



Media kit 2026

THE MAGAZINE PUBLISHING COMPANY

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Welcome to

Profile

The Australian Retailer is the voice of the nation's thriving, dynamic, and rapidly evolving independent retail sector, comprising of grocery, produce, deli, specialty, health, and organic stores throughout Australia.

The Australian Retailer is informative yet entertaining, and seamlessly combines the news and trends that shape the retail industry with expert opinions from industry leaders and colourful feature articles that tell the stories found behind a business's façade—the innovative thinking, creative business practices, carefully curated offerings and unique achievements that truly set independent retailers apart from their mainstream rivals.

Produced bi-monthly, a print version of the magazine is distributed nationally to all major independent food retailers and distributors such as IGA, FoodWorks, Foodland, Drakes, SPAR and Go Vita stores, as well as smaller independent

food stores. A digital version of the magazine is also available for those who prefer to access the magazine online at their leisure via tablet, mobile phone or desktop computer.

In recent years consumers have shown an increased awareness of the benefits of a healthy lifestyle as well as a growing concern about sustainability and the environment. As a result, more Australians are embracing spending time in the kitchen, preparing tasty meals prepared from high quality products. *The Australian Retailer* takes pride in showcasing gourmet, fresh, organic, locally produced and specialty offerings that can often only be found in the independents.

The Australian Retailer's high-quality and accessible content has become a trusted source for those in the industry, whether they are store owners, franchisees, top-tier executives or decision makers, to stay informed and ahead of the game.



The Australian Retailer is produced bi-monthly, with 5,285 print copies distributed nationally to major independent food retailers and distributors, as well as smaller independent food stores and fine food retailers.

Printed Magazine (per issue)

5,285 
COPIES
mailed direct



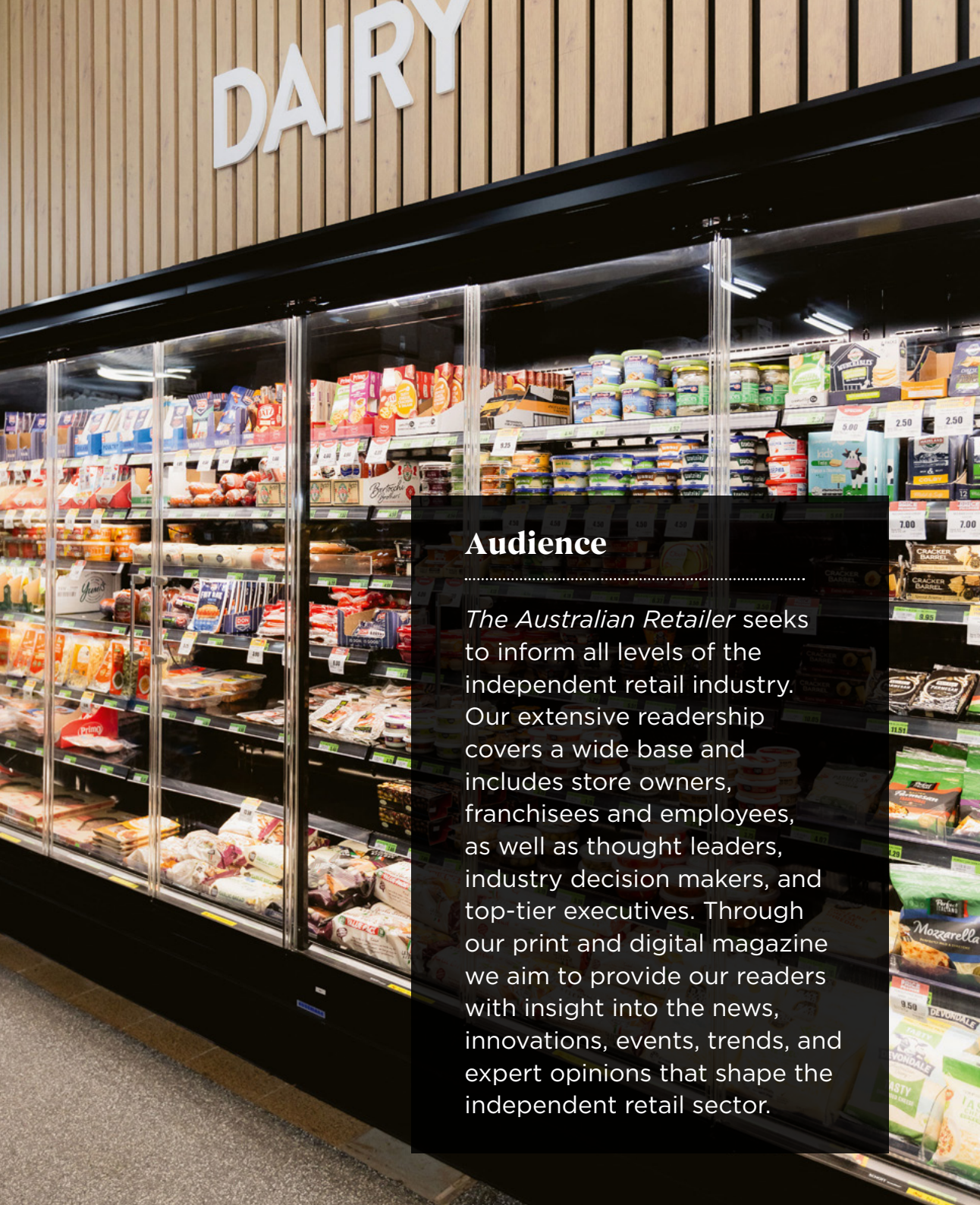
15,855
READERS

Accessing *The Australian Retailer's* content on-the-go via a tablet, smartphone or desktop computer is easy. Our digital magazine is sent to a growing subscriber base of 1,285 people, and averages 34,519 page views per issue.

Digital Magazine (per issue)

1,285 
DIGITAL
SUBSCRIBERS

34,519 **PAGE**
IMPRESSIONS



Audience

The Australian Retailer seeks to inform all levels of the independent retail industry. Our extensive readership covers a wide base and includes store owners, franchisees and employees, as well as thought leaders, industry decision makers, and top-tier executives. Through our print and digital magazine we aim to provide our readers with insight into the news, innovations, events, trends, and expert opinions that shape the independent retail sector.

Job role

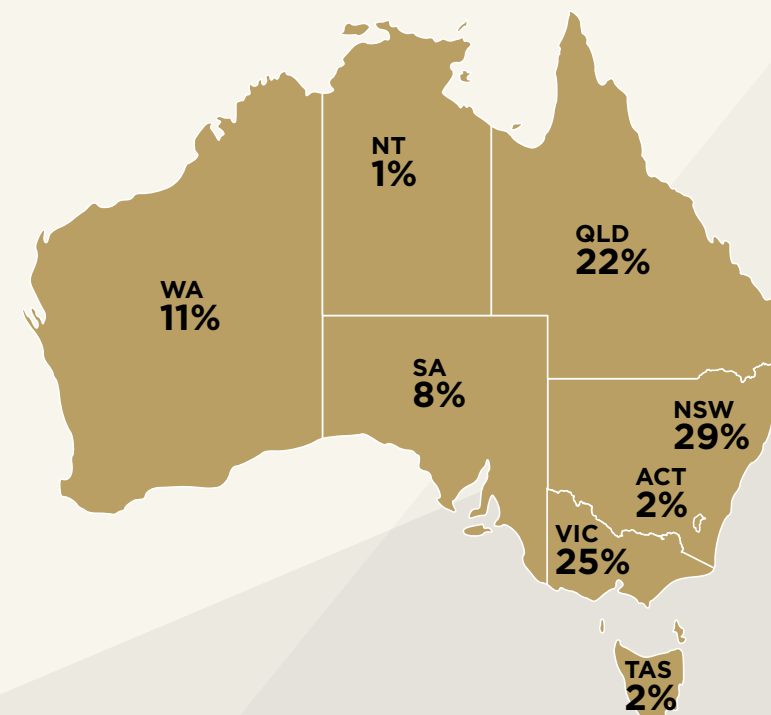
91%
OF READERS
INFLUENCE
OR **APPROVE**
PURCHASES

88%
OWNER /
MANAGER

7% SUPPLIER

5% OTHER

Location



Features 2026

In today's competitive advertising landscape, standing out requires more than just placing an ad—it's about creating a meaningful connection with your target audience. Advertising features that include editorial content offer a unique opportunity to engage your potential customers in a way that is both informative and persuasive.

In each edition of The Australian Retailer, we highlight an on-trend topic with a special advertising feature.

This is an opportunity for relevant companies to shine the light on their brands and products, with advertisers having the added benefit of submitting feature editorial content. This can be anywhere from 150-300 words and also includes an image.

Incorporating your brand into an advertising feature with editorial content is a powerful way to amplify your message, build trust with your audience, and increase engagement. It's not just about reaching people—it's about connecting with them in a meaningful way that drives results.

The unique nature of advertising in an editorial feature can lead to a higher return on investment.

FEB/MAR

DEADLINE: 12/01/2026

SHOP FITOUT, EQUIPMENT AND REFRIGERATION

APR/MAY

DEADLINE: 10/03/2026

INTERNATIONAL FLAVOURS

JUN/JUL

DEADLINE: 11/05/2026

METCASH EXPO 2026

COELIAC AWARENESS

AUG/SEP

DEADLINE: 10/07/2026

FINE FOOD EXPO 2026

ENTERTAINING PRODUCTS

OCT/NOV

DEADLINE: 10/09/2026

HEALTHY HABITS

DEC/JAN '27

DEADLINE: 10/11/2026

AUSTRALIAN MADE

CLICK ON THE
IMAGES TO SEE
EXAMPLES

Magazine Advertising Rates & Specs

ALL PRICES ARE PER ISSUE AND EXCLUDE GST

FULL COLOUR	CASUAL	3 ISSUES	6 ISSUES
Double page spread	\$3,080	\$2,925	\$2,770
Full page	\$1,990	\$1,890	\$1,790
Half page	\$1,295	\$1,230	\$1,165
Third page	\$975	\$925	\$880
Quarter page	\$755	\$715	\$680

PREFERRED POSITION	CASUAL	3 ISSUES	6 ISSUES
Inside front cover double page spread	\$3,545	\$3,365	\$3,190
Outside back Cover	\$2,390	\$2,270	\$2,150
Inside front cover	\$2,190	\$2,080	\$1,970
Other preferred positions	+10%		

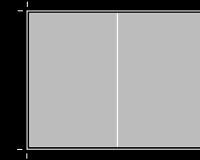
INSERTS	PRICE
Maximum size for inserts: H 275mm X W 210mm	
One page (2 sides)	\$2,095
Two page (4 sides)	\$2,745

TRADE DIRECTORY	PRICE
Ad runs for 12 months at this price	
60mm x 45mm	\$1,380
60mm x 90mm	\$1,975

Deadlines

ISSUE	DEADLINE
FEB/MAR '26	12 JANUARY
APR/MAY	10 MARCH
JUN/JUL	11 MAY
AUG/SEP	10 JULY
OCT/NOV	10 SEPTEMBER
DEC '26 / JAN '27	10 NOVEMBER

Ad Dimensions



DOUBLE PAGE SPREAD

TRIM SIZE:
H 275mm x W 420mm
 + add 5mm bleed
 (Keep type & logos 10mm in from trim)



FULL PAGE

TRIM SIZE:
H 275mm x W 210mm
 + add 5mm bleed
 (Keep type & logos 10mm in from trim)



HALF PAGE HORIZONTAL

H 120mm x W 184mm
 no bleed required



HALF PAGE VERTICAL

H 250mm x W 90mm
 no bleed required



THIRD PAGE HORIZONTAL

H 80mm x W 184mm
 no bleed required



QUARTER PAGE HORIZONTAL

H 60mm x W 184mm
 no bleed required



QUARTER PAGE VERTICAL

H 120mm x W 90mm
 no bleed required

Sponsored Content

ALL PRICES ARE PER ISSUE AND EXCLUDE GST

Product Of The Month

\$600

What's the best way to make retailers take note of your product? Make it *The Australian Retailer's* Product of the Month.

Product of the Month sits right at the start of *The Australian Retailer's* popular **What's Hot** section, that profiles newly released products that are ready to hit Australian supermarket shelves. However, the Product of the Month is given more space and designed in a visually appealing and engaging way to ensure it stands out and captures the eye—and the reader's attention.

Product News

\$350

The Australian Retailer's immensely popular **What's Hot** section showcases a line-up of highly anticipated, newly released retail products that are ready to hit Australian supermarkets. Highlight your product in this section via our product news offering and put your business in front of all *The Australian Retailer's* readers in both our print and digital formats.

All you have to do is send us 120–150 words of copy and a high-resolution image.

CLICK ON THE
IMAGES BELOW
TO SEE EXAMPLES



Sponsored Content (Continued)

ALL PRICES EXCLUDE GST

Supplier Spotlight

\$6,160

Exposure: 3 pages editorial + 1 page advert

All good businesses have a story to tell, so why not share yours and reap the benefits?

The colourful *Supplier Spotlight* article offers you with the opportunity to showcase your business and products alongside *The Australian Retailer's* editorial content, providing you with invaluable industry exposure.

Share insights into your business's origins and development, innovative practices and popular products via 1000 words of copy, a selection of high-quality images as well as some background about your company CEO, and let us do the rest. As a special reward to our most loyal clients, we also offer that if your company is booking three full-page adverts you can run one of those adverts alongside our company of the month feature, saving you over \$3,000.

Sponsored Content

\$3,080

Exposure: 2 pages editorial

Our sponsored content package provides you with a double page exposure in our printed and digital magazine. This exclusive package is limited to just one per issue of the magazine ensuring maximum value for your business. All you need to do is supply approximately 1,000 words of copy, high resolution images, and a company logo—we'll do the rest.

(Example only)

CLICK ON THE
IMAGES BELOW
TO SEE EXAMPLES

