

2018  
Media  
Kit

*The Australian*

# RETAILER



**The Magazine Publishing Company**

Ground Floor, 33 Nundah St, Nundah Qld 4012

PO Box 406, Nundah Qld 4012

P: 07 3866 0000 F: 07 3866 0066

E: [info@tmopc.com.au](mailto:info@tmopc.com.au) [www.tmopc.com.au](http://www.tmopc.com.au)



HOME

PRINT

EXIT





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





# Features & Dead- lines

## The Australian RETAILER



### FEATURES

FEB

SHOP FIT-OUT, EQUIPMENT  
& FINANCE

MAR

SPECIAL DIETARY  
REQUIREMENTS

APR

AUSTRALIAN MADE OR OWNED

MAY

BREAKFAST FOODS  
& BEVERAGES

JUN

METCASH EXPO 2018 PREVIEW

JUL

DAIRY PRODUCTS &  
DAIRY ALTERNATIVES

AUG

FINE FOOD AUSTRALIA 2018  
SPECIAL PREVIEW

SEP

ORGANIC PRODUCTS

OCT

ENTERTAINING ESSENTIALS

NOV

HEALTHY HABITS

DEC 18/JAN 19

INTERNATIONAL FLAVOURS

### DEADLINES

ISSUE	DEADLINE
FEBRUARY 2018	DEC 19
MARCH	FEB 8
APRIL	MAR 8
MAY	APR 9
JUNE	MAY 8
JULY	JUN 8
AUGUST	JUL 9
SEPTEMBER	AUG 8
OCTOBER	SEP 7
NOVEMBER	OCT 8
DEC 18/JAN 19	NOV 8



# Rates & Specs

## The Australian RETAILER



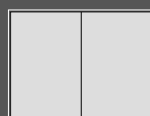
## AD RATES 2018

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			



## 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



### THIRD PAGE VERTICAL

H 250mm x W 60mm  
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