

The Australian

RETAILER

2017 MEDIA KIT



The Magazine Publishing Company
Unit 107, 27-33 Nundah St, Nundah Qld 4012
PO Box 406, Nundah Qld 4012
P: 07 3866 0000 F: 07 3866 0066
E: info@tmpc.com.au www.tmpc.com.au





WELCOME TO THE AUSTRALIAN RETAILER

The Australian Retailer represents Australia's thriving independent grocery and convenience retail sector. Each month, 6602 copies are distributed to independent retailers throughout Australia, including all IGA, Foodworks, SPAR, Friendly Grocer, 7 Eleven and NightOwl stores, as well as all major independent convenience stores. *The Australian Retailer* seeks to inform all levels of retail – from store-owners and franchisees to top-tier executives and decision-makers – about the trends and consumer choices that shape the industry. At *The Australian Retailer*, we pride ourselves on finding a fresh approach on the retail sector, which is displayed in our colourful feature articles and expert contributions, reflecting the ever-changing face of the industry. By providing high-quality content between the vibrant pages, advertisers and readers alike have come to know and trust *The Australian Retailer* to keep them informed and ahead of the game.







The Australian Retailer delivers informative articles, the latest news and professional advice to our target market – the retail sector. As an established and respected functional food manufacturing company, we are proud to be part of such a high quality, innovative magazine and look forward to seeing our advertisements in every issue.

- Warren Stewart, Morlife owner/ Research team leader













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 Materials



THE AUSTRALIAN RETAILER

FEATURES

FEB

SHOP FIT-OUT, EQUIPMENT & FINANCE

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: DEC 19, 2016

MAR

FREE FROM

With the ever-growing focus on healthy eating and dietary requirements, this feature showcases the products that are free from ingredients such as gluten, sugar, preservatives, nuts, soy and eggs, as well as allergy-free ingredients. This is a growing category and one retailers need to stock in their store.

DEADLINE: FEB 8, 2017

APR

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: MAR 8, 2017

MAY

BREAKFAST FOODS & BEVERAGES

Breakfast time is the most important meal of the day. It is very common for your consumers to skip this meal, so try stocking some easy-to-grab products for quick, on-the-go breakfasts in addition to more typical breakfast items such as cereals, fruit, bacon and eggs. Other popular choices for time-poor consumers are bread, crumpets and spreads. And don't forget the all-important coffee, tea and juice.

DEADLINE: APR 7, 2017

JUN

METCASH EXPO 2017

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 buy-in. 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!

DEADLINE: MAY 9, 2017

JUL

VEGAN

Veganism is a way of living that consumers are becoming more mindful of, this is your chance to showcase and educate our readers on what products are available in this ever growing category.

DEADLINE: JUN 8, 2017

AUG

FINE FOOD AUSTRALIA 2017 SPECIAL PREVIEW

The Australian Retailer has teamed up with Fine Food Australia as an official media partner for 2017. This is your chance to showcase your company and its products to the retail industry in the lead up to the event.

DEADLINE: JUL 7, 2017

SEP

ORGANIC PRODUCTS GO MAINSTREAM

It's what's inside that counts, which is why we're celebrating Organic Awareness Month. After exploding in popularity with consumers in recent years, the organics industry in Australia has grown by more than 15 per cent per annum since 2008 – 18 per cent in the last year alone. Make the most of this wholesome and environmentally-friendly trend by stocking up on products carrying organic certification.

DEADLINE: AUG 8, 2017

OCT

SNACKS AND CONFECTIONERY

In this month's issue of mag we highlight the snack food industry. This doesn't necessarily have to be an unhealthy option so in this feature we are going to look at the naughty treats as well as the healthier options.

DEADLINE: SEP 8, 2017

NOV

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.

DEADLINE: OCT 6, 2017

DEC 17/JAN 18

INTERNATIONAL FLAVOURS

Coinciding with Chinese New Year, this feature looks at exotic flavours from around the world gaining favour with consumers wanting to try something different. From Asian influences to continental goods and Mexican fiestas, we discover the culinary excitement of global cuisines and provisions.

DEADLINE: NOV 8, 2017



THE AUSTRALIAN RETAILER

RATES & SPECS

AD RATES 2017

all prices are per issue and exclude GST

FULL COLOUR	CASUAL	3 ISSUES	6 ISSUES	11 ISSUES
Double page spread	$4,535	$4,300	$4,080	$3,870
Full page	$2,770	$2,635	$2,495	$2,360
Half page	$1,825	$1,735	$1,640	$1,550
Third page	$1,365	$1,265	$1,225	$1,165
Quarter page	$1,070	$1,015	$970	$910
PREFERRED POSITION	**CASUAL**	**3 ISSUES**	**6 ISSUES**	**11 ISSUES**
Gatefold 3 pages	$6,275	$5,965	$5,645	$5,330
Inside front cover double page spread	$5,065	$4,815	$4,560	$4,310
Outside back cover	$3,320	$3,150	$2,900	$2,815
Inside front cover	$3,040	$2,880	$2,735	$2,585
Other preferred positions	+10%			
INSERTS	**PRICE**			
(Maximum size for inserts: 210mm wide x 275mm high)				
One page (2 sides)	$2,095			
Two page (4 sides)	$2,745			
TRADE DIRECTORY	**PRICE**			
(ad runs for 12 months at the below price)				
60mm x 1 column (45mm)	$1,505			
60mm x 2 column (90mm)	$2,500			

DEADLINES

ISSUE	DEADLINE
FEBRUARY	DEC 19
MARCH	FEB 8
APRIL	MAR 8
MAY	APR 7
JUNE	MAY 9
JULY	JUN 8
AUGUST	JUL 7
SEPTEMBER	AUG 8
OCTOBER	SEP 8
NOVEMBER	OCT 6
DEC 17/JAN 18	NOV 8

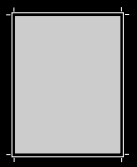


ADVERT DIMENSIONS



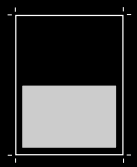
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(Keep type & logos 10mm in from trim)



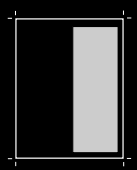
FULL PAGE

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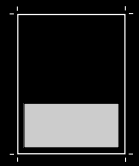
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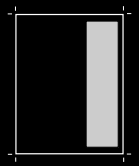
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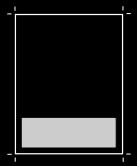
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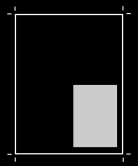
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QUARTER PAGE HORIZONTAL

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no bleed required



QUARTER PAGE VERTICAL

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no bleed required