

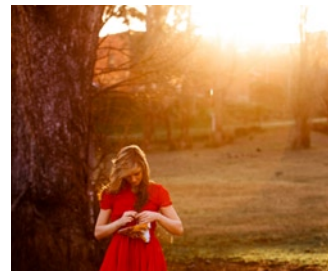
THREE

MAGAZINE



Media
KIT

Media KIT



THREE offers a distinctive mix of smart journalism, sharp wit, shameless optimism and a fresh aesthetic. Passionate, intelligent and subversive, **THREE** flies in the face of junk culture and aims its contemporary lens toward the uncertain future, forsaking coolness for the truth as we unravel the rich tapestry of youth culture.

The first Australian iPad-only magazine, **THREE** provokes popular discourse through artful storytelling and dynamic photography. Countercultural filmic and musical figures past and present rub

up against emerging brands, aspiring designers and budding entrepreneurs. Every step out into the world is an adventure, every experience not what you'd expect, every story always finding a new way to be told.

With credentials on hip and tongue firmly planted in cheek, **THREE** celebrates and interrogates the little known, the larger than life and the inspirational. From roads less travelled to the information superhighway, **THREE** is the new breed of explorer.

Cover photography by **KANE HIBBERD**



 **THREE READERS WILL OWN AN iPad. THEY'RE 19 TO 29 YEARS OLD - GIVE OR TAKE A YEAR OR THREE.**

The gender skew is towards males **BUT ONLY JUST.**

THEY SAY **FACEBOOK** IS OVER BUT UPDATE THEIR STATUS SEVEN TIMES A DAY.

 **THEY UPLOAD PHOTOS OF THEIR DOGS AND COMPLAIN ABOUT CELEBRITIES BUT SECRETLY FOLLOW KIM KARDASHIAN ON TWITTER. THEY DO ALL OF THESE THINGS USING SMART TECHNOLOGY BECAUSE THEY ARE ON THE MOVE.**

THEY **TORRENT** TV SHOWS BUT **BUY** WHAT THEY LOVE.

THEY BUY **BESPOKE** CLOTHES BUT LOVE A **GOOD SECOND-HAND FIND.**

THEY LOVE CHEESE PLATTERS, AMERICAN CANDY AND **FAST FOOD.**

THEY WORK **OVERTIME**, DRIVE **FUEL-EFFICIENT CARS** AND **RECYCLE.** THEY

PREFER **MICRO-BREWED BEER** AND MIDDLE SHELF WINE BUT

DRINK TINNIES ON THE HILL AT SUBURBAN FOOTBALL GAMES.

THEY WEAR WHAT THEY WANT AND DON'T CARE WHAT ANYONE THINKS.

THEY'RE POLITICALLY AWARE, EVEN IF THEY DON'T KNOW IT YET. AND THEY'RE ABOUT TO INHERIT THE EARTH, SO YOU WANT THEM ON YOUR SIDE...

Lay~ OUT



TAP THE PHOTOS

to reveal hidden text bubbles, pop
embedded video windows and display
dynamic animated content.

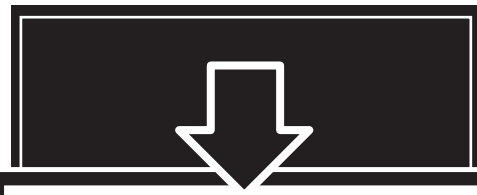


DRAW THE BLIND

down over clean imagery for product
descriptions and external links.



Lay~
OUT



SLIDE YOUR FINGER

down the screen to get the full story of our 'big reads'.



SCROLL LEFT TO RIGHT

for the big picture on the products our readers need to see.





IPAD TAKES THE BEST FEATURES OF PRINT & WEB PUBLISHING AND COMBINES THEM IN ONE EASY-TO-USE RICH MEDIA FORMAT.

SPA'S UNRIVALLED CONTENT, COUPLED WITH THE DEVICE'S IMMERSIVE PLATFORM, CREATES AN ENGAGING EXPERIENCE LIKE NO OTHER – AND THE GLOBAL REACH OF THE DIGITAL PUBLISHING MODEL HAS THE POTENTIAL TO TAKE YOUR BRAND FAR BEYOND AUSTRALIA.

THE IPAD PLATFORM PROVIDES ENHANCED MARKETING OPTIONS FOR ADVERTISERS, INCLUDING:

VIDEO **AUDIO** **ANIMATION**
 SOCIAL NETWORK PLUG-INS **IN-APP PURCHASING**



THE FIGURES

THE IPAD IS ONE OF THE FASTEST SELLING CONSUMER ELECTRONIC DEVICES IN HISTORY, AND AUSTRALIA IS LEADING THE WAY WITH 1.1M iPADS EXPECTED TO BE IN USE BY THE END OF 2011.

FREE APPS ARE TWICE AS POPULAR AS PAID FOR APPS



THE AUDIENCE

- HARD TO REACH, LEADING EDGE CONSUMERS
- SELF-PERCEIVED AS EARLY ADOPTERS
- HIGHLY INFLUENTIAL AMONGST THEIR PEERS
- PERCEIVE IPAD ADVERTISERS TO BE FORWARD-THINKING AND INNOVATIVE COMPANIES

BREAKOUT BOXES CAN BE STATIC OR A SLIDESHOW; IMAGES CAN FLIP TO REVEAL MORE INFORMATION. THREE DOESN'T JUST TELL STORIES, IT INVITES OUR READERS INSIDE THEM.

87% of current owners use their iPad daily

48% of people who own tablet computers identify as early adopters

63% of iPad users are under the age of 35

50% of iPad users pay for music

46% of iPad owners enjoy ads that have interactive features

36% of iPad owners who have read magazines in print and in interactive format on the iPad agree that "the iPad is the best way for companies to advertise to people like them"

42% say they are "more likely to pay attention to interactive magazines"



JOIN THE

EVOLUTION

FOR ADVERTISING ENQUIRIES

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ISSUE DATES	ADVERTISING DEADLINE	ARTWORK DEADLINE
• 1/8/2011	• 14/7/2011	• 18/7/2011
• 1/9/2011	• 14/8/2011	• 18/8/2011
• 1/10/2011	• 13/9/2011	• 17/9/2011
• 1/11/2011	• 14/10/2011	• 18/10/2011
• 1/12/2011	• 13/11/2011	• 17/11/2011
• 1/1/2012	• 14/12/2011	• 18/12/2011
• 1/2/2012	• 14/1/2012	• 18/1/2012
• 1/3/2012	• 12/2/2012	• 16/2/2012
• 1/4/2012	• 14/3/2012	• 18/3/2012
• 1/5/2012	• 13/4/2012	• 17/4/2012
• 1/6/2012	• 14/5/2012	• 18/5/2012