

2014 Media Kit





Introducing Lovatts Media Group

When you think puzzles you think Lovatts - the market leaders in puzzle publishing throughout Australia and New Zealand.

A family owned and operated business established in 1978 by James and Christine Lovatt, the company has stood the test of time to become a household name and a genuine Australian success story.



The Lovatts magazine range consists of over 20 titles distributed throughout Australia and New Zealand. Many of these titles are represented in the top 10% of Australian magazine sales. Lovatts continues to hold a marketshare lead in the Crosswords and Puzzles category across Australia and New Zealand.

Lovatts also syndicates puzzles and digital content to major media organisations including Bauer Media Group, Fairfax and NewsLifeMedia. Our content features in print publications and websites across Australia, New Zealand, Asia, Middle East, Europe and North America.

More than just a collection of puzzles!

Lovatts magazines provide much more than just a collection of puzzles. Popular editorials by Christine Lovatt, contributions from readers, news, competitions and prizes have created a strong network of readers who recognise the Lovatts brand as being synonymous with quality recreation.

Christine's affection for readers is evident in her personal columns and in the correspondence exchanged with her legion of fans. Lovatts magazines incite a loyalty beyond compare: you could say that a generation of dedicated readers have grown up with Lovatts, and a future audience is following in their footsteps as families pass on their passion for puzzles!

Lovatts - The Puzzle Experts™

LOVATTS MEDIA GROUP

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About Our Readers

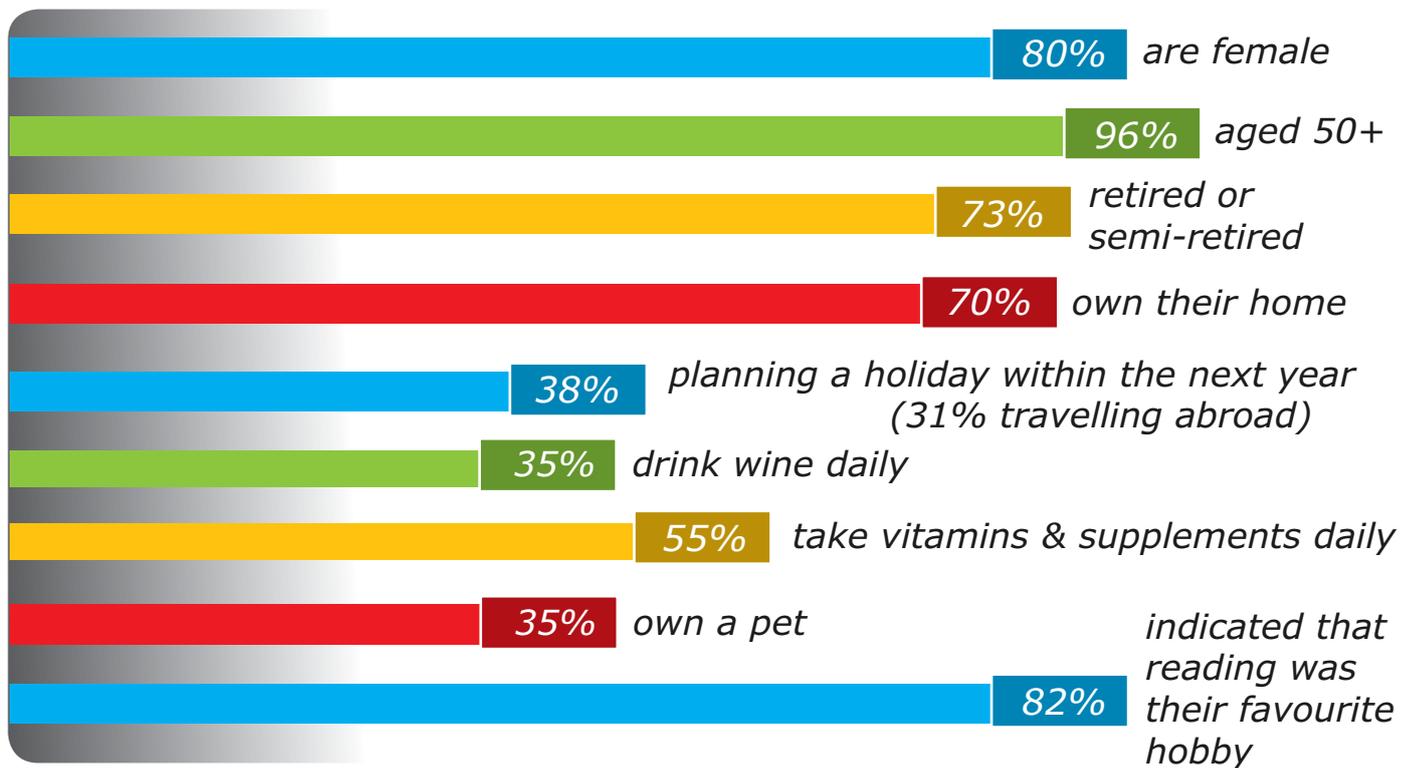


Data captured from our most recent Readership Survey in 2012 indicates our readers are predominately female with a large proportion in the 50+ age bracket. Many are retired and there is a high level of home ownership. The results indicate there is a high level of reader engagement due to the perceived quality of content. Half of our readers only purchase Lovatts Puzzle Magazines.

Our readers purchase Lovatts titles because they are crossword and puzzle addicts who want to enter competitions and win cash or prizes. Our most popular print puzzles include Crosswords, Code Crackers, Cluewords, Cryptic Crosswords and Wordsearches. Lovatts combined circulation exceeds 5.5 million titles annually.

Companion titles include: Australian Geographic, Better Homes & Gardens, Womens Day, Womens Weekly, Superfood Ideas, That's Life, Crossword Club, Readers Digest, Quilting, Food Ideas and various womens titles.

Profile



Engagement levels



Australian Magazine Range & Prices

Big Crossword

A mix of crosswords and puzzles with a consistent, comfortable style and lots of competitions. BIG is more than just a puzzle magazine – it's a community of puzzlers.

RRP \$6.85
Ave Circ. 30,300
Frequency: Monthly



Super Sudoku

Australia's first sudoku magazine, so we've had plenty of time to get it just right. We've chosen the ideal number of puzzles at each difficulty level to create the best whole-magazine experience.

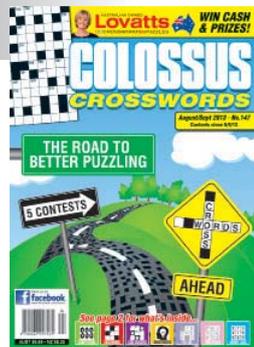
RRP \$4.99
Ave Circ. 6,700
Frequency: Monthly



Colossus Crosswords

For the dedicated crossword enthusiast. A little harder than our BIG or MEGA!, Colossus has the right mix of general knowledge, cryptic and giant crosswords to both entertain and challenge.

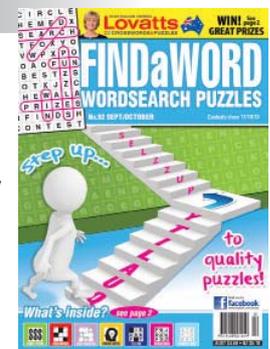
RRP \$6.99
Ave Circ. 32,000
Frequency: Bi-monthly



FindaWord

A friendly magazine of wordsearch puzzles with a few extra Lovatts twists! Our findawords are more fun than most because they tell a story and have an interesting or amusing hidden answer.

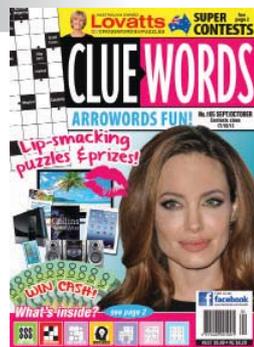
RRP \$4.65
Ave Circ. 16,200
Frequency: Bi-monthly



Cluewords

Cluewords crosswords are all in the popular clue-in-square style. A more relaxed experience than our traditional crosswords, Cluewords feature everyday, celebrity and trivia answers.

RRP \$6.99
Ave Circ. 27,000
Frequency: Bi-monthly



Variety Puzzles

Provides a different puzzle on every page and lots of competitions. Its light and entertaining style, and parade of prizes, will please both casual puzzlers and Lovatts enthusiasts.

RRP \$3.99
Ave Circ. 21,000
Frequency: Bi-monthly



MEGA

For those who love giant crosswords, and lots of them. We carefully grade our MEGA! clues to be interesting and puzzler-friendly – mostly solvable with your own word knowledge.

RRP \$7.25
Ave Circ. 31,000
Frequency: Bi-monthly



Holiday Collection

Holiday Crossword Collection is a feast of our favourite crosswords and puzzles. If you like variety, but still want substance, then this is the magazine for you.

RRP \$9.90
Ave Circ. 37,500
Frequency: Quarterly



Australian Magazine Range & Prices



Code Cracker Starhunts

100 entertainment and celebrity themed clueless crosswords. Includes Giant Crosswords, Brainteasers, Cryptics, The Beast, Starcross, Cluewords, Goliath, Colossus and Acrostics.

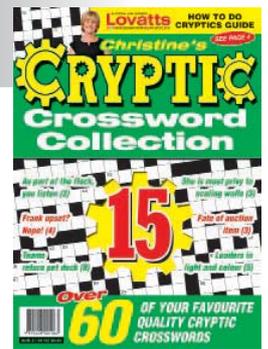
RRP \$7.99, Ave Circ. 19,500
Frequency: Bi-monthly



Christine's Cryptic Collection

Christine's Cryptic Crossword Collection features a selection of our best handcrafted cryptics. You're sure to love the signature style that has been charming puzzlers for generations.

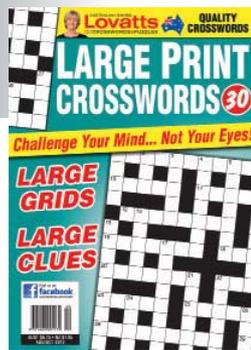
RRP \$7.99, Ave Circ. 49,738
Frequency: Annually



Large Print Crosswords

Crafted with easy-reading in mind, not easy clueing, so that those with less than perfect sight can enjoy the challenge of quality crosswords.

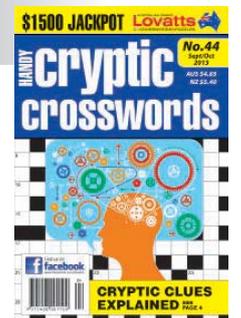
RRP \$6.85, Ave Circ. 8,500
Frequency: Quarterly



Handy Cryptic Crosswords

Handy Cryptic Crosswords is filled with devious but delightful handcrafted cryptics. We've even graded them, so use our cogs to find your favourite.

RRP \$4.90, Ave Circ. 19,009
Frequency: Bi-monthly



Puzzle Fun For Kids

Puzzle Fun For Kids is packed with a huge variety of entertaining and educational brainteasers. Each page is an exciting adventure. Best of all, there are lots of competitions with the chance to win great prizes.

RRP \$4.60, Ave Circ. 10,700
Frequency: Quarterly

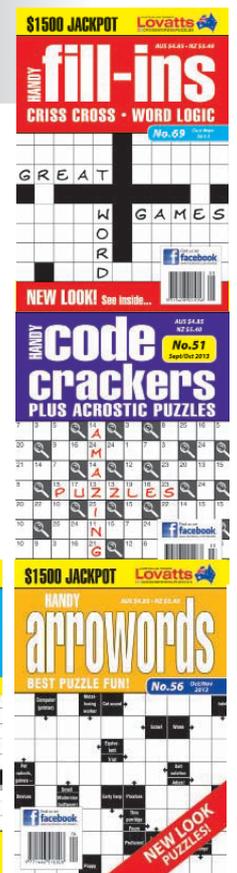


Handy Pocket Puzzles

CROSSWORDS, FILL-INS, CRYPTICS, CODE CRACKERS, ARROWWORDS, WORDHUNT.

Convenient purse size booklets filled with fun crosswords and puzzles.

Quarterly
RRP \$4.90
Ave Circ.(all titles): 15,800



Handy Sudoku

Five levels of difficulty and four cash contests, guaranteeing an enjoyable journey from Novice to Einstein.

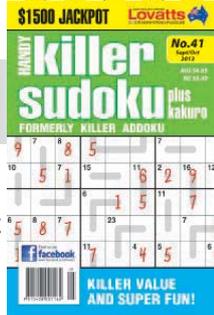
RRP \$4.70, Ave Circ. 10,200
Frequency: Monthly



Killer Sudoku

A treat for number logic puzzlers. Our unique format has been designed to enhance your enjoyment of this popular sudoku variant.

RRP \$4.90, Ave Circ. 7,700
Frequency: Bi-monthly



LOVATTS MEDIA GROUP

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Lovatts
MEDIA GROUP

Advertising Rates

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Don't just see China - experience it!

Trafalgar is your friend in every destination, who opens the door to unique experiences. From making traditional Chinese dumplings and learning the ancient art of Chinese calligraphy on the streets of Xi'an, to savouring home-made delicacies with a local family at their Hutong residence in Beijing, Trafalgar's insider knowledge takes experiencing China to a whole new level.

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OUR SUDOKU
This week just like normal Sudoku - the numbers in each row, column & 3x3 box. BUT 1-6 or once in each of the nine different colours.

3					4			
7	5	1	9	3	5			
	8	6	3	9	3	4	8	
4				1			7	
2	7			6				
		4					2	
		5						

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\$23,000 HOLIDAY!

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Trafalgar opens the door to unforgettable travel experiences. They're your friend in every destination, providing a unique insider's perspective on the local people, places and cultures you encounter.

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magazine with logo on the cover.

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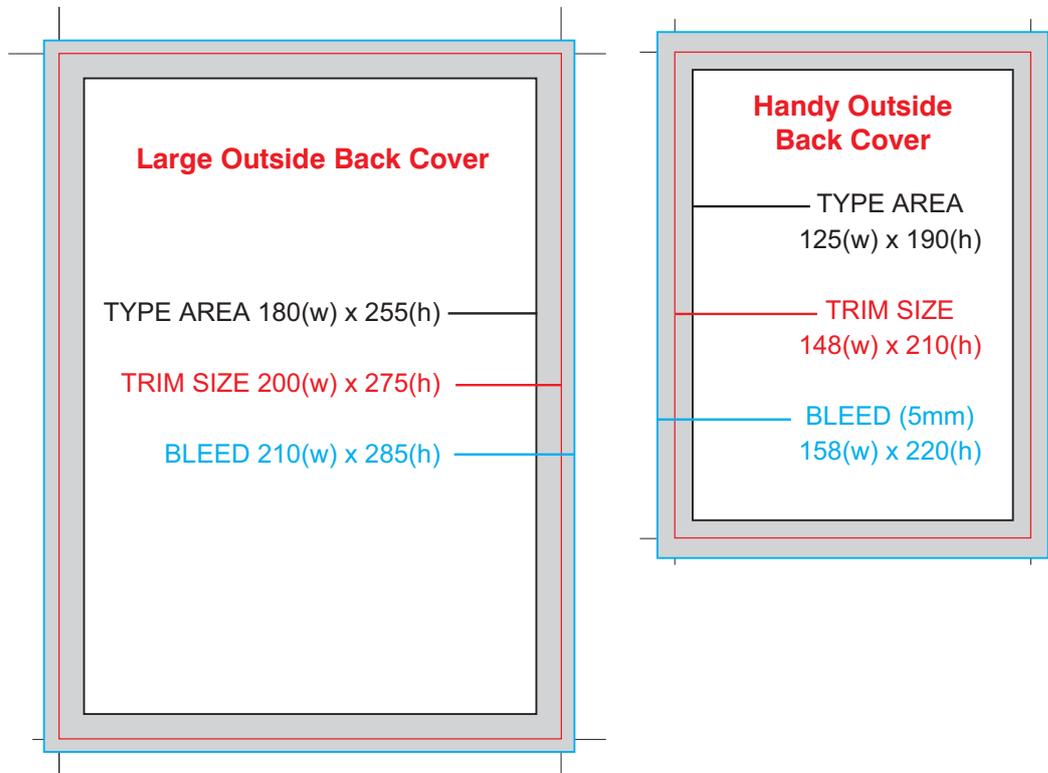
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1-18 December 2014
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Rates (Full page ads)



		Per Issue		Ad Rates	
		Circulation (Aus)	Circulation (NZ)	Outside Back Cover	Inside Back Cover
BIG Crossword	Monthly	30,300	9,350	\$2,200	\$1,650
Colossus Crosswords	Bi-monthly	32,000	9,850	\$2,300	\$1,725
Cluewords	Bi-monthly	27,000	7,200	\$2,000	\$1,500
Mega	Bi-monthly	31,000	7,000	\$2,250	\$1,685
Super Sudoku	Monthly	6,700	3,700	\$500	\$375
Findaword	Bi-monthly	16,200	4,100	\$1,100	\$825
Variety Prize Puzzles	Bi-monthly	21,000	8,000	\$1,450	\$1,085
Holiday Collection	Quarterly	37,500	13,200	\$2,750	\$2,060
Code Cracker Starhunts	Bi-monthly	19,500	5,000	\$1,300	\$975
Large Print Crosswords	Quarterly	8,500	1,600	\$700	\$525
Puzzle Fun For Kids	Quarterly	10,700	3,800	\$800	\$600
Cryptic Collection	Annually	15,670	2,100	\$1,100	\$825
Handy Sudoku	Monthly	10,200	1,600	\$700	\$525
Handy Killer Sudoku	Bi-monthly	7,700	1,100	\$600	\$450
Handy Cryptic	Bi-monthly	12,500	1,650	\$900	\$675
Handy Crosswords	Bi-monthly	15,900	3,300	\$1,200	\$900
Handy Fill-ins	Bi-monthly	9,500	2,200	\$800	\$600
Handy Wordhunt	Bi-monthly	20,000	4,100	\$1,600	\$1,200
Handy Arrowwords	Bi-monthly	15,600	2,200	\$1,100	\$825
Handy Code Cracker	Bi-monthly	18,000	5,800	\$1,300	\$975

For half-page ads,
take 50% off these prices.



SUPPLYING AN ADVERTISEMENT

- Files are to be supplied in PC format
Mac files will not be accepted.

SENDING ARTWORK MATERIAL

Email to: tinal@lovattsmedia.com
& angelar@lovattsmedia.com

Please include the advertisement title in the email subject line.

FILE FORMAT

Artwork is required in PDF format only

Fonts are to be embedded, images are to be provided at 300dpi CMYK, bleed is to be applied to the artwork without crop marks.

Please DO NOT supply the file with registration marks, colour bars, or crop marks.

Please note that the bleed is required to be 5mm all round.



Magazine & Issue No.	Month	To Art	On Sale
Christine's BIG Crossword Magazine			
CHRISTINE'S BIG CROSSWORD No.260	OCTOBER	29/05/2014	28/08/2014
CHRISTINE'S BIG CROSSWORD No.261	NOVEMBER	26/06/2014	25/09/2014
CHRISTINE'S BIG CROSSWORD No.262	DECEMBER	31/07/2014	30/10/2014
CHRISTINE'S BIG CROSSWORD No.263	JANUARY	28/08/2014	01/01/2015
CHRISTINE'S BIG CROSSWORD No.264	FEBRUARY	02/10/2014	29/01/2015
CHRISTINE'S BIG CROSSWORD No.265	MARCH	27/11/2014	26/02/2015
CHRISTINE'S BIG CROSSWORD No.266	APRIL	18/12/2014	26/03/2015
Christine's Cryptic Crossword Collection			
CHRISTINE'S CRYPTIC COLLECTION No.17		03/07/2014	06/11/2014
CHRISTINE'S CRYPTIC COLLECTION No.17	REISSUE	03/07/2014	02/07/2015
Cluewords			
CLUEWORDS No.111	SEPT/OCT	14/05/2014	07/08/2014
CLUEWORDS No.112	NOV/DEC	09/07/2014	02/10/2014
CLUEWORDS No.113	JAN/FEB	10/09/2014	04/12/2014
CLUEWORDS No.114	MARCH/APRIL	12/11/2014	05/02/2015
Code Cracker Starhunts			
CODE CRACKERS STARHUNT No.81	SEPT/OCT	28/05/2014	21/08/2014
CODE CRACKERS STARHUNT No.82	NOV/DEC	23/07/2014	16/10/2014
CODE CRACKERS STARHUNT No.83	JAN/FEB	24/09/2014	18/12/2014
CODE CRACKERS STARHUNT No.84	MARCH/APRIL	12/11/2014	19/02/2015
Colossus Crosswords			
COLOSSUS CROSSWORDS No.154	OCT/NOV	11/06/2014	04/09/2014
COLOSSUS CROSSWORDS No.155	DEC/JAN	13/08/2014	06/11/2014
COLOSSUS CROSSWORDS No.156	FEB/MARCH	15/10/2014	08/01/2015
COLOSSUS CROSSWORDS No.157	APRIL/MAY	10/12/2014	05/03/2014
FindaWord			
FINDAWORD No.98	SEPT/OCT	14/05/2014	07/08/2014
FINDAWORD No.99	NOV/DEC	09/07/2014	02/10/2014
FINDAWORD No.100	JAN/FEB	10/09/2014	04/12/2014
FINDAWORD No.101	MARCH/APRIL	12/11/2014	05/02/2015



Magazine & Issue No.	Month	To Art	On Sale
Handy Arrowwords			
HANDY ARROWWORDS No.62	OCT/NOV	02/07/2014	18/09/2014
HANDY ARROWWORDS No.63	DEC/JAN	03/09/2014	20/11/2014
HANDY ARROWWORDS No.64	FEB/MARCH	05/11/2014	22/01/2015
HANDY ARROWWORDS No.65	APRIL/MAY	31/12/2014	19/03/2015
Handy Code Crackers			
HANDY CODE CRACKERS No.57	SEPT/OCT	25/06/2014	11/09/2014
HANDY CODE CRACKERS No.58	NOV/DEC	20/08/2014	06/11/2014
HANDY CODE CRACKERS No.59	JAN/FEB	22/10/2014	08/01/2015
HANDY CODE CRACKERS No.60	MARCH/APRIL	17/12/2014	05/03/2015
Handy Crosswords			
HANDY CROSSWORDS No.86	SEPT/OCT	04/06/2014	21/08/2014
HANDY CROSSWORDS No.87	NOV/DEC	30/07/2014	16/10/2014
HANDY CROSSWORDS No.88	JAN/FEB	01/10/2014	18/12/2014
HANDY CROSSWORDS No.89	MARCH/APRIL	19/11/2014	19/02/2015
Handy Cryptic Crosswords			
HANDY CRYPTIC CROSSWORDS No.50	SEPT/OCT	22/05/2014	07/08/2014
HANDY CRYPTIC CROSSWORDS No.51	NOV/DEC	17/07/2014	02/10/2014
HANDY CRYPTIC CROSSWORDS No.52	JAN/FEB	18/09/2014	04/12/2014
HANDY CRYPTIC CROSSWORDS No.53	MARCH/APRIL	20/11/2014	05/02/2015
Handy Fill-Ins			
HANDY FILL-INS No.75	OCT/NOV	02/07/2014	18/09/2014
HANDY FILL-INS No.77	DEC/JAN	03/09/2014	20/11/2014
HANDY FILL-INS No.77	FEB/MARCH	05/11/2014	22/01/2015
HANDY FILL-INS No.78	APRIL/MAY	31/12/2014	19/03/2015
Handy Killer Sudoku			
HANDY KILLER SUDOKU No.47	SEPT/OCT	11/06/2014	28/08/2014
HANDY KILLER SUDOKU No.48	NOV/DEC	13/08/2014	30/10/2014
HANDY KILLER SUDOKU No.49	JAN/FEB	15/10/2014	01/01/2015
HANDY KILLER SUDOKU No.50	MARCH/APRIL	10/12/2014	26/02/2015
Handy Sudoku			
HANDY SUDOKU No.113	OCTOBER	25/06/2014	11/09/2014
HANDY SUDOKU No.114	NOVEMBER	23/07/2014	09/10/2014
HANDY SUDOKU No.115	DECEMBER	20/08/2014	06/11/2014
HANDY SUDOKU No.116	CHRISTMAS	17/09/2014	04/12/2014
HANDY SUDOKU No.117	JANUARY	15/10/2014	01/01/2015
HANDY SUDOKU No.118	FEBRUARY	12/11/2014	29/01/2015



Magazine & Issue No.	Month	To Art	On Sale
Handy Wordhunt			
HANDY WORDHUNT No.86	SEPT/OCT	22/05/2014	14/08/2014
HANDY WORDHUNT No.87	NOV/DEC	17/07/2014	09/10/2014
HANDY WORDHUNT No.88	JAN/FEB	17/09/2014	11/12/2014
HANDY WORDHUNT No.89	MARCH/APRIL	13/11/2014	12/02/2015
Holiday Crossword Collection			
HOLIDAY CROSSWORD COLLECTION No.90	OCT/DEC	12/06/2014	11/09/2014
HOLIDAY CROSSWORD COLLECTION No.91	JAN/MARCH	10/09/2014	11/12/2014
HOLIDAY CROSSWORD COLLECTION No.92	APRIL/JUNE	11/12/2014	12/03/2015
Large Print Crosswords			
LARGE PRINT CROSSWORDS No.34	AUGUST/OCT	08/05/2014	14/08/2014
LARGE PRINT CROSSWORDS No.35	NOV/JAN	07/08/2014	13/11/2014
LARGE PRINT CROSSWORDS No.36	FEB/APRIL	30/10/2014	12/02/2015
MEGA!			
MEGA! No.90	OCT/NOV	02/07/2014	25/09/2014
MEGA! No.91	DEC/JAN	03/09/2014	27/11/2014
MEGA! No.92	FEB/MARCH	05/11/2014	29/01/2015
Puzzle Fun For Kids			
PUZZLE FUN FOR KIDS No.88	OCT/DEC	02/04/2014	19/06/2014
PUZZLE FUN FOR KIDS No.89	JAN/MARCH	26/06/2014	11/09/2014
Super Sudoku			
SUPER SUDOKU No.112	SEPTEMBER	11/06/2014	28/08/2014
SUPER SUDOKU No.113	OCTOBER	09/07/2014	25/09/2014
SUPER SUDOKU No.114	NOVEMBER	13/08/2014	30/10/2014
SUPER SUDOKU No.115	DECEMBER	10/09/2014	27/11/2014
SUPER SUDOKU No.116	JANUARY	15/10/2014	01/01/2015
Variety Prize Puzzles			
VARIETY PRIZE PUZZLES No.73	OCT/NOV	11/06/2014	18/09/2014
VARIETY PRIZE PUZZLES No.74	DEC/JAN	13/08/2014	20/11/2014
VARIETY PRIZE PUZZLES No.75	FEB/MARCH	15/10/2014	22/01/2015
VARIETY PRIZE PUZZLES No.76	APRIL/MAY	10/12/2014	19/03/2015



Lovatts Media Group

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