

Media Kit 2010



platform

**platform**  
ISSUE 12 2010

**INDIAN PACIFIC**

**GOLDEN AGE**  
Limelight on Melbourne theatres

**ALL THAT GLITTERS**  
Gold, opal, pearl and diamond destinations

**STRANGE WEATHER**  
Nature's forecasters

CELEBRATING 40 YEARS 1970-2010  
INDIAN PACIFIC

FREE TO TAKE HOME

THE GHAN  
INDIAN PACIFIC  
THE OVERLAND

## Grampians Grandeur A Feast For The Senses

The Grampians are a veritable ark for fauna, flora and the Aboriginal art of western Victoria, yet modern-day creature comforts are never far away. Simon Trayhorn reports.

As dawn breaks over the Grampians, a reef of low-hanging cloud gradually dissolves in the January heat and the full majesty of the soaring ranges and cathedral bluffs is revealed.

Declared as a national park in 1984, the Grampians are a vast area of 167,000ha and are home to abundant bird life and almost a third of Victoria's plant species.

Throughout the national and state parks of the Grampians there are stunning displays of wildflowers, waterfalls and panoramic views from lookouts.

Those lucky enough to trek through the park will see multi-coloured shows of grampians boronia, blue pin-cushion lily and many other native plants and trees.

Look for koalas high up in the gums and kangaroos in the park. The Zambstein picnic ground area is a great place to see them close-up.

The Grampians are a haven for over 200 species of birds, which is almost half of all species found in Victoria and includes kookaburras, honey eaters, parrots and yellow-tailed black cockatoos.

For an even closer look at the park's wildlife, the Halls Gap Zoo is an impressive facility where you can interact with many of the animals and learn more about them from the well-informed staff.

Throughout the park there are also a number of Aboriginal rock art sites. There are many shelters in the park where you can view the ancient works of the land's original inhabitants.

Nestled in the skirts of this magnificent range is one of the most stunning natural habitats Australia has to offer.

For guests on The Overland, as the train winds its way through Horsham, Ararat and the Pyrenees, the journey offers a rare glimpse into a diverse microcosm of the Australian bush.

The Grampians are a collection of five sandstone ridges with steep and rugged slopes to the east and gentle slopes to the west. Resulting from centuries of earth movements, the Grampians are an amazing landscape of peaks and valleys.

**GRAMPIANS NATIONAL PARK**

28 PLATFORM



## At a glance 2010



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**GREAT SOUTHERN RAIL**  
AUSTRALIA'S GREAT TRAIN JOURNEYS



### Platform

Platform is Great Southern Rail's complimentary on-train magazine for Australia's great train journeys, 20,000 of which are published quarterly.

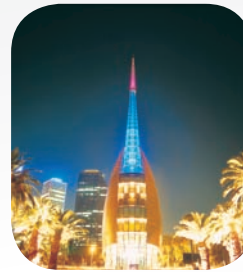
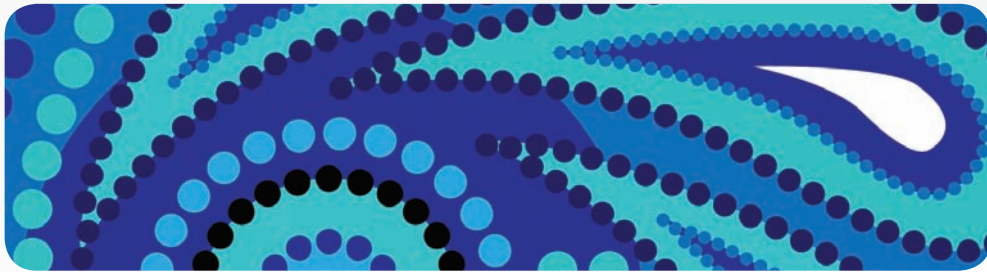
Platform acts as a source of information for the trains as well as providing interesting, relevant and useful information on the outback and key destinations. It is a valuable keepsake and as such is an ongoing promotional tool.

Over 200,000 consumers travel on the trains as guests each year, incorporating all levels of service including the stylish Platinum Service, the Hallmark Gold Service and Red Services.

The Platinum and Gold Service categories are traditionally represented by self-funded retirees or "empty-nesters" with time, money and inclination to travel by train.

These guests could be classified as seniors 55+ and the Baby Boomer markets, whilst honeymooners also utilise this service.

The Red Service appeals to the "budget" conscious traveller including pensioners, students and backpackers.



## Deadlines 2010



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**GREAT SOUTHERN RAIL**

AUSTRALIA'S GREAT TRAIN JOURNEYS



### April Issue

Booking Wed 17th Feb  
 Material Fri 26th Feb  
 Publication Mon 29th Mar

### July Issue

Booking Wed 12th May  
 Material Wed 19th May  
 Publication Fri 25th Jun

### October Issue

Booking Fri 13th Aug  
 Material Wed 18th Aug  
 Publication Mon 27th Sept

\* Deadlines subject to change

\* NOTE Cancellations MUST be received in writing by the booking date.



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**GREAT SOUTHERN RAIL**  
AUSTRALIA'S GREAT TRAIN JOURNEYS



#### Terms & Conditions

The publishers reserve the right to refuse, cancel or to revise any advertisement to accord with the standards of the publication. They accept no liability whatsoever for any loss or damage caused by an error or inaccuracy in the printing of any advertisement and do not give any undertaking that an advertisement will be inserted by any specific date, although every effort will be made to meet the requirements of the advertisers. While the publishers will take every care with the original material and transparencies, they will not be liable for any loss or consequential loss. In the event of copy not being supplied on time, the publishers reserve the right to repeat any previous advertisement at the advertiser's expense. A 25% cancellation fee will apply to all cancellations made after booking deadline. All advertisements in the publication will be accepted only on the express condition that the advertiser warrants that the advertisement does not in any way contravene the provisions of the Act.

## Rates 2010

Size	Casual Rate	X 4 Issues
Full Page	\$5,200 + GST	\$4,400 + GST
1/2 Page	\$2,800 + GST	\$2,300 + GST
1/4 Page	\$1,500 + GST	\$1,250 + GST
Double Page Spread	\$9,500 + GST	\$7,800 + GST
Outside Back Cover	\$6,250 + GST	\$5,300 + GST
Inside Front Cover	\$5,950 + GST	\$5,000 + GST
Inside Back Cover	\$5,700 + GST	\$4,800 + GST

#### Inserts

Price on application.

#### Design Service

We have an in-house graphic design department which is available for the development of advertising concepts, production and graphic solutions. We also specialise in web development.

#### Discounts

Applicable for long term bookings.

#### Conditions

All advertising must adhere to the normal Terms and Conditions and acceptance of material is subject to approval. Charges apply for advertising production.



## Specifications 2010



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**GREAT SOUTHERN RAIL**

AUSTRALIA'S GREAT TRAIN JOURNEYS



Full Page	DPS	1/2 Page H	1/2 Page V	1/4 Page H
Trim Area 285mm x 220mm	Trim Area 285mm x 440mm	Trim Area 120mm x 190mm	Trim Area 285mm x 105mm	Trim Area 60mm x 190mm
Type Area 270mm x 210mm	Type Area 275mm x 430mm	Type Area 110mm x 180mm	Type Area 275mm x 95mm	Type Area 50mm x 180mm
5mm bleed	5mm bleed	No bleed	5mm bleed	No bleed

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Key - Trim Area ■ Type Area □ Bleed □ \* Please ensure no text is positioned through the centre of the spread.

**Supplied Material** - Artwork can be sent via email or delivered on CD/DVD media. Please ensure all artwork is supplied at high resolution (i.e 300dpi/ppi) and in CMYK colour space (RGB artwork will not be accepted). When supplying as PDF please ensure all fonts are embedded. When supplying artwork in InDesign/Illustrator or other layout/creative formats, please include all resources (i.e. images and fonts).