



# GOING DOWN UNDER



*Going Down Under is a quarterly magazine that informs the reader about travelling to Australia, New Zealand and the Pacific Islands. Travel-reports, beautiful photography, background information and practical tips.*

### Extra's

Outside back cover: +25%, Inside covers: +15%  
Layout of your ad at our studio: once € 250,- (Tax 19% BTW not included). Banner Advert: each advertiser can be visual on our website (Rates upon request):  
[www.goingdownundermagazine.nl](http://www.goingdownundermagazine.nl)

### Issue dates 2012

Weeknumber 8 / 21 / 36 / 47

### Closing dates 2012

Weeknumber 3 / 15 / 30 / 42

### Spread single issues

Aldipress (The Netherlands), AMP (Belgium)

### Specifications

2/1 page (spread)	460 x 297 mm
1/1 page (trim area)	230 x 297 mm
1/1 page (type area)	210 x 277 mm
1/2 page (portrait)	102 x 277 mm
1/2 page (landscape)	210 x 136 mm
1/4 page (portrait)	102 x 136 mm
1/4 page (landscape)	210 x 67 mm
1/8 page (landscape)	102 x 67 mm
Page Bleed	5 mm
Dimensions web page	150 x 50 pixels
Sidebar left	225 x 150 pixels
Sidebar right	320 x 150 pixels
Header left	234 x 60 pixels
Header right	468 x 60 pixels

### Contact Advertising

Van den Ende Acquisitie  
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E. [hanneke@vandenendeacquisitie.nl](mailto:hanneke@vandenendeacquisitie.nl)

### Contact Publisher

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P.O.Box 348, 5340 AH Oss  
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T. +31 (0) 412 62 82 18  
E. [riel@maasland.com](mailto:riel@maasland.com)  
I. [www.maasland.com](http://www.maasland.com)

### General information

Publisher	Maasland Publishers
Frequency of appearance	4 x year
Single issue	€ 5,95
Subscription	€ 21,50
Number of pages	Min. 68 pages
Circulation	16.000

Page size	230 x 297 mm (w x h)
Print	Offset
Cover	250 grs Satin MC
Inside	90 grs Satin MC
Finishing off	Perfect binding

### Ad rates

1/1 page	€ 1.550,-
1/2 page	€ 875,-
1/4 page	€ 525,-
1/8 page	€ 325,-

All rates are based on full colour printing.  
Tax (19% BTW) not included.

### Discounts

4 Ad placements: 15% discount.

