

# *Off the Wind*

## 2021 MEDIA KIT



# The official journal of the Sandringham Yacht Club provides the eagerly awaited season review for club members.



>> Front Cover



>> Inside Pages



# PUBLICATION OVERVIEW

***Off the Wind* is the official journal of the Sandringham Yacht Club and provides our clients with direct and exclusive access to over 2,900 members, associates and guests of Victoria's premier yacht club.**

SYC is situated on the foreshore of Port Phillip Bay. Offering world class sailing facilities, year round sporting and social events, exceptional dining rooms, 360 berth floating marina, boating academy, waterfront support services and a modern clubhouse.

SYC members and their guests enjoy a lively club atmosphere thanks to year round industry events, boating activities and sailing regattas. Members are affluent, progressive and aspirational.

*Off the Wind* delivers the latest, most relevant information on race results, events, membership, sailing equipment and general club life updates.

Published annually, *Off the Wind* is distributed to the SYC Membership and stakeholders in hard copy or electronically. It is also issued to SYC annual intake of 200 + New Members as well as being made available throughout the year in SYC Clubhouse. The hard copy is published in high quality gloss stock. The electronic version is available as a pdf and easily viewed or downloaded from [syc.com.au](http://syc.com.au).

*Off the Wind* is reflective of the exclusivity of the Club and the marquee brands of our clients.



## Key Facts

- High-end market
- Broad cross-section of business people
- Clubhouse and its facilities are world class
- Reviews past season
- Distribution Australia wide.

*"Sandringham Yacht Club is the premier yacht club in Victoria and has been in operation for over 100 years, offering excellent facilities, very active year round boating and social programs and in a wonderful location complimented by resources to ensure that your needs are met both on water and land."*

## RATE CARD, DIMENSIONS & DEADLINES

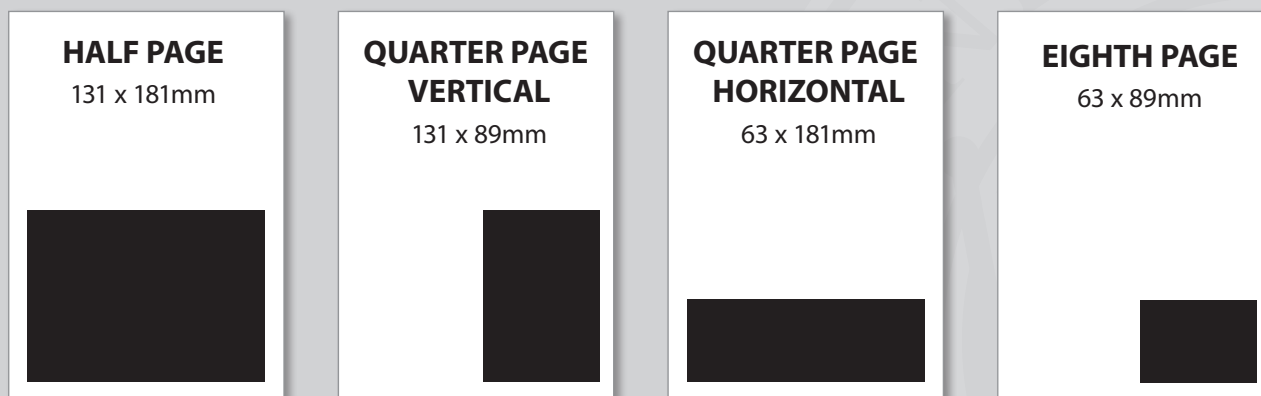
SIZE	HEIGHT x WIDTH	MEMBER + SPONSOR RATE ex GST	NON MEMBER RATE ex GST
Eighth Page	63 x 89 mm	\$315	\$345
Quarter Page Horizontal	63 x 181 mm	\$390	\$430
Quarter Page Vertical	131 x 89 mm	\$390	\$430
Half Page	131 x 181 mm	\$675	\$740
Full Page	297 x 210 mm	\$1,350	\$1,485
Inside Front Cover	297 x 210 mm	\$1,610	\$1,770
Inside Back Cover	297 x 210 mm	\$1,610	\$1,770
Outside Back Cover	297 x 210 mm	\$2,130	\$2,345
Double Page Spread	297 x 429 mm	\$2,350	\$2,585

\*All rates include full colour.

EDITION	BOOKING DEADLINE	ARTWORK DEADLINE	DISTRIBUTION DATE
2021	30 September 2021	8 October 2021	early November 2021

\*If you don't have existing artwork, please see page 4 of the Media Kit for ad creation service from Privaro Design.

## VISUAL GUIDE



# ARTWORK SPECIFICATIONS

## COLOURS

- Process CMYK for full colour, greyscale or black & white for mono reproduction.
- No PMS or spot colours.
- Images requiring colour correction may be rejected.
- Black solids should include 40% cyan.
- Total ink weight should not exceed 300%.
- For accurate colour reproduction, all material must be accompanied by a digital proof.
- No responsibility will be taken for print colour reproduction when a proof is not supplied.

## IMAGE RESOLUTION

- All images must be 300dpi at 100% scaling.
- Low res images will not be accepted.

## TYPE FORMATS

- Type should be no smaller than 8pt.
- Reversed type should be 10pt or larger.
- All fonts embedded and/or outlined.
- No 'TrueType' fonts will be accepted.
- Register and Trim marks must appear on all files.
- Minimum 3mm bleed where required.

## ACCEPTABLE MEDIA

- Please supply print ready PDF with 3mm bleed and crop marks, ensure all fonts are outlined, any spot colours and images to be converted to CMYK (no PMS Colours).
- Ensure file is labelled with your business name along with type of ad booked. eg. Businessname\_halfpageAdv.pdf.
- All adverts to be emailed to: **naomi.smith@syc.com.au**
- Anything adverts over 5Mb please use an online file sharing website 'Dropbox', please contact Naomi Smith for login details. Alternatively, mail a CD or USB to 'Sandringham Yacht Club'.

# ADVERTISING & DESIGN ENQUIRIES

## EDITORIAL

Editorial can be submitted for consideration, please email **naomi.smith@syc.com.au** or **ceo@syc.com.au**

Subject to editor's discretion. Acceptance of an article does not guarantee publication.

## ADVERTISING ENQUIRIES

For all advertising enquiries please call **Naomi Smith** or **Richard Hewett**, Sandringham Yacht Club

**P: (03) 9599 0999**

**E: naomi.smith@syc.com.au** or **ceo@syc.com.au**

**W: syc.com.au**

## DESIGN ENQUIRIES

For all print design enquiries please contact :

**Nick Richards**

Director

Privaro Design

**M: 0408 159 355**

**E: nick@privaro.com.au**

**www.privaro.com.au**

**privaro**  
DIGITAL DESIGN

## DISCLAIMER

*While we may verify that advertising material is within our specifications, it is the responsibility of the client/agency to supply correct material. It is also a requirement that the material must be delivered on time so quality checking procedures can take place. Late and/or incorrect materials are liable to incur additional production charges.*

*Sandringham Yacht Club reserves the right to refuse any advertising material that is in conflict of any Club stakeholder and the right to refuse any advertising material that does not meet our print specifications.*