

AUSTRALIA'S LEADING VINTAGE MACHINERY MAGAZINE

# *The Old* **Machinery** • M A G A Z I N E •



# **Vintage Trucks** & COMMERCIALS MAGAZINE

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# The Old Machinery

## MAGAZINE

Being the only Australian magazine in its field and a leader worldwide, *The Old Machinery Magazine* is a world class Australian bi-monthly publication. Each issue feature articles on stationary engines, vintage tractors, steam, marine, industry innovation and history, club events and much more.

Often referred to by its readers as 'TOMM', the magazine started in 1985 as a bi-monthly black and white magazine of 32 pages. Since then, *TOMM* has evolved into a full colour, 68 page publication with readers located throughout Australia and all around the world.

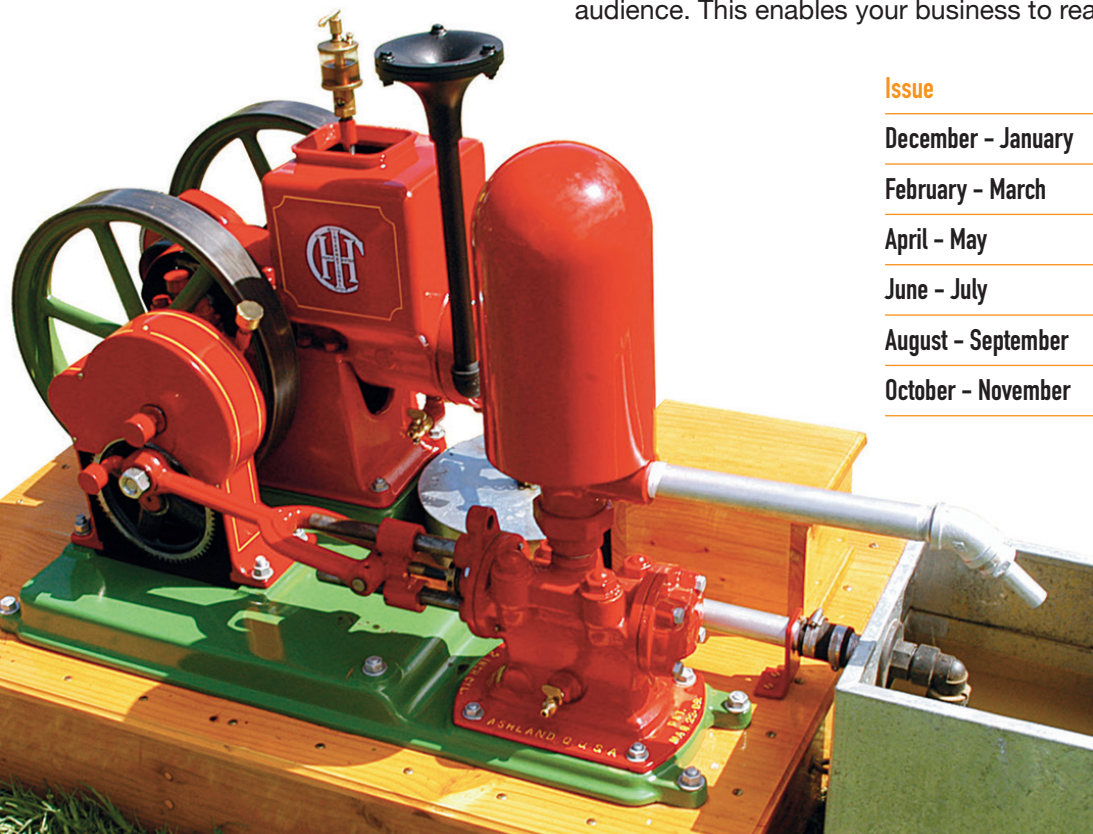
### ABOUT OUR READERS

Subscribers to *The Old Machinery Magazine* are typically:

- enthusiasts, collectors and restorers of vintage machinery
- looking for inspiration and tips to improve their restoration projects
- seeking suppliers and manufacturers of components
- regular visitors at the events advertised within the magazine
- knowledgeable collectors of memorabilia
- collect and refer to their magazines regularly

### Why advertise with *The Old Machinery Magazine*?

*TOMM* reaches such a broad range of readers that your business is sure to get noticed. If you are a supplier, manufacturer, provider of financial or insurance services or just organising an event, *TOMM* magazine is the place for you. As a specialty magazine, *TOMM* provides specific information to an engaged audience. This enables your business to reach its target market.



Issue	Booking by	Artwork due in by
December - January	10 November	15 November
February - March	10 January	15 January
April - May	10 March	15 March
June - July	10 May	15 May
August - September	10 July	15 July
October - November	10 September	15 September

*The Old Machinery Magazine* is sold by subscription, both in Australia and overseas.

It is also available in selected news agencies in Australia. Readers can also purchase their magazine online.

# ***Vintage Trucks*** **& COMMERCIALS MAGAZINE**

***Vintage Trucks and Commercials Magazine* is Australia's own full colour, bi-monthly publication featuring trucks and commercial vehicles of all makes and models that were produced at least 25 years ago.**

The magazine includes articles about trucks, utes, panel vans, station wagons, sedans, delivery vehicles, fire trucks and military, as well as a range of other purpose-built vehicles. *VTM* covers both restored and original trucks, as well as commercial vehicles that are still in the workforce today.

## **ABOUT OUR READERS**

Subscribers to *Vintage Trucks and Commercials* are typically

- dedicated to restoring vintage trucks and commercial vehicles
- currently work within the transport industry and have a vintage truck as a hobby
- looking for product information, technical help, and restoration techniques as well as industry news
- seeking a reliable reference magazine to which they can refer in years to come
- enthusiastic exhibitors and attendees at rallies and events

## **Why advertise with *Vintage Trucks and Commercials*?**

Whether you want your product to target the restorer, drivers on the road, or right into the boardroom, *Vintage Trucks and Commercials Magazine* has you covered. The magazine is read by many of Australia's biggest names in transport, and has a strong reputation internationally. Our wide readership gives you ultimate exposure, allowing you to directly target your market.



Issue	Booking by	Artwork due in by
November - December	10 October	15 October
January - February	1 December	10 December
March - April	10 February	15 February
May - June	10 April	15 April
July - August	10 June	15 June
September - October	10 August	15 August

**The *Vintage Truck and Commercial Magazine* is sold by subscription, both in Australia and overseas. It is also available in selected news agencies in Australia. Readers can also purchase their magazine online.**

## PREMIUM ADVERTISING

Your ad will fill the whole page with no white margins. (Full bleed)

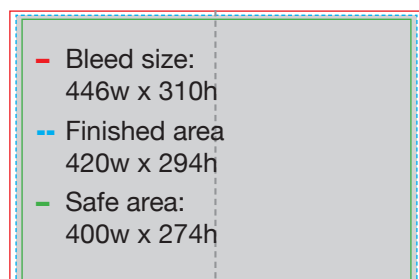
**Bleed area** is 8mm all round

**Page margins** are 10mm all round

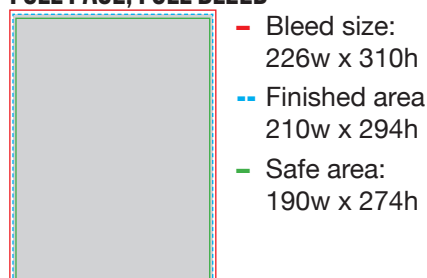
Please keep text or important images/logos within the margins (safe area)

**Finished area** is the size that the ad will appear in the magazine

### DOUBLE PAGE FULL BLEED



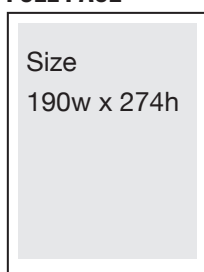
### FULL PAGE, FULL BLEED



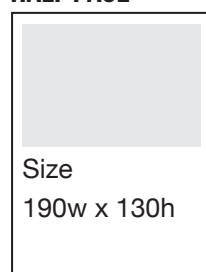
## STANDARD ADVERTISING

Your ad must fit entirely within the specified size. Please include all margins, images and text within the ad area.

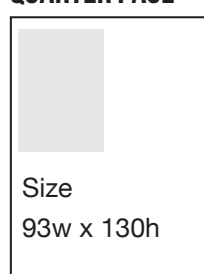
### FULL PAGE



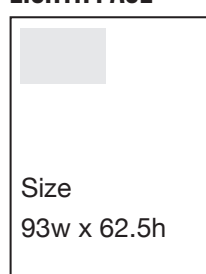
### HALF PAGE



### QUARTER PAGE



### EIGHTH PAGE



## ARTWORK SPECIFICATIONS

Please remember that suppliers of digital advertising are responsible for checking the quality and integrity of their files before submission to *The Old Machinery Magazine* and *Vintage Trucks and Commercials Magazine*. Advertisements that are not in accordance with the 'editorial look' of the magazines will be asked to re-submit.

The production team may ask for re-submission of digital files which contain:

- Fonts which have not been embedded
- Elements saved in RGB or LAB colour mode instead of CMYK
- Images with an effective resolution below 300dpi

The publisher will not take responsibility for accurate reproduction of advertisements if:

- PDF files are created from applications other than Adobe Acrobat Distiller, or above PDF version 4
- Fonts are artificially stylised
- Images have an effective resolution (ppi) of less than 300
- No bleed is included or the file is incorrect size
- Maximum total ink coverage is above 310%
- PDF files are compressed
- Type size is below 8 points and reversed type below 10 points
- Files are provided in Microsoft Word, Publisher or Powerpoint format

The production team recommends the following tips for the best reproduction of your advertisements:

- Supply art as a PDF file where possible otherwise we prefer a jpeg or tiff file
- Please don't provide PNG or GIF files
- Please make sure art is converted to CMYK and 300dpi
- Make sure there are no spot colours
- Convert text to outlines where possible

## SOCIAL MEDIA

When you book an advertisement in either *The Old Machinery Magazine* and *Vintage Trucks* or *Commercials Magazine* you are entitled to a free social media package, ask us for more details.

## CLASSIFIED ADVERTISING

Classified advertising in our magazine is free for subscribers. Auctions, clearing sales, commercial or semi/commercial businesses are not permitted to advertise in the classified section.

### DISPLAY CLASSIFIED ADS

Small advertisements (60w x 48h) are available within the classified section, please contact us for more details.

## LET US DO THE ARTWORK FOR YOU

We do offer an artwork service and we can complete all the artwork for you based on the images and information you provide us.

## CONTACT US

For page position, prices and all general enquiries, please contact the sales team

**Phone:** 02 6584 4011

**Email:** info@jarrahmedia.com.au