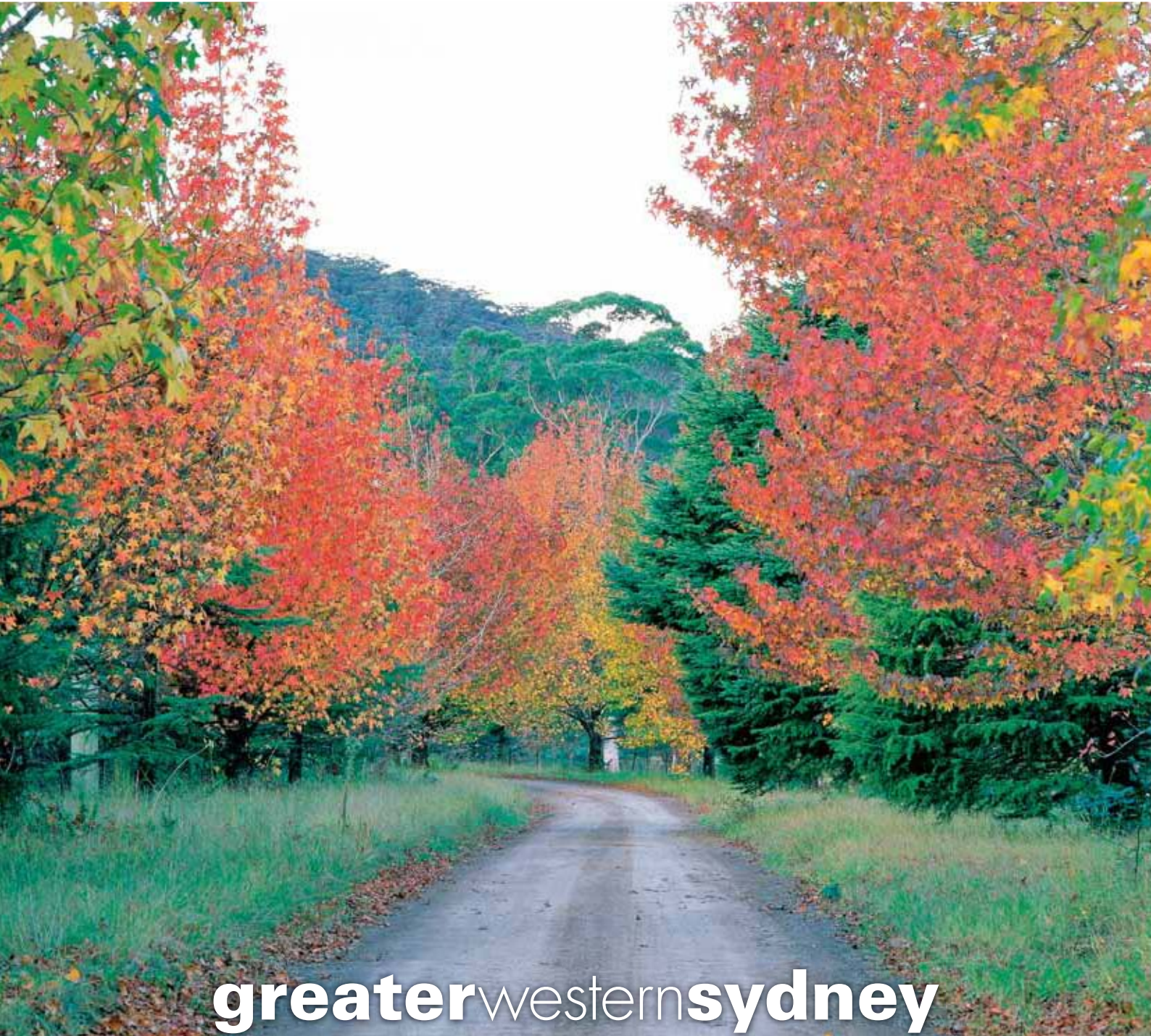


HILLS, HILLS RURAL, HAWKESBURY &

greaterwesternsydney .

homesguide

www.homesguide.com.au



greaterwesternsydney

media kit

editorial philosophy



homesguide is more than just about buying and selling property. It shapes the way we live, the things we cherish, and those that inspire us. **homesguide** is dedicated to bringing together all of these elements and delivering the ultimate guide to living.

Whether someone is actively looking to buy, rent, or sell their home, or perhaps searching for ways to improve their property and protect their investment – here is the best solution.

homesguide brings the Real Estate industry directly into the hands of the consumer – opening up a whole new world to Sydney's growing market of active property investors.

homesguide is a marketing stream that leads directly to the real estate industry then reaches out and captures the active consumer market group of vendors, buyers, investors and tenants.

Our successful strategy is to stimulate the active markets by co-branding our successful magazine, **homesguide** with our established web site **homesguide.com.au**.

The co-branded package provides a cost effective method and delivery of quality information to consumers on behalf of the real estate industry.

target market

homesguide is a proven cost-effective way to boost your turnover and get your phone ringing with new enquiries.

homesguide is targeted primarily at home buyers, sellers, tenants and property investors, with a secondary target of property professionals. **homesguide** readers are planning to be 'active' in the near future. Many plan to build and/or renovate. **homesguide** is also proving invaluable to investors planning to buy property outside their local areas as it provides them with information about markets, developments and property services, in their area of interest.

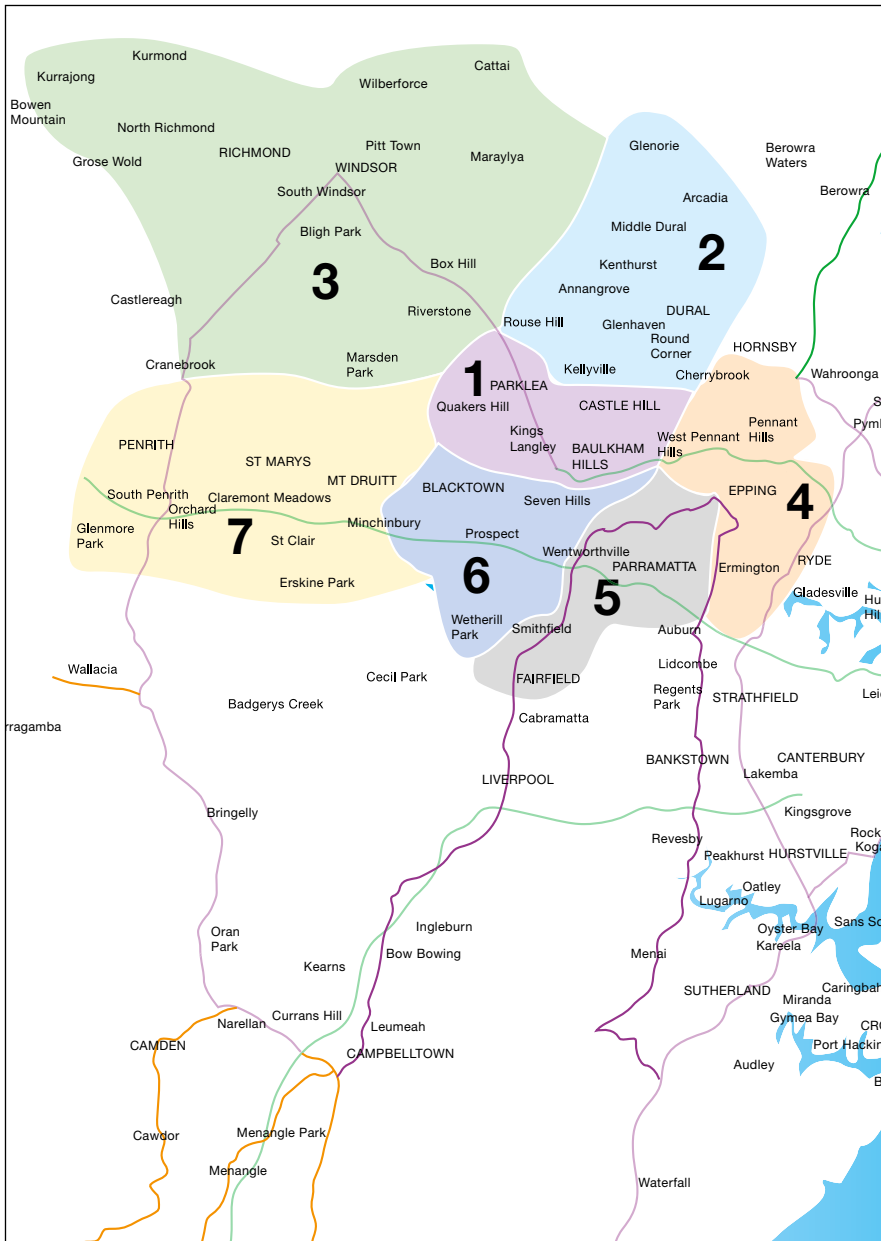
homesguide is the only quality colour magazine that exercises an "open market" distribution policy.

We distribute to outlets that stimulate active buyers and sellers of real estate, such as real estate agents, finance lenders and banks. We monitor the activities of our advertising agents to ensure they distribute **homesguide** effectively into the market.

We deliver to outlets where we believe our magazine will reach the consumer market most effectively.

Our partners in distribution are national brands: McDonald's family restaurants; licensed real estate agents in all areas; local council offices; selected Commonwealth Bank and ANZ bank branches; and a range of other independent outlets.

Reach an **active market** – look at our market reach.



distribution outlets

Over 250 outlets that include
FREE Consumer Distribution from:

- 120 real estate agents offices
- 6 shopping centres
- 39 ancillary outlets ie banks and car wash outlets

Reading Material at:

- Over 62 McDonalds family restaurants
- 7 local councils
- Selected new home display outlets

distribution areas

- 1 Sydney Hills District
- 2 Hills Rural District
- 3 Hawkesbury Regions
- 4 Northern Regions
- 5 Parramatta District
- 6 Blacktown District
- 7 Nepean District

Out of Areas

- Blue Mountains and Greater West
- Newcastle, Hunter & Central Coast Region
- Mid North Coast

magazine specifications

GENERAL SPECIFICATIONS

Finished page size:	230mm x 300mm (w x h)
Bleed:	3mm on all sides
Image area:	Full Page - 210mm x 290mm (w x h) Half Page - 210mm x 143.5mm (w x h) (Margins: Top-5mm / Bottom-5mm / Left-10mm / Right-10mm) Bottom margin allows for folio placement (5mm), the folio is black and stretches across the bottom of the page (230mm x 5mm)

ACCEPTABLE FILE FORMATS

Images:	JPG, TIF, EPS (jpg preferred) Files must be CMYK Scanned images must be 300dpi at the size required Digital Camera images should be at 300dpi or the highest resolution
Text:	Microsoft Word, TXT (no formatting or extra tabbing preferred) Please supply typed via email or on disk. Ensure that spellcheck has been applied. All text to be typed in upper and lower case except in cases where uppercase is required
Electronic Artwork:	Adobe Illustrator, EPS, Print Ready PDF and InDesign Please ensure you supply all fonts and images Please ensure fonts are embedded or outlined (preferred) in PDFs File must be CMYK Please supply a colour proof of the file Please Note: We do not accept Microsoft Publisher files
Logos and Line Art:	Please supply as Adobe Illustrator EPS or Greyscale TIF

banner specifications

Finished banner size: 190mm x 44mm (w x h) - no bleed is required.

Note: When supplying PDF (complete material) please ensure that all text has been converted to curves to avoid printing problems

email: mail@homesguide.com.au

magazine advertising rates



Lifestyle and Associated Real Estate Businesses

- Food and Wine
- Entertainment
- Licensed Builders & Developers
- Home Loan Lenders
- Solicitors & Conveyancers

Full Page	\$770
Back Cover	\$1,650
Inside Front Cover	\$990
Inside Back Cover	\$990

Banner Advertising

- Trade Services
 - Retailers
- | | |
|--------------------------|-------|
| Banner Advertising | \$330 |
|--------------------------|-------|



Licensed Real Estate Agents

Display Advertising

Full Page	\$595
<i>Multiple page rates on application</i>	
Feature Property DPS	\$770
Liftover Rate into a homesguide magazine	\$330

Banner Advertising

Banner Advertising	\$330
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Real Estate Classified Advertising

Included in **homesguide.com.au** subscriptions

Real Estate A4 Leaflets

Magazine A4 Leaflets	\$254 per 1,000
Folded to DL	\$33 per 1,000



All advertising rates are inclusive of GST, and do not include agency commissions (10%). Subject to alteration without notice.

who we are

redhouse media group pty limited
ABN 35 115 871 675

general manager	vanessa adaimy
publications manager	samantha wenaden
sales & marketing consultant	maria de lapp
food & wine editor	greg bondar
creative director	chris jardine
production manager	toni bernal
	mail@homesguide.com.au
design team	garth canty
	colleen greig-canty
creative, online	neil jarvis
programmer, online	halil cet
information	info@homesguide.com.au

TEL 02 9836 5999

FAX 02 9836 5988

www.homesguide.com.au

advertising booking form

Company Name: _____ ABN/ACN: _____
 Trading As: _____ Client ID: _____
 Principal: _____ Production Contact: _____
 Street Address: _____ Postcode: _____
 Mailing Address: _____ Postcode: _____
 Telephone: _____ Mobile: _____ Fax: _____
 Email Address (for proofing): _____ Web: _____

Issue Date	# of Pages	Page Rate \$	Total Value \$	Area	
				<input type="checkbox"/> hills	<input type="checkbox"/> blue mountains
				<input type="checkbox"/> hills rural	<input type="checkbox"/> greater central west
				<input type="checkbox"/> hawkesbury	<input type="checkbox"/> central coast
				<input type="checkbox"/> northern	<input type="checkbox"/> lake macquarie
				<input type="checkbox"/> parramatta	<input type="checkbox"/> hunter
				<input type="checkbox"/> blacktown	<input type="checkbox"/> newcastle
				<input type="checkbox"/> nepean	<input type="checkbox"/> north shore
				<input type="checkbox"/> southwest	<input type="checkbox"/> other
Leaflets (Run-ons) - \$254 per 1,000		Folding is an extra \$33 per 1,000			

Special Instructions: _____

Please note: booking and copy deadlines are Monday & Tuesday of the previous week respectively.

Authorised Purchaser (print name): _____ Date: _____

Signature: _____ HG Sales Rep: _____

Payment with Copy | Visa Card Master Card Diners Amex Expiry date:

Credit Card
Charges apply

Cheque

Credit Account

Card Number:

Print Name: _____

Signature: _____

fax: 02 9836 5988 ph: 02 9836 5999 email: mail@homesguide.com.au

RedHouse Media Group Pty Limited Level 2, 206 Solent Centre, 1 Burbank Place, Norwest Business Park, Baulkham Hills NSW 2153. ABN 35 115 871 675

We agree to the trading terms & conditions provided by RedHouse Media Group

RedHouse Media Group Pty Limited ABN 35 115 871 675
and its subsidiaries (hereinafter "RedHouse")
PO Box 7542 Baulkham Hills BC
Baulkham Hills NSW 2153

CREDIT ACCOUNT APPLICATION

PLEASE COMPLETE ALL DETAILS

COMPANY DETAILS

Company Name Ph Fax.....
Address..... Postcode
Trading Name Ph Fax.....
Postal Address Postcode
DIRECTORS/SOLE TRADERS - (Delete whichever is not appropriate) ABN.....
Full Name
Home Address
Home Phone
Driv. Lic NoD.O.B.
APPLICANT'S BANKERBRANCH

REFERENCES

Please provide names, telephone numbers and addresses of main suppliers to whom reference can be made.

1.....
2.....
3.....

Please tick which payment terms you would like to apply for:

On Invoice 7 Days 14 Days 30 Days

Please tick which payment method you will be using:

EFT Cheque Credit Card

*Credit Card details
(if applicable)
NB: Charges apply*

Visa Card Master Card Diners Amex Expiry Date:

Card Number:

Name on Card

TERMS

- All new advertisers must "pay with copy" until a credit facility is approved
- Payment of accounts is to be made in agreement with the approved trading terms from "Date of Invoice".
- Credit facilities may be withdrawn on overdue and/or accounts exceeding credit facilities without notice.
- Personal guarantee of one or each director may be required in the case of a registered company.
- I/We, in consideration of credit facilities, accept and agree to be bound by RedHouse Media Group Limited Terms and Conditions of Trade which I/We acknowledge having read and also agree to indemnify RedHouse Media Group Limited and any of its subsidiaries for all costs including collection of commissions that may be incurred should it be necessary to employ a Mercantile Agent or legal representative to recover outstanding debts.
- RedHouse Media Group Limited has informed me/us, in accordance with s.18E(8)(c) of the Privacy Act 1988, that certain items of personal information about me/us contained in this application and permitted to be kept on a credit information file might be disclosed to a credit reporting agency.
- The company reserves the right to use the services of a credit reporting service and a mercantile agent.

I/We undertake to adhere to the credit terms herein

Applicant's SignatureDate

OFFICE USE ONLYAccount Ref No.

Approved Trading Terms: On Invoice 7 Days 14 Days 30 Days

Approved byDate of Approval.....

Please fill in this application and return to our office as soon as possible

conditions of trade

RedHouse Media Group

TERMS AND CONDITIONS OF TRADE

1. In these terms and conditions, "Publisher" means Red House Media Group, and includes its subsidiaries officers, employees and agents. "Advertiser" means the person or organisation placing the advertisement.
 2. These terms and conditions shall apply to and form part of each order for advertising placed with the publisher.
 3. The advertiser shall pay the publisher the total invoice amount for all advertising which shall comprise.
 - (a) The amount shown in the Schedule to the order for advertising space used (as varied in accordance with these terms and conditions.)
 - (b) All other costs or expenses which may be incurred by the Publisher at the instance of the advertiser in respect of design layouts, art work, special design, author correction, electronic images, photographic material, download files and otherwise in respect of the order, approved by the Advertiser, and
 - (c) All state and federal government taxes and/or charges, including GST.
- Credit Card & Direct Debit Payment Terms**
- (a) The advertiser, where required by the Publisher, shall provide a completed Credit Application form and where applicable also provide Directors and/or Personal Guarantees or alternative forms of security.
 - (b) The publisher reserves the right to use the services of a credit-reporting agency should credit facilities be required by the Advertisers.
 - (c) The Publisher will tender a combined monthly Tax Invoice/Statement that details all current and overdue transactions. The advertiser shall pay in full the total monthly Tax Invoice/Statement amount on or before the Payment Due Date Indicated on the Tax Invoice/Statement and where there is a written contract in place, payment to be made in accordance with that contract.
 - (d) Interest may be charged on overdue accounts from the first day of the second month after the month in which the ad was first invoiced at the rate of twelve (12) percent per annum or a two (2) percent more than the prime lending rate of Westpac Banking Corporation as published in the Australian financial Review on that day, whichever is greater.
 - (e) The advertiser agrees to pay the Publisher for any additional expenses incurred in collecting outstanding debts.
 - (f) An administration fee will be charged to the Advertiser's account every time a cheque is dishonoured.
 - (g) Credit facilities may be withdrawn on overdue accounts at the company's discretion without notice.
4. The Publisher warrants the advertiser against late delivery. Publication delivery to Consumers is guaranteed within the 24 hours prior to the advertised publishing date, subject to extreme weather conditions.
 5. Any dispute arising from any advertisement placed for the publication with the Publisher must be lodged with the Publisher with seven (7) days of the publication issue date.
 6. The Publisher reserves the right to refuse, withdraw, amend or otherwise deal with all the advertisements where the advertisement is considered offensive.
 7. Any forward bookings are subject to rate adjustments which may be introduced by the Publisher other than "Rate Protected Contracts".
 8. The provision of editorial does not form part of this agreement and shall be provided at the absolute discretion of the Publisher. The total Invoice/Statement amount is for the publishing of the advertisements only or as otherwise agreed in accordance with this agreement.
 9. The Publisher reserves the right to charge a late alteration fee for material altered after the booking deadline.
 10. The cost applied to alterations will be dependent upon the changes that are required and will be advised to the Advertiser for approval prior to any work being carried out.
 11. In the event of contra, if the Advertiser fails to provide all or part of the service that it has offered in return for the Publisher's placement of the advertisements in the publication as agreed, the advertiser shall be liable to pay for all the advertisements at the Publisher's usual standard rate plus any damages incurred.
 12. The Publisher will not accept a cancellation of the order whether in whole or in part after 5.00pm on the Thursday prior to publication date.
 13. Any views expressed in articles and advertisements appearing in the publication are not endorsed by the Publisher.
 14. No responsibility is accepted by the publisher for the accuracy of any information contained in any articles or advertisements.
 15. The Publisher shall not be required to accept any advertising material, the publication of which may, in its option contravene any provision of the Trade Practices Act, 1974 or the Privacy Act 1988.
 16. The advertiser hereby indemnifies and agrees to hold indemnified the Publisher, its servants and agents and each of them against all liability, claims or proceedings whatsoever which may arise from the publication of any material pursuant to any breach of any provision of the Trade Practices Act, 1974 or the Privacy Act 1988 .
 17. Requested positions within the Publications are subject to the Publisher's approval.
 18. The Advertiser hereby agrees that all or any litigation that arises from this agreement shall be subject to the jurisdiction of the appropriate courts in the state of New South Wales.
 19. In any instance where there is a written or verbal contract in place between the Advertiser and the Publisher, then the terms and conditions herein applicable to this contract will apply.



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1 burbank place
norwest business park
bella vista nsw 2153

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