

Shinano Co., Ltd.

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2020



カンタス航空の機内誌である QANTAS magazine は、ニュース、トラベル、スポーツ、アートなどを広くカバーし、最新のオーストラリア事情を、優れた記事と、美しいビジュアルで伝えています。
ビジネス誌・機内誌カテゴリーで、オーストラリアの社会階層 AB クラスで最も読まれている雑誌。

発行 MEDIUM RARE Content Agency
発行頻度 月刊（毎月 1 日発行）
発行部数 150,000 部 読者数 393,000 人 (Roy Morgan, Sept. 2019)
乗降客数 2,300,000 人+/月間 27,600,000 人/年間
(Qantas Traffic & Capacity Statistics, Oct. 2015)

主要セクション

QNews・Travel Insider・QBusiness・QStyle・Quisine・IQ・ONQ entertainment

配布 Qantas 航空全便
Qantas 航空ラウンジ
(国際線：ファースト+ビジネスクラスラウンジ・国内線：チェアマンズプラチナ+クラブラウンジ)
5 スター・ブティックホテル：
例) Melbourne : Park Hyatt, The Langham
Sydney: Sheraton on the Park, Park Hyatt, 等

読者層 男性：53% 女性：47%
AB 層： 48%
平均年齢： 47 歳
個人平均所得： A\$124,090
(Roy Morgan Sept. 2019)

貯蓄・投資額 (平均)： A\$416,750
貯蓄・投資額 A\$500,000+： 23.2%
専門職・管理職： 43.0%
意思決定者： 38.4%
持家率： 71.0%
価格より質を重視： 71.0%
国内旅行年 4 回以上： 48.0%
(Roy Morgan Dec. 2018)

広告料金 <2020 年> (2020 年 2 月現在・今後変更になる場合もございます。)(消費税別途)

1P4C (ROP)	AU\$18,978	DPS4C (ROP)	AU\$35,676
1/2P (V) 4C (ROP)	AU\$12,913	1/3P (V) 4C (ROP)	AU\$10,622
<回数割引>	3x	6x	
1P4C (ROP)	AU\$18,174 (1 回あたり)	AU\$17,478 (1 回あたり)	
DPS 4C (ROP)	AU\$34,143 (1 回あたり)	AU\$32,817 (1 回あたり)	

Loading Charges(追加):目次対向 : 30% Masthead 対向 : 30%
 右頁指定 : 10% 前半右ページ指定 : 20%

<表 2 (1 ページフォーマット)・表 4(1 ページフォーマット)は不可>

<媒体社による記事広告製作費 (NET)(消費税別途)>

1 ページ: AU\$ 2,500 (NET) 2 ページ見開き: AU\$4,800 (NET)

記事広告用素材はご提供いただきます。媒体社のガイドラインに沿って制作させていただきます。

広告サイズ	(H)	(W)	
1P4C タイプエリア	255 x	190 mm	
1P4C トリム	275 x	210 mm	
1P4C ブリード	285 x	220 mm	(ブリード広告追加料金はありません。)
1/2P4C (縦) タイプエリア	255 x	80 mm	
1/2P4C (縦) トリム	275 x	100 mm	
1/2P4C (縦) ブリード	285 x	110 mm	(ブリード広告追加料金はありません。)
1/3P4C (縦) タイプエリア	255 x	50 mm	
1/3P4C (縦) トリム	275 x	70 mm	
1/3P4C (縦) ブリード	285 x	80 mm	(ブリード広告追加料金はありません。)

申込/原稿締切

Qantas Deadlines 2020			
Issue	発行日	申込/審査用原稿締切	原稿締切 (東京)
Januray 2020	1-Jan	15-Nov-2019 (金)	18-Nov-2019 (月)
February	1-Feb	27-Nov-2019 (水)	29-Nov-2019 (金)
March	1-Mar	17-Jan-2020 (金)	20-Jan-2020 (月)
April	1-Apr	14-Feb-2020 (金)	17-Feb-2020 (月)
May	1-May	13-Mar-2020 (金)	16-Mar-2020 (月)
June	1-Jun	14-Apr-2020 (火)	16-Apr-2020 (木)
July	1-Jul	15-May-2020 (金)	18-May-2020 (月)
August	1-Aug	15-Jun-2020 (月)	17-Jun-2020 (水)
September	1-Sep	15-Jul-2020 (水)	17-Jul-2020 (金)
October	1-Oct	17-Aug-2020 (月)	19-Aug-2020 (水)
November	1-Nov	14-Sep-2020 (月)	16-Sep-2020 (水)
December	1-Dec	15-Oct-2020 (木)	19-Oct-2020 (月)

(2020年2月現在: 今後変更になる場合もございます。)

記事広告申込・制作用素材提供締切: 原稿締切の 6 週間前

※キャンセル締切は掲載日の 12 週間前となります

原稿形態

Quickcut 送稿 (※Quickcut 制作・送稿には媒体費用とは別に費用がかかります。)

Quickcut 送稿については、恐れ入りますが、直接 Quickcut 送稿対応アドプロダクション、広告制作代理店にご依頼頂きますようお願い申し上げます。料金は、原稿サイズ・容量等により異なります。従って Quickcut 送稿の際、対応アドプロダクション、広告制作代理店にご確認頂くようお願いいたします。

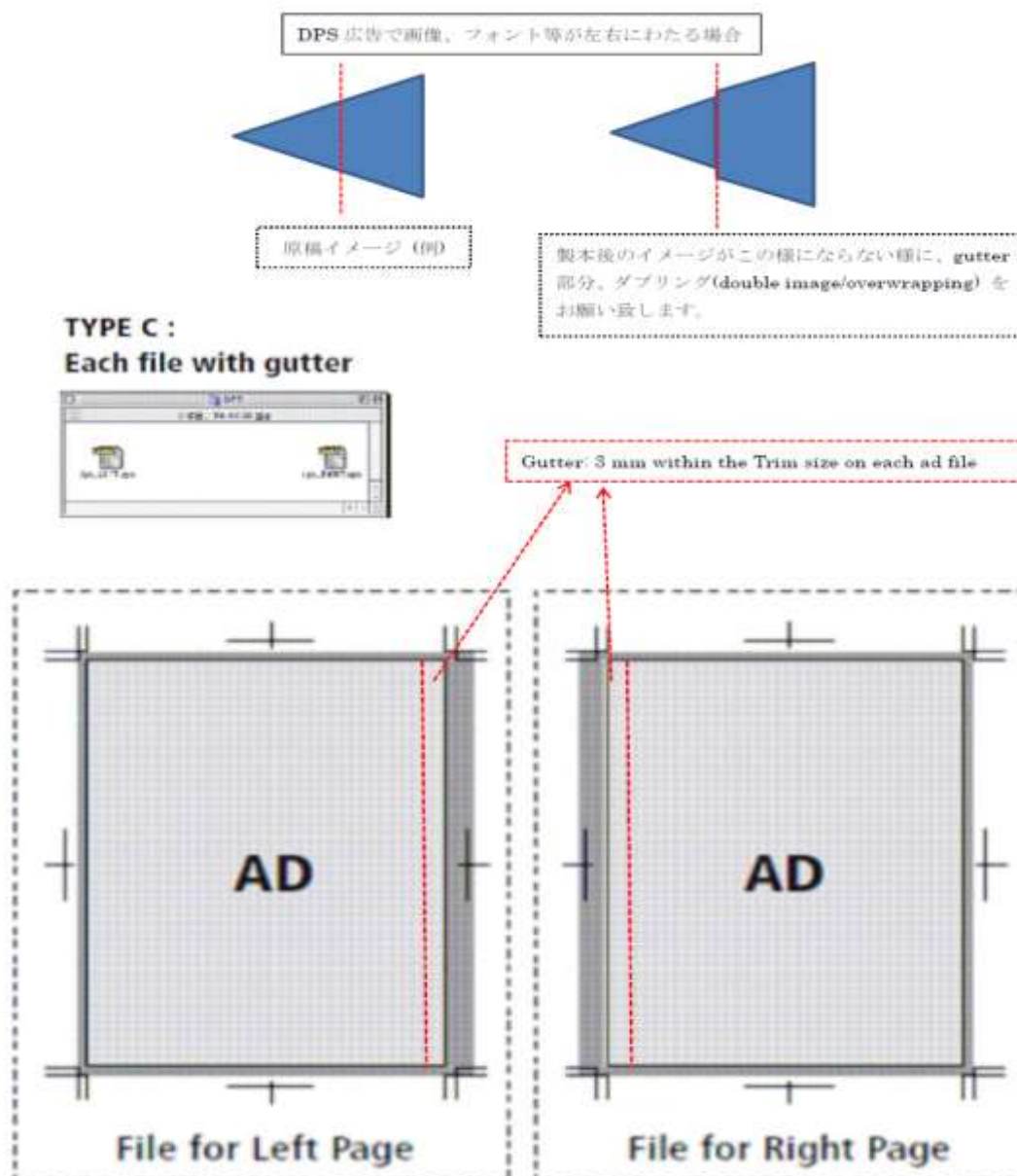
また、Quickcut 送稿には、媒体社発行の Ad Booking No. が必要となります。Ad booking No. は、弊社に書面にて正式にお申込み頂いた後、媒体社より発行されます。

校正刷り (**3DAP Proof) 2 枚

Quickcut 送稿*、3DAP Proof**について詳細は MATERIAL SPECIFICATIONS をご参照下さい。

(オリジナル英語版です。)

<DPSpread (見開き)原稿ファイル製作についてのお願い> (DPSpread のクリエイティブは原則見開きデザイン)



MATERIAL SPECIFICATIONS

SIZES

SIZE	TRIM SIZE	TYPE/DESIGN AREA	BLEED
Double page spread	To be supplied as two single full pages		
Full page	275mm x 210mm wide	255mm x 190mm wide	285mm x 220mm wide
Half page vertical	275mm x 100mm wide	255mm x 80mm wide	285mm x 110mm wide
Half page horizontal	135mm x 210mm wide	115mm x 190mm wide	145mm x 220mm wide
Third page vertical	275mm x 70mm wide	255mm x 50mm wide	285mm x 80mm wide
OFC gatefold DPS*	275mm x 404mm wide	255mm x 384mm wide	285mm x 414mm wide
OFC gatefold flap	275mm x 197mm wide	255mm x 177mm wide	285mm x 207mm wide
OFC gatefold DPS*	275mm x 404mm wide	255mm x 384mm wide	285mm x 414mm wide

Qantas is a perfect bound publication.

The full right hand page of a OFC gatefold (first page of text) must be supplied with a 3mm white or black strip on the fore-edge. Please contact production prior to sending material to confirm which colour strip to supply. *DPS - double page spread.

ACCEPTABLE MEDIA

- Medium Rare Content only accepts advertising material via Quickcut (Adstream/Digital Ads Int.) or Adsend, service providers for electronic delivery of digital files. For more information regarding Quickcut and Adsend contact:
Quickcut (Adstream): 02 9467 7500 (reception), 1300 768 988 (Australia only tech support) or visit www.quickcut.com.au
Quickcut (Digital Ads International): +61 2 9818 1965 or visit www.digitalads.com.au
Adsend: 03 8689 9000, 1300 798 949 (Aust only tech support) or visit www.adsend.com.au
- When supplying advertising material, please ensure that the on-sale date and magazine name are entered. This will assist in keeping track of your advertisement.
- Ensure that the order of consecutive advertisements and left/right hand pages on double page spreads are noted in the material instructions.
- Please contact production prior to sending revised files and when sending revised files add an 'R' at the end of the file name. If production have not been advised there is no guarantee that revised material will appear.

FILES

- Medium Rare Content has adopted guidelines for 3DAPv3 separations profiles (3DAPv3_papertype-3_280.icc), a standard for proofing and printing.
- Acrobat Distiller 6 or above is preferred.
- Files to be created in PDF version 1.3 or 1.4.
- Files to be supplied as single pages.
- PDF files to be supplied in CMYK format. RGB or spot colour files will be rejected.

MATERIAL SPECIFICATIONS

IMAGES

- Images to be supplied in CMYK format. RGB or LAB files will be rejected.
- 4 colour black and white images should use a GCR separation profile.
- Images should be saved as PSD or composite EPS files and supplied at 100% scaling, 300dpi and using the 3DAPv3 appropriate separation profile (3DAPv3 separation profiles will set the correct CMYK separation and total ink limit).
- Medium Rare Content will need to be notified if the resolution of an image is intentionally supplied lower than 300dpi.
- For more information regarding separation profiles, visit www.3dap.com.au

PAGE LAYOUT

- All advertising material to include a minimum of 3mm bleed (where required).
- Crop, bleed and registration marks plus page information to appear on all advertising material, offset by a minimum of 6mm.
- No text or important page content should appear within 10mm either side of the spine on double page spreads (total 20mm) due to this space being optically lost within the spine of the magazine. Using double imaging is at the discretion of the client/agency, as it is not ideal for all pages within the magazine. If specifications are required for double imaging, contact production prior to sending advertising material.
- Insure that all text and logos are supplied to the correct type/design area specifications (see sizes).

COLOUR/ TYPE/ LINES/ BORDERS

- The total ink limit is 280%. Registration colour in the swatches palette should never be used as it is made up of 100% of each colour.
- Solid black panels should be made up of rich black (100% black and 50% cyan).
- White elements to be set to knockout.
- All fonts must be embedded into the PDF file.
- Type is to be no smaller than 8 points.
- Reverse type to be no smaller than 10 points bold or made up of more than two colours.
- Black type smaller than 24 points to be made up of 100% black only and set to overprint.
- Black type larger than 24 points should be made up of rich black (100% black and 50% cyan).
- Coloured type with a black drop shadow should be set to knockout, otherwise the black drop shadow may overprint the coloured type.
- For white reverse type we recommend 12 points bold as the minimum size.
- White type to be set to knockout.
- Extremely thin and fine type, particularly type with serifs, should be avoided.
- Thin lines and box rules should be made up of one colour and a minimum thickness of 0.25mm is recommended.
- Due to the trim and binding variance, even distances from trim to borders may vary during the print run, therefore we recommended that solid borders to be supplied no thinner than 10mm and key lines to sit no less than 10mm in from the trim.

MATERIAL SPECIFICATIONS

COLOUR PROOFS

- Medium Rare Content has adopted guidelines for ISO 12647-2 (3DAPv3), a standard for proofing and printing.
- For accurate colour reproduction, all advertising material must be accompanied by a 3DAPv3 proof created from the supplied file at 100%.
- In order to verify that a proof is in compliance with the 3DAPv3 proofing requirements, each proof must be supplied with the appropriate 3DAPv3 endorsed control strip printed next to the advertisement.
- No responsibility will be taken for print colour reproduction when a 3DAPv3 certified digital-approved proof is not supplied.
- For more information regarding 3DAPv3 proofing guidelines, visit www.3dap.com.au
- Advertising material supplied without a proof may be proofed by Medium Rare Content at the advertiser's expense. This proof will be supplied to our printers only.

PRODUCTION CONTACT

Galina Karavaev

Email: galina.karavaev@news.com.au

Tel. + 61 2 8045 4962

NewsLifeMedia - Level 2 Production

Loading Dock, 61 Kippax Street, Surry Hills NSW 2010

DISCLAIMER

- While Medium Rare Content is committed to producing magazines of the highest calibre and will ensure advertising material is reproduced as intended, the responsibility is firmly with the client/agency to supply advertising material according to our specifications. No responsibility will be taken if advertising material is not supplied according to Medium Rare Content specifications.
- Medium Rare Content cannot accept requests to modify supplied advertising material.
- Advertising material will be archived for three issues and advertising related correspondence ie: MI's, emails confirming repeats etc will be archived for six months.
- Advertising material must be delivered on time so that quality checking procedures can take place.
- Medium Rare Content reserves the right to refuse any advertising material.