



## Media guide

- 78,000 readers and growing
- The world's leading business decision makers working in product design and product development read Curve.
- You get targeted exposure to this powerful and influential readership when you advertise.

***“Curve magazine is a refreshingly independent voice in the world of design journalism.”***

*John Barratt,  
CEO & President, Teague – USA*

***“My design team and I look forward eagerly to every issue of Curve. It has all of the latest trends, applications and information for the design field, while being full of inspiration and great ideas. Curve keeps us connected to the design world.”***

*Alistair Murray, Managing Director,  
Ronstan International Pty Ltd – Australia*

***“We consistently advertise in Curve to refine our positioning, build the Intercad and SolidWorks brand and promote our range of unique products and services.”***

*Max Piper,  
CEO Intercad – Australia*

***“Curve provides an insightful slice of the design industry in Australia, as well as features prominent articles of international appeal that are pertinent to readers around the globe. Icsid is proud to have Curve as an active participant of the International Design Media Network for its dedication and promotion of standards and ethics in design journalism.”***

*Carlos Hinrichsen, immediate Past President, International Council  
of Societies of Industrial Design (Icsid)*

# The people behind Curve



## **Belinda Stening – publisher and managing editor**

*Belinda founded Curve in 2001. She is the publisher and managing editor. Belinda is a professional industrial designer with many years of experience in industrial design consulting and manufacturing. She has a bachelor degree in industrial design and a postgraduate masters degree in sculpture.*



## **Debra Yung – art director**

*Debra has an honours degree in graphic design and a diploma in photography. She has worked as a freelance photographer and graphic designer in the small business, corporate and higher education sectors.*



## **Lisa Wickes – advertising manager**

*Lisa is a business-development specialist with twenty years' experience in sales and strategic management. She has worked with local and international clients, promoting their businesses effectively in order to significantly increase market share and brand awareness.*

## **Regular contributors**



## **Laura Traldi – Europe editor**

*Laura is a freelance journalist specialising in design. She is a regular contributor to the Italian magazines Interni, Interni Panorama and Flair and she writes on an ad hoc basis for other publications. She is author of a book, published by Abitare Segesta in 2005, on the work of Stefano Marzano, the head designer of electronics giant Philips. She worked with Marzano for six years and has edited several design books with him. Her articles have been published in international design magazines, Form and de Architect, and How to spend it, the magazine of the Financial Times Deutschland.*



## **Juliet Holdsworth – Asia editor**

*Juliet is a journalist covering the Asian region for Curve. She has a degree in Mandarin Chinese from Oxford University and has been permanently based in China and Taiwan since 2005. In Beijing, she interned at the Red Gate Gallery, the first private contemporary art gallery to be established in China. She was later contracted as an art consultant for redT.art, curating collections for commercial spaces. Juliet is a published writer, having co-authored and edited several books about life in Shanghai and Beijing. She now lives in Taiwan with her husband and baby, where she is reporting on local design talent.*



## **Jonathon Allen**

*Jonathon Allen is an associate professor of industrial design and associate head of the School of Engineering at the University of Western Sydney. He has a BA (Hons) in industrial design and technology and a PhD in industrial design and has held academic posts in the UK, New Zealand and Australia. Jon's research interests include new and emerging materials and technologies; design's role in addressing social and environmental concerns; and augmenting people's capabilities through perceptive design.*



## **Josephine Inge**

*Josephine is a principal of 1Place Patent Attorneys + Solicitors in Sydney, specialising in intellectual property. She is a lawyer with training as an IP attorney. Josephine's background is in bio-medical science and publishing. Prior to 1Place, she worked in the pre-stigious IP group of a corporate law firm with particular expertise in copyright. Josephine has written many articles and is a keen photographer.*

# Circulation and distribution

Curve is a business to business, subscription based publication. It is distributed to readers in print and online formats each quarter. It is available in design and technology bookstores and selected newsstands. Qantas Club Lounges in Australia provide Curve for their guests.

## Endorsements and partnerships

Curve is a member of the International Design Media Network established by the International Design Alliance (IDA), and is the international media partner for the red dot award:product design (2009 and 2010).

Curve regularly partners with selected regional and international industry events. These partnerships give our advertisers additional exposure to an even larger readership.

**Cover price** AUD29 (Australia), AUD37 (International)

**Print and online subscription** AUD108 (Australia), AUD142 (International)

**Online only subscription** AUD88

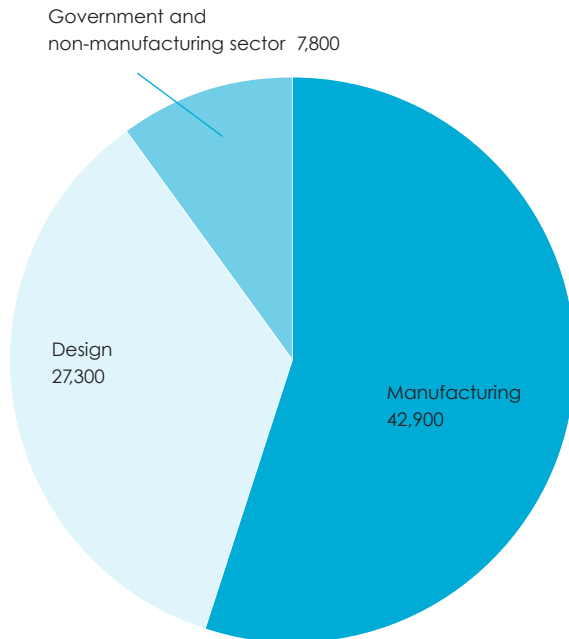
**Frequency** 4 editions per year

*Entries in CurveNews our monthly newsletter and web advertising are partnered with print advertising packages.*

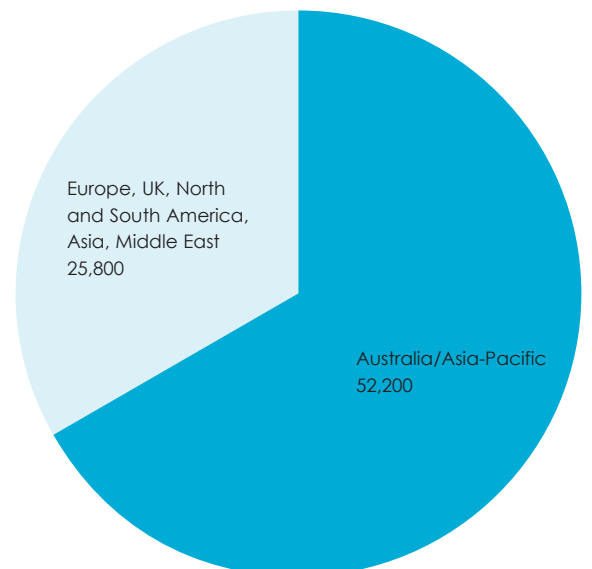
Please contact our sales team for more information – [ads@curve.com.au](mailto:ads@curve.com.au).

## Readership Breakdown

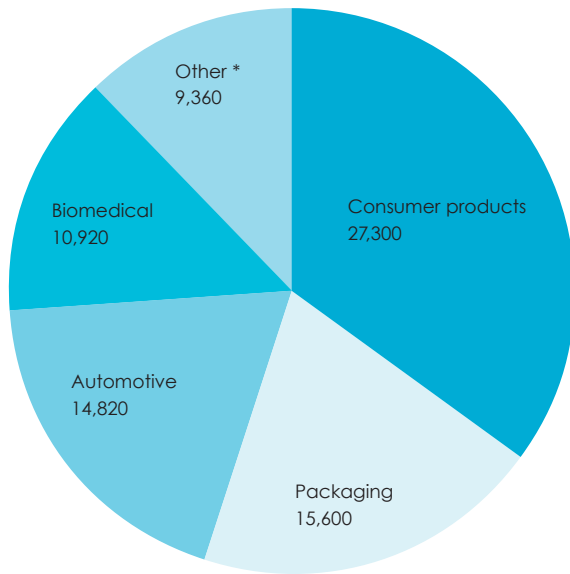
The majority of Curve readers are CEOs and managers working in product design, product development, R&D, engineering and marketing.



## Geographic Distribution



## Circulation Breakdown by industry sector



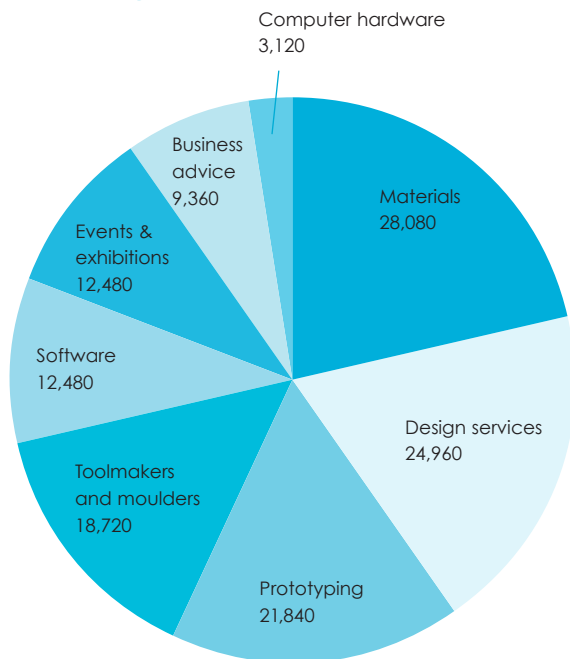
\* Other includes – architecture, building and construction, furniture, industrial and agricultural equipment, defence

## The most important business issues for readers are:

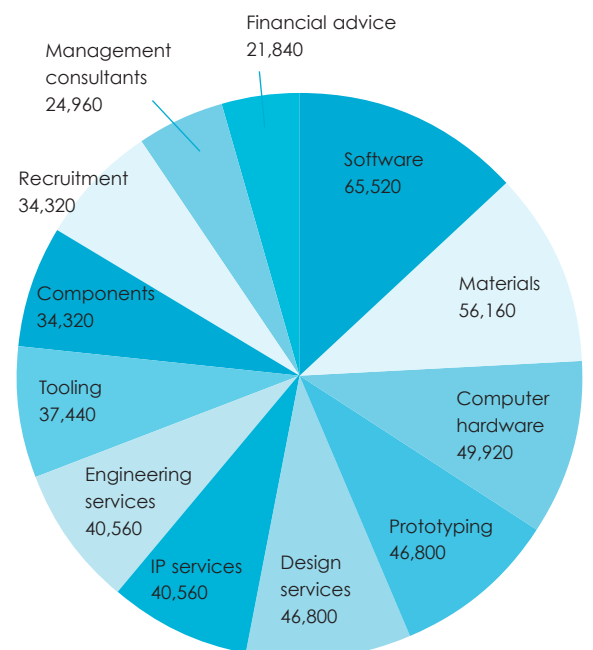


form product package

## Readers refer to Curve when looking for:



## Readers influence purchasing decisions for :



# Features

## issue thirty-three October 2010

Materials

## issue thirty-four February 2011

Design for Health

## issue thirty-five April 2011

Design Profiles – Special Edition

## issue thirty-six July 2011

Down to Business

## issue thirty-seven October 2011

Funding Research and Development

*“Curve is certainly one of the best design magazines available, given its highly pictorial content and relevant articles. At ResMed we find Curve is full of interesting articles and images that are useful inspiration for conceptualisation and ideation phases. It is also an excellent way for us to keep up to date with what is happening in the Australian design community.*

*Having Curve available online now means we can enjoy the subscription before the printed copy arrives. It also means I can share it simultaneously with a few key colleagues to enjoy the magazine immediately without having to wait for a loan of the printed copy. It also allows us to take some screen grabs of cool or inspiring products for our internal theme boards.*

*Mark Bertinetti  
Senior Industrial Designer, ResMed Ltd*

# Advertising rates

Full Colour	Casual	2 Issues	3 Issues	4 Issues	6 Issues	8 Issues
Outside Back Cover	\$9,995	\$9,595	\$9,195	\$8,995	\$8,595	\$8,195
Inside Front Spread	\$8,995	\$8,595	\$8,195	\$7,995	-	-
Double Page Spread	\$6,995	\$6,595	\$6,195	\$5,995	-	-
Inside Back Cover	\$4,995	\$4,595	\$4,195	\$3,995	\$3,595	\$3,195
Full Page	\$3,595	\$3,495	\$3,395	\$3,195	\$3,095	\$2,995
Half Page	\$2,595	\$2,495	\$2,395	\$2,195	\$2,095	\$1,995
● Quarter Page	\$1,180	\$1,090	\$1,060	\$1,010	\$ 950	\$ 900

NB A 20% loading will apply to preferred page positions.  
 Curve is a full process colour magazine.  
 An additional 10% GST is applicable.  
 Quarter page ads are placed in back pages only.

**Advertorial** pages are available – full page only, in first 15 pages  
 Rate – \$4,400 +gst, includes design and layout service.

**Banner advertising rates – see page 8**

**Inserts and onserts** available – on application

- Free design service for quarter page advertisements

# Advertising deadlines 2010-2012

Issue	Bookings	Copy	On Sale
Issue 33	Sept 6	Sept 13	October
Issue 34	Dec 6	Dec 13	February 2011
Issue 35	Mar 7	Mar 14	April
Issue 36	Jun 7	Jun 14	July
Issue 37	Sept 5	Sept 12	October
Issue 38	Dec 5	Dec 12	February 2012
Issue 39	Mar	Mar	April
Issue 40	Jun	Jun	July

\* **TERMS** New Clients – fully prepaid by copy deadline  
 Existing Clients – 30 days from date of invoice

## booking enquiries

discuss your individual requirements with us please contact:

Lisa Wickes  
 Advertising Manager  
 Beesting Publishing Pty Ltd  
 Telephone +613 9787 6133  
 Facsimile +613 9787 6113  
 Email ads@curve.com.au

# Advertising specifications

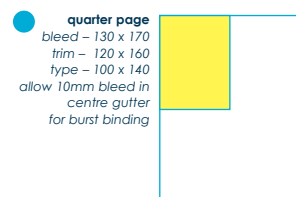
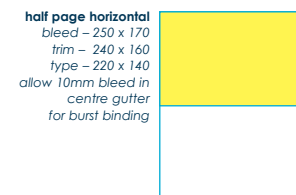
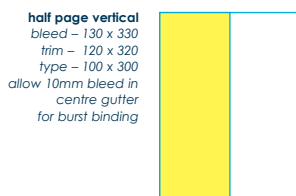
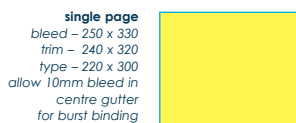
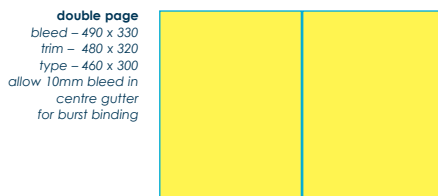
*It is refreshing to see a publication that deals with detail as much as it deals with aesthetics. I found the style of writing very interesting and to the point. I look forward to each edition.*

**Dominic Russo**  
Director, Diadem, Melbourne

## advertisement sizes

All sizes are in millimetres and expressed as width and depth.

It is the client's responsibility to ensure that all advertisements are supplied to the specifications listed below.



## digital files supplied

**platform**  
Macintosh

**media**  
CD or DVD  
A hard copy of your files must be supplied.

**software**  
Quark Xpress  
Adobe Acrobat 5 (and above)  
Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign CS3 recommended

**pdf files**  
PDF version should be Level 1.4 (compatible with Acrobat 5)  
Resolution of greyscale and colour images set to 300dpi and only use zip compression.  
Resolution of monochrome set to 1200dpi with CCITT Group 4 compression.  
All fonts should be embedded.  
Leave colour management off.

**web searchable content**  
Whenever possible, create your artwork in Indesign CS3.  
We process ads with the intention your ad text will be searchable. If incompatible programs and designs are used, we cannot guarantee this.

*Outlined type will not be searchable.*

**image files**  
Resolution – 300 dots per inch  
Mode – CMYK  
Format – EPS, TIFF or JPEG only  
Size – at least 100% of final output size

**laser proof**  
A final proof of your advertisement must be supplied at 100% size.

**fonts**  
Please supply all screen and printer fonts. *Fonts should not be outlined.*  
*Do not use True Type fonts.*  
*Do not apply bold or italic formatting to plain fonts, use the bold or italic font instead.*

## general conditions

**specifications**  
These specifications are subject to change, so please check with our advertising representative prior to producing any advertisement for an update.

**advertisement size**  
Please ensure that final trim, bleed and type area measurements match the advertising sizes provided. *Advertisements supplied to an incorrect size will need to be re-supplied.*

**storage**  
Beesting Publishing will hold advertising material for a period of six months from the date of publication, after which it will be deleted or destroyed.

**delivery/return of material**  
The pick up and delivery of all advertising material to Beesting Publishing must be organised by the client at the client's expense.

Clients should be aware that disks supplied will be held until publication date. From that date onwards they will be available for collection.

**errors**  
Beesting Publishing is not responsible for published errors due to changes made after copy deadlines.

**cancellation**  
Cancellation will not be accepted unless received in writing six weeks prior to the copy date for each issue.

Cancellation may effect all rates and/or positioning protection for the remainder of the contract.

We reserve the right to repeat a previous advertisement at the correct size where the booked advertisement has not been submitted on time. Late material may attract an extra charge.

The publisher reserves the right to reject or cancel any advertising at any time for any reason whatsoever and will not be held responsible for any action arising from the failure of any advertising to appear.

- free design and layout service for quarter page advertisements

see page 8 for banner advertising rates and specifications

# Banner advertising

● rates do not include gst

20% loading applies  
for priority page positions

bleed 67 x 326 mm  
trim 61 x 320 mm  
type 41 x 300 mm

casual rate	\$ 1750
2 issues	1700
3 issues	1650
4 issues	1590
6 issues	1540
8 issues	1490

**note: sizes shown are not to scale  
please refer to measurements**

bleed 216 x 51 mm	casual rate	\$ 1380
trim 210 x 45 mm	2 issues	1290
type 200 x 35 mm	3 issues	1260
	4 issues	1210
	6 issues	1150
	8 issues	1100

bleed 216 x 69 mm  
trim 210 x 63 mm  
type 200 x 53 mm

casual rate	\$ 1580
2 issues	1520
3 issues	1480
4 issues	1430
6 issues	1370
8 issues	1320

bottom edge only

bleed 246 x 106 mm  
trim 240 x 100 mm  
type 220 x 80 mm

casual rate	\$ 1900
2 issues	1840
3 issues	1790
4 issues	1740
6 issues	1690
8 issues	1640

form product package