality suppliers.

**Source: National Bureau of Statistics*

MAGAZINE STATISTICS

Bi-Monthly, Outsized, Four Colour, High Gloss, Perfect Bound

ADVERTISING

A limited number of advertising PRICING opportunities are available within Whingeing POM. The highly competitive package includes:

- A full colour presentation within the relevant editorial section
- Exceptional marketing reach, direct access to a wealth of proven affluent spenders.
- Formidable exposure to the largest spending niche group within the State.

READERSHIP

Gender Ratio: 62% Male, 38% Female

AVERAGE INCOME

\$178,000

FAMILY STATS

Married, access to two or more cars, Holiday Frequency Average Three holidays per annum

READERSHIP

22,700

DISTRIBUTION

Australia – Newsstand, Hotels



ARTWORK MATERIAL

Artwork to be supplied as Print ready PDF files with fonts embedded. EPS or TIFF format (CMYK) with a minimum resolution of 300dpi are also acceptable. Full page ads require a 5mm bleed with trim marks.

Please refer to the exact specifications for ads provided on the Ratecard.

Ideally the artwork would be a file where the fonts are embedded so that the chance of font corruption or relying on someone else's fonts is eliminated.

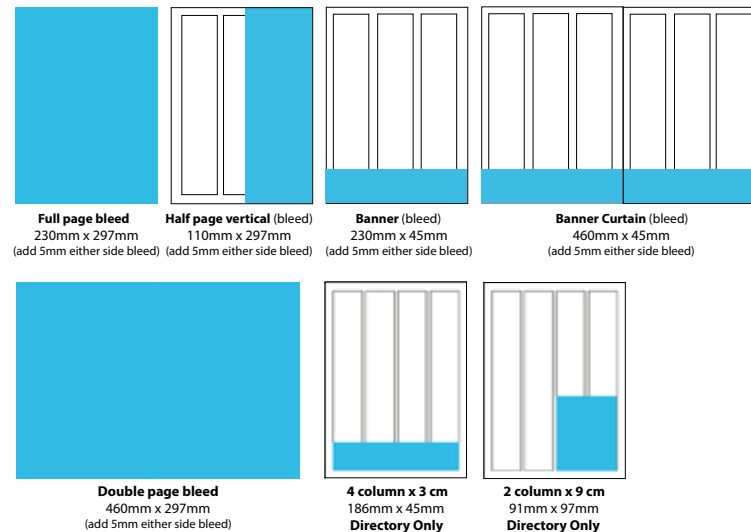
The best way to do this is to make it a TIFF (or .tif) or EPS (.eps) file with fonts embedded. If you send a PDF, make sure you embed the fonts otherwise you rely on us having the same fonts as your machine. For EPS delivery please ensure all fonts are converted to paths and supply all linked items.

Excel, Word and Publisher files are not acceptable as finished digital material.

Please ensure all digital files are supplied with images converted from RGB or spot into CMYK.

All artwork to be emailed to production@whingeing-pom.com

DIMENSIONS - THIS MAGAZINE IS OUTSIZED



RATECARD & ARTWORK

PRICING

	One Off	3 x	6 x
Double Page	\$3,300	\$2,700	\$2,250
Full Page	\$2,940	\$2,450	\$1,925
Half Page (vert)	\$1,925	\$1,750	\$1,475
Banner Curtains	\$1,800	\$1,450	\$1,200
Single Banner	\$1,250	\$1050	\$975

+30% Back Cover +20% Inside Cover
+20% Inside Back +15% Specified Position
All Prices exclude GST

Directory* 4 column x 3 cms \$425
2 column x 9 cms \$550
6 issues – 7% discount
12 issues 15% discount
(*Minimum 3 issue booking)

Typesetting, artwork and electronic files can be prepared by our Production Team and will be charged to the advertiser at the discounted trade rate of \$75 per hour. Please be aware that the BETTER your ad looks the MORE enquiries it will generate!

For more information please call our production department on 1800 822 906 or email us at production@whingeing-pom.com

CONTACT

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