

# MEDIA KIT 2021

*The Australian*

# RETAILER

## THE MAGAZINE PUBLISHING COMPANY

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*The Australian*  
**RETAILER**  
A FRESH APPROACH TO INDEPENDENT GROCERY RETAILING DEC/JAN 21

*5 Minutes With*  
AUSTRALIAN FOOD AND GROCERY  
COUNCIL CEO TANYA BARDEN

*In the Aisles*  
BRITISH FOODS

*Store*  
**SHOWCASE**  
SILO WHOLEFOODS

CLICK HERE  
TO VIEW  
PUBLICATIONS

# WELCOME TO

*The Australian*

# RETAILER



The *Australian Retailer* represents Australia's thriving and evolving independent retail sector, comprising grocery, produce, deli, speciality, health and organic stores throughout Australia.

Each issue, 6,325 copies are distributed to major independent food retailers and distributors throughout Australia, including all IGA, Foodworks, SPAR, Friendly Grocer, Foodland, Drakes and Go Vita stores, as well as smaller independent stores. In addition to our printed magazine we also distribute 965 digital magazines to those people, who prefer to have the magazine sent to them in a digital format; our digital magazine on average achieves page views of 24,759 per issue.

With the help of reality television, healthy lifestyle awareness and the rise of the home chef, more Australians want to prepare gourmet meals at home for friends and family. The *Australian Retailer* prides itself on finding a fresh approach to the retail sector that caters to the modern Australian, which is displayed in our colourful feature articles and expert contributions. We celebrate the local stories, and the gourmet, fresh, organic and specialty offerings that set the independent apart from its mainstream rivals.

The *Australian Retailer* seeks to inform all levels of retail, from storeowners and franchisees to top-tier executives and decision-makers, about the trends and consumer choices that shape the industry, as well as keeping them abreast of the great work of their peers.

By providing high-quality content within its vibrant pages, advertisers and readers alike have come to know and trust The *Australian Retailer* to keep them informed and ahead of the game.

## TESTIMONIALS

*UNOX Australia have been advertising with 'The Australian Retailer' Magazine for 9 years. UNOX Australia utilises the publication to introduce new products, events and the UNOX technology. The reach is great value for money. The team are fantastic to work with; always reply promptly and are always happy to answer any questions we have.*

*UNOX are looking forward to continuing the relationship and working with 'The Australian Retailer' Magazine for 2020.*

*- Hayley Williams,  
Marketing Manager Unox  
Australia*

*We have been advertising now with The Australian Retailer for a number of years and get fantastic results. The magazine is always full of interesting articles and they have given us a lot of editorial support. We have got plenty of new customers as a result of our presence in the magazine.*

*- Mandy Gray,  
Director Raw Material*

## FEBRUARY/MARCH

### SHOP FIT-OUT & EQUIPMENT

This feature showcases all facets of shop fit-outs, including design, layout, shelving and displays, as well as operational equipment, refrigeration and loss prevention. We'll also look at the latest in retail automation, including point-of-sale (POS) systems, inventory automation and self-service solutions.

**DEADLINE: JAN 12, 2021**

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## JUNE/JULY

### METCASH EXPO 2021

The Metcash Expo is one of the biggest events of the retail grocery year, with all IGA franchisees in readiness to recognise growing consumer trends and prepare for their product buying. It's the perfect time to showcase the best of your range and ensure maximum mind-share for your products prior to the show. Let's get ready to shop!

### READY MADE MEALS

In our increasingly time-poor society, consumer demands for delicious, fast and easy-to-prepare meals have sky-rocketed. In this feature we look at the latest no-fuss meal options for your consumers.

**DEADLINE: MAY 10, 2021**

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## OCTOBER/NOVEMBER

### HEALTHY HABITS

With the ever-growing focus on healthy eating and dietary requirements, consumers are demanding a greater choice in healthy products. In this issue we highlight all things good for your customers. Backing up healthy eating with vitamins and supplements, healthy food and eco-friendly products for consumers to use around their home.

**DEADLINE: SEP 9, 2021**

## APRIL/MAY

### NATURALLY GOOD EXPO 30-31 MAY 2021

Far more than just a tradeshow, Naturally Good Expo is a total business event that's 100% devoted to all things healthy, organic and natural. As the largest event for healthy retailers, brands and practitioners in the Southern Hemisphere, it's the place where serious buyers meet with suppliers for two days of business, networking, education and to celebrate the latest exciting opportunities within the health and wellness retail market.

### SPECIAL DIETARY / VEGETARIAN & VEGAN

Whether it's allergies or lifestyle choices, this issue highlights the various products available in the popular and forever growing special dietary grocery category. From meat alternatives to plant-based and free-from products, this is your chance to showcase your products to independent retailers.

**DEADLINE: MAR 9, 2021**

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## AUGUST/SEPTEMBER

### FINE FOOD AUSTRALIA 2021

The *Australian Retailer* will be previewing what's on show at this year's premier Fine Food expo. This is your chance to promote your company and its products to the retail industry in the lead up to the event. Ultimately driving as much business to your stand as possible.

### ENTERTAINING PRODUCTS

With the holiday season just around the corner, this is a perfect opportunity to feature products that bring family and friends together. From the staple summer barbecue to gourmet cheeseboards and platters, this is the time of year to put your entertaining favourites front and centre.

**DEADLINE: JUL 9, 2021**

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## DECEMBER/JANUARY '22

### AUSTRALIAN MADE OR OWNED

Australia exports and manufactures some of the best produce and grocery items in the world. This feature focuses on supplier products that proudly wave the Aussie flag, with all Australian-made or owned provisions as well as products that keep the consumer dollar on Australian soil.

**DEADLINE: NOV 9, 2021**

**RETAILER**  
FEATURES 2021

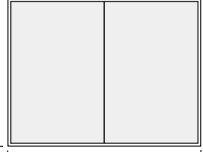


# AD RATES 2021


ALL PRICES ARE PER ISSUE AND EXCLUDE GST

FULL COLOUR	CASUAL	3 ISSUES	6 ISSUES
Double page spread	\$3,083	\$2,929	\$2,782
Full page	\$1,990	\$1,891	\$1,796
Half page	\$1,294	\$1,229	\$1,167
Third page	\$975	\$926	\$880
Quarter page	\$756	\$718	\$682
PREFERRED POSITION	CASUAL	3 ISSUES	6 ISSUES
Supplier Spotlight	\$2,990	\$2,841	\$2,698
Inside front cover double page spread	\$3,545	\$3,368	\$3,199
Outside back cover	\$2,390	\$2,271	\$2,157
Inside front cover	\$2,188	\$2,079	\$1,975
Other preferred positions	+10%		
INSERTS	PRICE		
One page (2 sides)	\$2,095		
Two page (4 sides)	\$2,745		
Maximum size for inserts: H 275mm X W 210mm			
TRADE DIRECTORY	PRICE		
60mm x 1 column (45)	\$1,380		
60mm x 2 column (90mm)	\$1,975		
Ad runs for 12 months at this price			
WHAT'S HOT PRODUCT INSERT	PRICE		
100 words, high resolution image, RRP and shelf life	\$300		

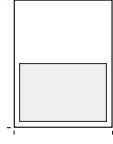
# AD DIMENSIONS



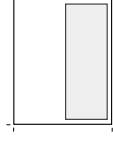
**DOUBLE PAGE SPREAD**  
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 (Keep type & logos 10mm in from trim)



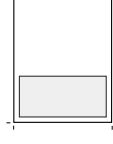
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 (Keep type & logos 10mm in from trim)



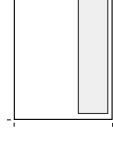
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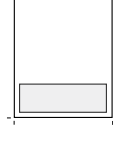
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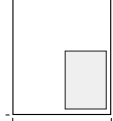
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**THIRD PAGE VERTICAL**  
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**QUARTER PAGE HORIZONTAL**  
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**QUARTER PAGE VERTICAL**  
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# DEADLINES

ISSUE	DEADLINE
FEB/MAR	JAN 12
APR/MAY	MAR 9
JUN/JUL	MAY 10
AUG/SEP	JUL 9
OCT/NOV	SEP 9
DEC/JAN 2022	NOV 9



**RETAILER**  
 RATES & SPECS 2021

