

SYNERGY

**EXPLORING THE
BOUNDARIES OF CINEMA
AND LITERATURE..**

WHAT IS SYNERGY ?

A unique Australian Magazine with national and worldwide distribution in digital, print and online formats.

Free digital downloads of each issue offered via our website and from various online locations worldwide to reach maximum readership.

Synergy is also available in an online reader format (Issuu) which allows the full colour edition to be accessed quickly online without downloading.

Six issues per year.

High quality paperback print edition, bound as a collectable book published usually running to 150 pages.

A4—perfect bound- high production value with full colour covers.

Printed issues includes extra features and articles.

High Demand Website with a huge library of reviews.

Website is *updated daily with new reviews.*

Specialist focus on Cult, Horror, Dark Culture, Dark Art, Art-house and World Cinema as well as Art, documentaries and indie titles.

Reviews Books, Art, Music, Cinema, DVD, Magazines, Comics, Technology, Games, toys and Collectables.

Well trained review staff including hobbyists, collectors and specialists as well as a wide network of independent reviewers and freelance journalists.

Editorial team have over 10 years experience and magazine has been successfully publishing for some eight years.

Digital and print edition well established since 2007.

All items reviewed include permission for reproduction (in part or full) by the suppliers company in their own publicity (including print rights).

MEDIA KIT



BACKGROUND INFO

**EXPLORING THE
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SYNERGY WEBSITE

<http://www.synergy-magazine.com>

A very well established high hits website.

This site is updated *daily* with content and new reviews. It reaches a very large audience.

DIGITAL DOWNLOADS

Direct Link:

<http://www.synergy-magazine.com/digital.htm>

A high download digital magazine published six times a year available *free* online from our Website and from a range of other locations worldwide for ease of download.

The digital download of Synergy is in colour and in pdf format. It reaches a very large audience with download numbers increasing every issue. This issue is identical to our print edition.

The digital and print editions include features, competitions and extra content not found on the website. Each issue is themed and includes approximately 50 pages of well researched feature content.

Online reader edition ("Issuu" format) also available which allows quick access online without downloading.

SYNERGY MAGAZINE PRINT EDITIONS

A solid circulation print magazine published six times a year. The print edition began 2007 and has expanded every issue. It is now approximately 150 pages in length, with colour covers. It is bound as a high quality paperback book.

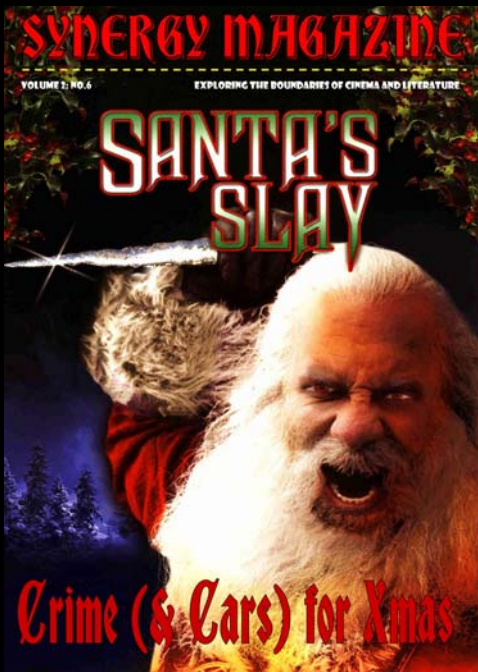
GENRE FOCUS

Synergy welcomes a wide range of cinema, books and literature. Our special interests are cult, horror, indie cinema, world cinema, art-house etc.

We also welcome art, comics, magazines, music and have a special toy and collectibles section which covers the "art toys" (plush, vinyl, Japanese toys etc).

We also review technology related to cinema such as DVD players, software, portable devices etc.

We are open to discuss product reviews outside these areas.



JUST SOME OF OUR SPECIALITIES !

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BUT THAT'S NOT ALL..

**WE ALSO REVIEW ART,
MUSIC, TECHNOLOGY,
MAGAZINES, COMICS
DOCUMENTARIES AND LOTS
MORE...**

ART & ARTIST PROFILES

We have a special interest in all forms of art, graphics art and related areas. We regularly run full length features on Artists, offering profiles of their work and reviews of key products. This includes, of course, both mainstream and Indie and underground art.

COLLECTIBLES

We have a well developed collectibles section covering toys, Urban vinyl, designer toys, plush and special products. These range from mass market titles to special custom made items. It has become a major section of Synergy, generating lots of interest.

THINKING TIME !

Thinking Time ! is the section of Synergy dedicated to thought provoking documentaries. The aim is to encourage independent thought and it adds a nice edge to each issue of the Synergy.

BOOKS

We review a wide range of books including non fiction titles relating to subjects such as cinema, art, music, sexuality, horror, cult as well as related "boundary areas".

We also welcome dark fiction, horror, cult and science fiction as well as interesting fiction from a wide range of genres.

MAGAZINES

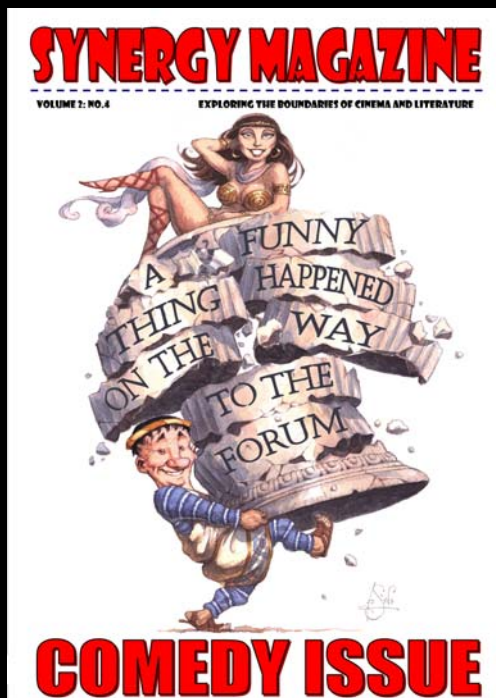
Synergy covers the widest possible range of magazines including cinema, comics, art journals, indie and underground art, gothic, horror, sex, alternative paradigms, satire and humour and lots more.

MUSIC

Synergy covers the widest possible range of music ranging from ambient and electro, through dark to rock and Indie.

We welcome music magazines and DVDs too !

ABOVE ALL WE REVIEW MOVIES AND DVD !!



SYNERGY REVIEWS

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REVIEWS

Synergy includes a very large selection of reviews every issue. The prime focus in Synergy is on giving the reader details of new and interesting products.

We always work in cooperation with companies to give their products maximum exposure, whether you are a large company or a one person indie operation, we are interested in what you produce.

All product reviews include details of where to purchase the product and any pertinent details which the product supplier would like included, ranging from websites to retail outlets etc.

We are open to any special information you would like us to include with a review.

GIVEAWAYS AND PROMOTIONS

We regularly run giveaways and promotions and welcome any products you would like included in such a process.

Our normal procedure is to run the competition in the digital and print magazine for 30-60 days and randomly choose a winner from the emails supplied.

Our policy is to send the items directly out from our own office due to privacy issues with supplying emails to third parties.

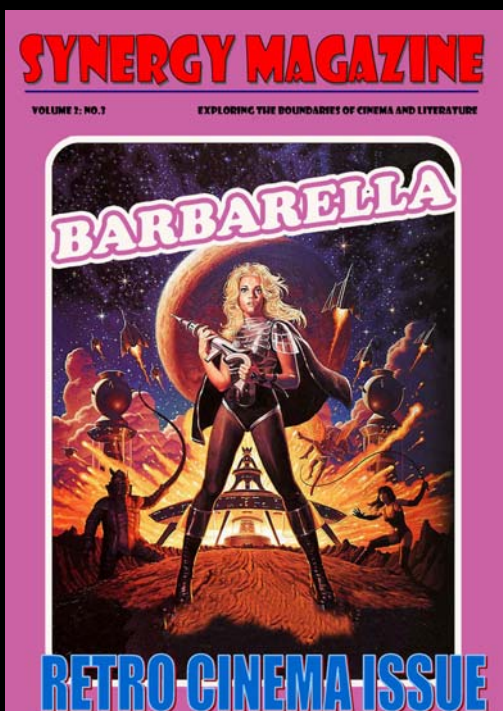
TEAR SHEETS

Our policy is to *always* supply Tears sheets (in Adobe Acrobat pdf) of all products reviewed as published. While we cannot guarantee reviews of *every* title provided for review we try and make sure that the vast majority of titles we receive are reviewed.

We appreciate the cost and effort made in sending review copies and always work hard to reciprocate with solid reviews and Tear Sheets of the reviews.

We also have a policy of not writing overtly negative reviews. In such a case we normally get a second reviewer to handle the review.

As a matter of courtesy we include *reprint permission* for the review (in part or full), so you can use it in your publicity.



WHAT DO WE OFFER ?

**EXPLORING THE
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We can offer **comprehensive reviews of your products.**

Publication of press releases in our news section.

Article length reviews on special releases or products.

Special Focus Articles on titles you release in a specific genre.

In many ways Synergy could be best described as a professional large circulation genre magazine. It reaches a diverse audience of people with an interest in specific forms of entertainment and is written by people with similar interests. It is a superb method for targeted marketing of products.

FURTHER INFO ??

SYNERGY WEBSITE

<http://www.synergy-magazine.com>

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(These are also the same as in the print edition)

<http://www.synergy-magazine.com/digital.htm>

Latest issue available at this location for download (pdf)

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You are welcome to contact me personally with any questions or comments.

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