

What is Unique about New Era?

What this magazine does that no other has yet attempted is that it promotes Fighters directly without any bias opinions. It is a pure source of information that allows all fighters in each and every class, no matter what discipline or ranking to have an equal chance to be viewed.

Fighters from Boxing, Kickboxing, Muay Thai, and MMA will all be displayed in the magazine. The magazine is set out like a directory, showcasing all fighters in a profile format, with each fighter having their image accompany their statistics. The statistics are all checked and will be accredited by the appropriate commission, such as the boxing commission etc.

This comprehensive form of communication has been trialled online as evident with “ozfighters.com.au / sherdog.com” and has shown great success with over 1000 fighters registered. But where the online database lacks communication, usability and authenticity, New Era Fighter magazine satisfies.

The print magazine will feature over 300 fighters per issue and will be distributed nationally in Australia and act like a yellow pages. Profiles will have contact information allowing readers/trainers/promoters to contact their fighters and fight gyms in Australia.

In the magazine each fighter will have their photo professionally taken and the latest fight record collected so that there is no misleading data. With over 500 fight gyms in Australia and over 1100+ registered and unregistered fighters there will be no lack of content for the magazine.

Within each issue, we have a professional dietitian and 6xTimes Mr Australia; Con Demetrious helping fighters get the best result out of their bodies. Along side nutritional and training articles, the magazine covers lifestyle topics and interests, allowing a first person look at the fight world. With international acclaimed writers and locally owned gym profiles, this magazine is making its mark on the Australia and New Zealand public.

“It has all the things that make the magazine interesting and valuable to read, with stories on all different fighters in different disciplines such as boxing, kickboxing and MMA, the magazine will showcase the full potential of the Australian and New Zealand fight sport.”

Adam Thomson

10 Sports Tonight Presenter



The New Era Community

New Era Online:

New era fighter is proud to have great partners that are dedicated to helping communicate within the Australia Fight Community. New Era Fighter has a direct relationship with infinitemma.com a leading community forum for the Australian fight community. Your product or service will not only be viewed by our magazine readers, but also talked about on the online forums that have a visitor viewing of over 10,000 a month.

Infinitemma.com is the biggest and best source of MMA news in Australasia, they have been online officially since September 2003. They cover all MMA events in Australia and New Zealand keeping all the fans up to date with what shows are coming up, who is fighting and what the results are. Infinitemma has interviews and articles on fighters and have monthly fighter rankings for Australia and New Zealand. With a strong active forum in Australia and New Zealand they Infinitemma covers over 3000 members who discuss the local MMA scene, International MMA, Grappling, Kickboxing and boxing.

Infinitemma news pages are updated daily with the latest news in MMA, it is also sent out via twitter and facebook and network blogs to around 2000 users who are following their news.

On an average Infinitemma gets around 30000 visits a month which adds up to around 150,000 page views per month. Daily they get around 900-1100 individual IP addresses visiting the site everyday which is individual computers.

Gyms around Australia:

New Era Fighter is dedicated to providing a comprehensive directory for the fighters. The magazine is distributed to over **80 Martial Arts academies and gyms** around Australia. The magazine also lists and details all those academies. This means that

Fighters in the New Era:

Our magazines feature **over 300 fighters** per issue! This allows us to best serve our readers needs, allowing for maximum exposure! Our fighters range from Professional MMA, Boxing and Kickboxing fighters. But what makes our magazine special is that we cover every level of fighters, from beginners to learning professionals.



Limited Advertising Space

Unlike regular editions of weekly magazines, this special edition has very limited advertising space. **With already over 70% of space sold you must call urgently to book your preferred space.**

Other companies that are already on board include some of your main competitors.

When it comes to magazine advertising, most people think of the large, glossy, national publications full of big brand advertisers. And it may seem like your own business doesn't belong alongside the "big guys," especially if you don't sell your product outside a one-hundred-mile radius--or even outside of your own state.

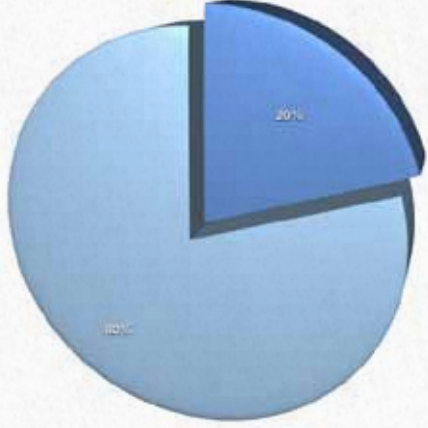
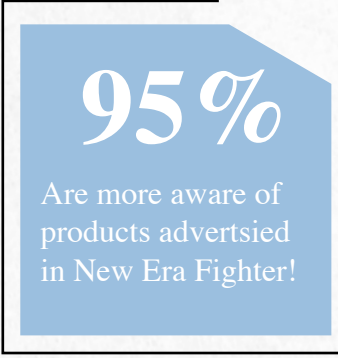
But that's just not the case. In fact, it's quite possible the next time you open one of those national magazines to see an ad for a business that's right in your own town that just has that one location. That's because, like a lot of other forms of advertising, many national magazines have local sections aimed at smaller businesses. So while you'll be reaching people way outside your neighborhood, you'll also attract local business (and may just wow the locals who see your ad on those pages)

When you Purchase a advertising space, OUR DESIGNERS WILL DESIGN YOUR ADVERTSIEMENT FOR FREE AND TO SUIT YOUR NEED AND PRODUCTS!



What you will get from this advertisement is just more than a Fullpage ad, our recent reader statistics show:

- **75%** of our readers are long term customers of New Era Fighter (3 Years or More)
- **95%** of them attend live shows/use/are more aware of products that are advertised in New Era Fighter Magazine
- **85%** watch some form of Kickboxing/Boxing/Muay Thai/MMA on Fox Sports/Pay TV/Subscription Television and Online
- **100%** of our readers consider New Era Fighter to be the most valued comprehensive directory of fighters in Australia & New Zealand
- **80%** of our readers compete regularly (Fighters)
- **50%** train 3-6 times per week
- **88%** of our readers are mindful of diet and a good nutrition
- **65%** of readers use supplements
- **95%** are connected to the Internet



Statistics based upon a survey conducted to over 250 readers of New Era Fighter between 2009 - 2010

80% of our Readers are FIGHTERS

- 100%** of our Readers consider New Era to be most valued magazine
- 88%** are mindful of diet and a good nutrition
- 65%** use Supplements



Distribution:

Gordon and Gotch is Australia's oldest publications distributor with operations commencing in 1853. As the largest independent distributor and wholesaler of printed media in Australia, Gordon and Gotch distribute in excess of 190 million copies per year. This equates to one Gordon and Gotch product being sold every 5 seconds across Australia.

Gordon and Gotch is a core business within the PMP Limited Group. PMP is Australasia's leading integrated provider of consumer insight and printed communications solutions. An ASX Top 200 listed company with over 3,000 people in locations across Australia and New Zealand.

OUR LAST ISSUE PRODUCED 65,000 COPIES AND WE SOLD 40,000 IN 3 MONTHS!

ISSUE 3 IS SCHEDULED TO PRINT 75,000 COPIES, DON'T MISS OUT IN YOUR CHANCE TO BE A PART OF THE NEW ERA...

Testimonials:

"New era fighter has enabled us to expand our target market. We have recently launched our Painaway Spray™ and we the fighting community of Australia could really benefit from its use. Thus, using New Era Fighter we were able to advertise our spray right into the target market with great results"

Painaway Australia

PARADISE ARTHRITIS SPRAY & CREAM
Formulated in Australia for temporary relief of pain and may help loosen stiff arthritic joints. It contains natural finest herbal active ingredients.

PAINAWAY SNAF:

- Relieve Pain
- Increase Circulation
- Attack Inflammation
- Reduce Swelling
- Loosen Stiff Joints
- Give Flexibility
- Give More Mobility
- Return More Quality Of Life

"Having advertised in the "New Era Fighter" magazine, Excessive Force would like to convey our happiness with the overall professionalism associated with this product. Excessive Force experienced immediate increased sales and brand awareness. This progressed to us being introduced to a wider market of fighters, promoters and other sponsors.

The editor, Sunny Brar, showed himself to be an absolute professional who is truly passionate about his work. We were so impressed with the work he did for us; we exclusively use him for all our photography and advertising work. Sunny listens to what we want and has proven to be honest and trustworthy."

Shivaun and Craig Owners of Excessive Force

EFG ELITE FIGHT GYM

THE HOME OF CHAMPIONS

FULL GEAR SETUP - FULLY EQUIPPED GYM - FIGHT TRAINING - MMA

ELITEFIGHTGYM.COM.AU

xf excessive force light wear

Proud Sponsor of James TeHuna
www.excessiveforce.com.au
CFC LIGHT HEAVYWEIGHT CHAMPION
UFC 110 FIGHTER

www.EXCESSIVEFORCE.COM.AU

"New Era Fighter has been a great marketing platform for our gym over the years. Having placed an ad in the magazine we were able to advertise our facility directly to our target audience. One of our greatest achievements through advertising in New Era Fighter was that our cliental expanded from just Mixed Martial Arts fighters to the general men and women of western Sydney who want to get fit in a fun and relaxed environment"

Elite Fight Gym

Pricing

Join the NEW ERA!

Half Page - \$450

Full Page - \$700

Double Page - \$1000

Back Cover - \$2000

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ISSUE 2 2010

THE FIGHT GLOVE REVOLUTION IS HERE
CHOOSE YOUR WEAPON



PRECISION



BALANCE



POWER

EVERLAST
GREATNESS IS WITHIN
EVERLAST00.COM.AU



BACK PAGE

ISSUE 1 2009

xf
excessive force
THE BEST

JAMES TE HUNA
INTERNATIONAL FIGHTER

SHANE NIX
CFC CHAMPION

EXCESSIVE FORCE
Proudly supporting
MMA in Australia.
EXCESSIVEFORCE.COM.AU

