

ART HEROES



Trouble ART HEROES

THE POWER OF FREE Today's arts lovers desire **free information**. Let your audience find you in **Trouble** over a cup of coffee at their corner cafe, in the foyer of their favourite theatre or at the opening of the latest exhibition. Our audience is ever-expanding, and the demand for **Trouble** just keeps growing. **Reach a wider arts audience with Trouble.**

ARTS CRUSADER Save your budget and let **Trouble do the hard work**. Our editorial leads and inspires with a mix of informed, fresh and original articles by independent arts voices. Our audience turns to **Trouble** for a free arts fix when they are out and about seeking entertainment and spending money. **Trouble is made by artists for artists and arts lovers.**

PICK ME UP MUSCLE Pocket size, free and brimming with the latest visual, virtual and performing arts, **Trouble** has unbeatable appeal. **Trouble** is always so desirable and so handy it makes sure your message continues to fascinate and travels with your target market. See the next page for a comprehensive list of our outlets in Melbourne, Sydney, and Regional NSW and VIC. Pick up **Trouble** free on the street or read it online at www.introuble.com.au

MARVELLOUS NETWORKS **Trouble** magazine reaches **50,000 arts loving readers** via our print and online publications **every month**. **Trouble** also has a very **select industry mailing list** that receive regular complimentary copies, ensuring your promotion is seen by the most influential and informed in the art community every month Use **Trouble's** extensive networks to **take your arts promotion further.**

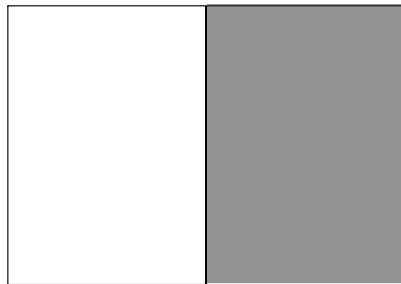


BOOKING - 15th every month
MATERIAL - 20th every month

BY DESIGN No design powers of your own? **Trouble** can help! We provide **affordable basic design services** to our advertisers, so even the leanest arts operation can tap into **Trouble marketing muscle**. Prices start at just \$30 a bubble, \$50 a third page, \$60 a half page and \$75 a full page* .

PERFECT POSITIONS **Trouble** has the perfect position for your promotion. Ask us about our back cover, inside covers, double pages, centre spreads and special position prices. **Trouble is affordable arts promotion that works!**

LISTINGS Effective and informative arts promotion at **unbeatable value**. List your latest arts event, performance, exhibition, business, festival, call for artists, contact details and website for **only \$4 per line**, minimum spend just \$16.* Email your listing to listings@introuble.com.au We are happy to quote on any copy supplied before deadline.

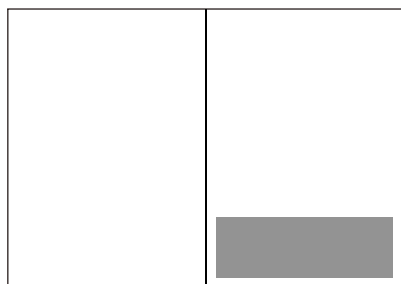


HIGH IMPACT DISPLAY ADVERTISING
For authentic and highly visible promotion. **Great discounts** apply for booking **three or more display ads** at once, so you save money. Email art@introuble.com.au or call 03 5476 2777 or 0428 349 382.

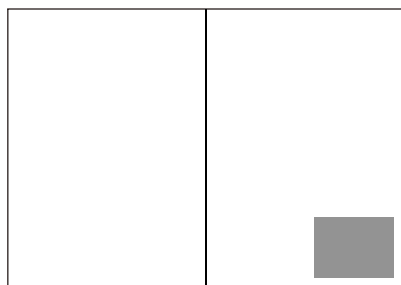
* **FULL PAGE \$499** ex gst
105mm x 148mm (trim size) plus 5mm bleed on all sides



* **HALF PAGE \$399** ex gst
Horizontal - 95mm x 65mm
Vertical - 50mm x 148mm plus 5mm bleed on all sides



* **THIRD PAGE \$299** ex gst
95mm x 40mm



* **BUBBLE AD \$99** ex gst
45mm x 45mm

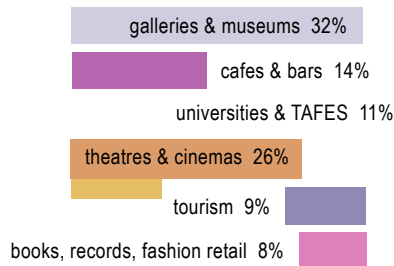
NOTE: all measurements are width by height. Ad rates are for colour or mono artwork supplied as press ready (CMYK 300dpi) pdfs with fonts embedded and/or provided. No agency commissions included. * All prices quoted are ex-gst, correct at time of printing and subject to change. ** Preferred delivery by email to art@introuble.com.au and 10+meg files by upload, or CD to Newstead Press Po Box 177 Newstead Victoria 3462



ART HEROES

Trouble magazine is super!
Power-up your next arts
campaign with unrivalled
street-level networking and
original arts editorial.

HIGH TRAFFIC ARTS FOCUSED OUTLETS



A SELECTION FROM OUR MELBOURNE OUTLETS*

The Arts Centre, Ian Potter Museum of Art, Half Tix, Craft Victoria, Regional Arts Victoria, ACCA, The Malthouse,

Forty Five Downstairs, Immigration Museum, RMIT, Kino Dendy, La Mama Theatre, Alice Euphemia, The City Museum, Eckersley's, Gallery 101, Flinders Lane Gallery, Kings ARI, Level 17 Artspace, The George Cinemas, Photography Studies College, VCA Margaret Lawrence Gallery, Rooftop Cinema and Bar, Metropolis Bookstore, 3RRR, Centre for Adult Education, Linden, Theatreworks, Outre Gallery, Deans Art, West Space, Bus Gallery, Latrobe College, Brood Box, Victorian Tapestry Workshop, Famous When Dead, Guildford Lane Gallery, Polyester Books, Neil Wallace Printmaking Supplies, Readings, Brunswick Street Books, St Luke's Art Supplies, Vanbar Photography, Diane Tanzer Gallery, Rose Chong Costumes, Melbourne Etching Supplies, Self Preservation, Walk to Art Tours, Hidden Secret Tours, Centre for Contemporary Photography, Brooklyn Arts Hotel, c3 Contemporary Art Space, The Napier Hotel, Brunswick St Gallery, Fitzroy Gallery, Trades Hall, Borders Books, George Patton Gallery, Pieces of Eight, Northcote Town Hall, Westgarth Theatre, Counihan Gallery, Fitzroy Stretches, Port Jackson Press, Veronica George Gallery, Firestation Print Studio, AGRA Galleries, Metro Gallery, The Albion Hotel Port Melbourne, Brightspace, St Kilda Art Supplies, The Jewish Museum, Red Stitch Theatre, Helengory Gallery, Butterfly Club, Domain Books, St Martins Youth Theatre, Chapel Off Chapel, Prahran Town Hall, Footscray Community Arts Centre, The Substation, Dancing Dog cafe, Yarra Sculpture Gallery, Terminus Hotel, Shifted, John Buckley Gallery, Anita Traverso Gallery, Niagara Galleries, Mixed Bag Music, Charles Nodrum Gallery, Pivotal Galleries, Karen Woodbury Gallery, Nellie Castan Art and Design, Bridget McDonnell Gallery, Hunt Club, Incinerator Arts Complex, NMIT, Deakin University, McClelland Sculpture Park and Gallery, Monash Gallery of Art, Eltham Library, Monsalvat, Maroondah Art Gallery, Whitehorse Art Space, Box Hill Community Arts Centre, Colour Factory, Manningham Gallery, Stonehouse Gallery Warrandyte, Mooroolbark Community Centre, Malvern Artists Society, The Embroiders Guild, Jenny Pihan Fine Art, Burringa Arts Centre, Aboriginal Galleries of Australia.

A SELECTION FROM OUR SYDNEY, CANBERRA AND NSW OUTLETS*

Actors Centre Australia, Switch Multimedia & Digital Arts Access Centre, Photoaccess HUW Davies Gallery, NIDA & Parade Theatres, Varuna - The Writers' House, The Red Room Company, Urban Theatre Projects, Zenith Theatre, Metroscreen, Better Read Than Dead Bookstore, Zanzibar, Defiance Gallery, At the Vanishing Point Contemporary Art Gallery, Oh Really Gallery, Buzzzbar, New Theatre, The Duke Hotel Enmore, The Courthouse Hotel Newtown, Design Centre Enmore - Sydney Institute, Blacktown Arts Centre, Gorman House Arts Centre, 2XX FM, ANU Drill Hall Gallery, ANU School of Art, Artsound FM 92.7, Belconnen Community Arts Centre, Megalo Print Studio & Gallery, Craft Australia, The Hive Bar, The Q, Tuggeranong Arts Centre, University of Canberra, Canberra Institute of Technology Centre for Creative Industries, The Arthouse Hotel, 3 Weeds Hotel, Melt, Campbelltown Arts Centre, Fairfield City Museum & Gallery, Mars Hill Cafe, The Front Cafe & Gallery, Smiths Alternative Bookshop, Canberra Glassworks, Theatre 3, Object Gallery & Collect, ACT Textiles Arts Association, Teeluxe, Casula Powerhouse, Gleebooks, Repressed Records, Paramatta Artists Studios, Riverside Theatres, Art Gallery of New South Wales, Hawkesbury Regional Gallery, Landspeed Records ACT, Loop Space, Liverpool City Council, Urban Uprising, Southend Cafe, Pigeon Ground, Corellis Gallery Cafe, Gaffa, Via Alley Flagship, Arthive, Ariel, Horus & Deloris, Muru Mittaggar, Liverpool Migrant Centre.

A SELECTION FROM OUR REGIONAL VICTORIA OUTLETS*

Ararat Regional Art gallery, East Gippsland Art Gallery, East Gippsland Regional Library, Beechworth Visitor Information Centre, Geelong City Library, Benalla Art Gallery, Bright Visitor Information Centre, Gippsland Centre for Art and Design, Cowwarr Arts Space, Martians Cafe and Bar Deans Marsh, Kirritt Barreet Aboriginal Art and Cultural Centre, Ballarat Fine Art Gallery, Ballarat Art Academy, Central Goldfield Art Gallery, Daylesford Visitor Information Centre, Farmers Arms Hotel, Found, Frangos & Frangos, Breakfast & Beer, Hepburn General Store, Palais, Wolf at the Door, Red Beard Bakery, Woodend Railway Station, Lauriston Press, Instrumental, Woodbine Art, Merchant of Malmesbury, Allans Walk ARI, Bendigo Art Gallery, Latrobe Visual Arts Centre, The Capital, Penny School Gallery, Cascade Print Workshop, Theatre Royal, Coffee Basics, Punctum, Castlemaine Art Gallery and Historical Museum, Guildford Pub, Dig Cafe, Red Hill Hotel, Goulburn TAFE, The Muse Gallery Milawa.

TASMANIA OUTLETS: Onboard in February 2010.

* All outlets are correct at time of design & subject to change.

Trouble DISTRIBUTION

DYNAMITE DISTRIBUTION *Trouble* magazine owns and operates its **specialised distribution network** so you are assured of a fast response to requests for extra copies, and **reliable, accurate and informed distribution services** every time.

Trouble has **custom built, unrivalled distribution, tailored to the arts advertiser** and available only through our carefully selected network of major arts centres, public and commercial galleries, theatres, cinemas, museums, cafes, festivals, universities, libraries, book and music stores, fashion hubs, peak industry organisations, industry suppliers, arts markets, studios, visitor centres and arts friendly venues in New South Wales, Victoria and Tasmania.

Distributed from the first of the month, *Trouble* gives your campaign **value for money long-life exposure**, with a **minimum 4 week street profile**.

POWER-UP YOUR PROFILE *Trouble* is a groundbreaking arts magazine that uses free street press networking to inspire and **engage a broad arts audience** from 18-55 years, with particular xy and tech gen appeal.

Trouble is found by arts lovers and cultural tourists where they congregate, at over **1500 venues** chosen for their **high people traffic, quality audience and visible magazine positioning**, ensuring your message has the best possible street level profile.

Trouble **engages diverse arts communities** and reaches your niche audience with our outlets connecting you to student, gay, regional and indigenous arts communities.

WWW.INTROUBLE.COM.AU *Trouble's* print distribution network is only rivalled by our extensive and **active online community**. Visit our website to read the current issue online, find the latest articles and enjoy special offers. Subscribe to our e-newsletter for the ease of monthly booking deadline reminders.

FREQUENCY

11 issues per year,
including Dec/Jan double issue *Big Trouble*

RELEASE DATE

distribution from 1st of each month

WEBSITE UPDATE

From 1st of each month

www.introble.com.au
ART HEROES



Trouble

DEMOGRAPHICS

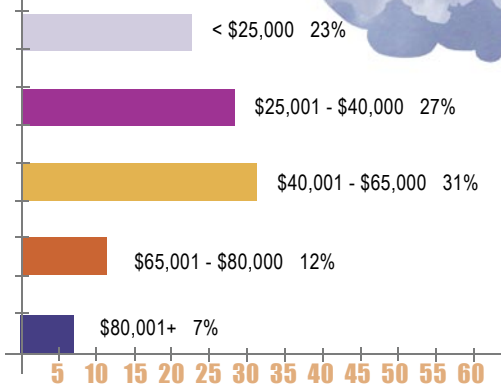
SUPER STRETCHY Reach your target audience in a single bound. Our market research proves that *Trouble* magazine is here to a **wide-ranging readership** that is made up of Boomers (15%), Gen X (36%), Gen Y (39%) and Gen Tech (10%). Our readers attend an average of 9 cultural events per year and spend an average of 21% of their disposable income engaged in cultural pursuits.

WONDER WOMEN Girls (56%) narrowly outdistance guys (44%) in the *Trouble* readership stakes.

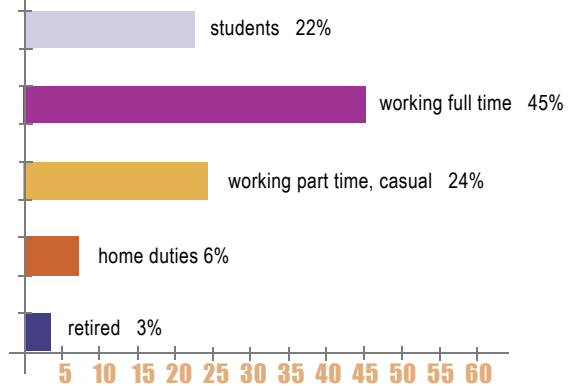
statistics compiled from online readership surveys 2009

www.introuble.com.au

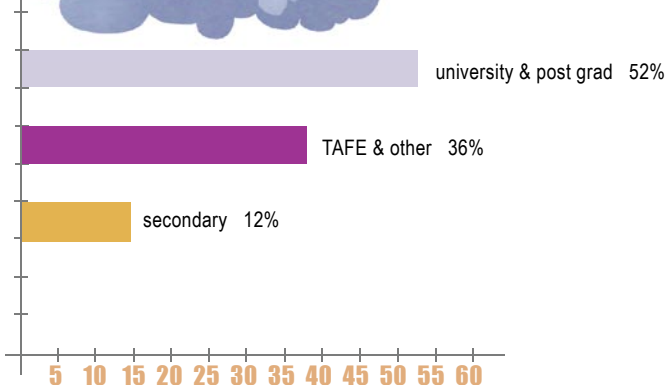
% INCOME



% OCCUPATION



% EDUCATION



% AGE

