

# MEDIA KIT 2020

## *The Australian* RETAILER

### THE MAGAZINE PUBLISHING COMPANY

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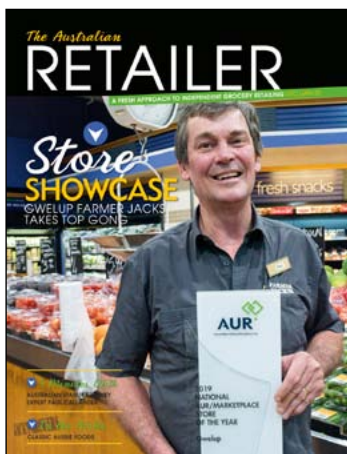


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TO VIEW  
PUBLICATIONS

# 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, 6500 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 14,840 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.*

*- Katelyn Leusenkamp,  
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 16, 2020**

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## JUNE/JULY

### METCASH EXPO 2020

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 8, 2020**

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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, 2020**

## APRIL/MAY

### 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, 2020**

### NATURALLY GOOD EXPO

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.

**DEADLINE: MAR 9, 2020**

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## AUGUST/SEPTEMBER

### FINE FOOD AUSTRALIA 2020

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.

**DEADLINE: JUL 9, 2020**

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## DECEMBER/JANUARY '21

### 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, 2020**

**RETAILER**  
FEATURES 2020

# AD RATES 2020

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

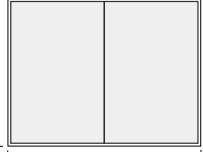
(Maximum size for inserts: 210mm wide x 275mm high)

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

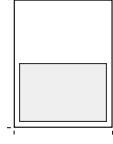
# AD DIMENSIONS



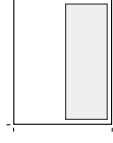
**DOUBLE PAGE SPREAD**  
**TRIM SIZE:**  
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 + add 5mm bleed  
 (Keep type & logos 10mm in from trim)

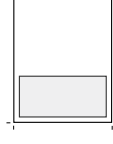
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 + add 5mm bleed  
 (Keep type & logos 10mm in from trim)

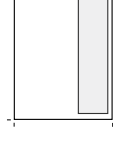
**HALF PAGE HORIZONTAL**  
 H 120mm x W 184mm  
 no bleed required

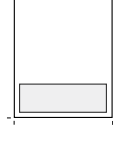
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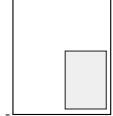
**THIRD PAGE HORIZONTAL**  
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**THIRD PAGE VERTICAL**  
 H 250mm x W 60mm  
 no bleed required

**QUARTER PAGE HORIZONTAL**  
 H 60mm x W 184mm  
 no bleed required

**QUARTER PAGE VERTICAL**  
 H 120mm x W 90mm  
 no bleed required

# DEADLINES

ISSUE	DEADLINE
FEB/MAR	JAN 16
APR/MAY	MAR 9
JUN/JUL	MAY 8
AUG/SEP	JUL 9
OCT/NOV	SEP 9
DEC/JAN 2021	NOV 9



**RETAILER**  
 RATES & SPECS 2020

