

**THE PRINT MEDIA METER SHOULD BE USED AS A GUIDE ONLY TO SURFERS' AND BRANDS' IMPRESSIONS IN THE FOLLOWING MAGAZINES OVER THE SAMPLE PERIOD OF JANUARY THROUGH UNTIL DECEMBER (2017) MAGAZINE COVER DATES.**

TRACKS MAGAZINE  
 AUSTRALIA'S SURFING LIFE MAGAZINE  
 SURFING WORLD MAGAZINE  
 STAB MAGAZINE

**Surfers**

Cumulative advertising and editorial impressions using the point score legend opposite.

**Brands**

First past the post. To qualify company logos must be clearly legible to the average person. Corporate advertising bearing more than one company logo earns one impression. Brands accrue one point for every legible impression including all editorial and advertising.

**Advertising & Editorial Ratios**

Magazines are ranked in order of highest editorial content percentage.

**The Pointscore Legend**

Cover	20 points
Poster (pull-out)	20 points
Three-page action gatefold	15 points
Double page spread	10 points
Full-page plus column	7 points
Full-page	5 points
Half-page	2 points
Quarter-page	1.25 points
Less than Quarter-page	1 point

**PRINT MEDIA METER**

ATHLETE	AD	ED	TOTAL
1 Mick Fanning	68.00	282.75	350.75
2 Craig Anderson	0.00	264.50	264.50
3 John John Florence	11.00	209.50	220.50
4 Chris 'Chippa' Wilson	2.00	215.00	217.00
5 Kelly Slater	10.00	177.50	187.50
6 Mikey Wright	30.00	129.50	159.50
7 Jordy Smith	12.00	130.00	142.00
8 Dion Agius	22.00	116.25	138.25
9 Noa Deane	10.00	128.00	138.00
10 Ozzie Wright	0.00	133.75	133.75
11 Owen Wright	12.00	111.00	123.00
12 Matt Wilkinson	24.00	88.00	112.00
13 Bruce Irons	20.00	83.00	103.00
14 Russell Bierke	15.00	80.00	95.00
15 Dane Reynolds	0.00	94.00	94.00
16 Imogen Caldwell	0.00	90.00	90.00
17 Tyler Wright	5.00	84.00	89.00
18 Taj Burrow	0.00	81.50	81.50
19 Julian Wilson	30.00	50.50	80.50
20 Steph Gilmore	2.00	76.25	78.25
21 Dave Rastovich	12.00	51.00	63.00
22 Laird Hamilton	0.00	62.00	62.00
23 Scott Dennis	0.00	61.00	61.00
24 Creed McTaggart	18.00	41.00	59.00
25 Gabriel Medina	40.00	17.00	57.00
26 Filipe Toledo	5.00	51.00	56.00
27 Pama Davis	0.00	54.25	54.25
28 Ethan Ewing	1.00	53.00	54.00
29 Josh Kerr	35.00	17.00	52.00
30 Ryan Burch	5.00	46.00	51.00
31 Monty Tait	50.00	0.00	50.00
32 Jay Davies	15.00	32.00	47.00

**ADVERTISING**

ATHLETE	TOTAL
1 Mick Fanning	68.00
2 Monty Tait	50.00
3 Sean Mawson	41.00
4 Gabriel Medina	40.00
5 Josh Kerr	35.00
6 Albee Layer	32.00
7 Mikey Wright	30.00
8 Julian Wilson	30.00
9 Jack Freestone	26.00
10 Matt Wilkinson	24.00
11 Dion Agius	22.00
12 Bruce Irons	20.00
13 Soli Bailey	20.00
14 Kevin Schulz	20.00
15 Kevin Squires	20.00
16 Creed McTaggart	18.00
17 Joel Parkinson	17.00
18 Russell Bierke	15.00
19 Jay Davies	15.00
20 Stuart Kennedy	15.00
21 Nick Vasicek	15.00

**EDITORIAL**

ATHLETE	TOTAL
1 Mick Fanning	282.75
2 Craig Anderson	264.50
3 Chris 'Chippa' Wilson	215.00
4 John John Florence	209.50
5 Kelly Slater	177.50
6 Ozzie Wright	133.75
7 Jordy Smith	130.00
8 Mikey Wright	129.50
9 Noa Deane	128.00
10 Dion Agius	116.25
11 Owen Wright	111.00
12 Dane Reynolds	94.00
13 Imogen Caldwell	90.00
14 Matt Wilkinson	88.00
15 Tyler Wright	84.00
16 Bruce Irons	83.00
17 Taj Burrow	81.50
18 Russell Bierke	80.00
19 Steph Gilmore	76.25
20 Laird Hamilton	62.00
21 Scott Dennis	61.00
22 Pama Davis	54.25
23 Ethan Ewing	53.00
24 Dave Rastovich	51.00
25 Filipe Toledo	51.00
26 Julian Wilson	50.50
27 Ryan Burch	46.00

**BRANDS**

BRAND	TOTAL
1 Rip Curl	84.00
2 Billabong	58.00
3 Quiksilver	44.00
4 Hurley	40.00
5 Channel Island Surfboards	37.00
6 Globe	32.00
7 Monster Energy Drink	30.00
8 O'Neill	29.00
9 Volcom	28.00
10 Reef	25.00
11 Red Bull	24.00
12 DHD Surfboards	19.00
13 Firewire	17.00
14 Oakley	17.00
15 Electric	15.00
16 Corona	14.00
17 Ocean & Earth	14.00
18 Carve	13.00
19 Creatures Of Leisure	13.00
20 RVCA	12.00
21 Vans	12.00
22 XCEL	12.00
23 Slater Designs	9.00
24 Brixton	8.00
25 DaKine	8.00
26 Epokhe	8.00
27 Pyzel	8.00
28 Tomo Surfboards	8.00
29 Rusty	7.00
30 Spy	7.00
31 Haydenshapes Surfboards	6.00
32 Huf	6.00
33 Jeep	6.00
34 JS Industries	6.00
35 Nike	6.00
36 Nikon	6.00
37 Rockstar Energy Drink	6.00
38 Super Brand	6.00

**MAGAZINES**

ASB#78	ISSUE	PAGES	%AD	%ED
Surfing Life	114	17.54	82.46	77.05
Tracks 561	116	28.45	71.55	78.03
SW 389	116	20.69	79.31	80.16
SW 388	116	28.45	71.55	77.59
STAB	89	178	11.80	88.20

**LEADERS**



**MICK FANNING**

PRINT MEDIA METER #1



**RIP CURL**

PRINT MEDIA BRAND #1