



Media kit 2024

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



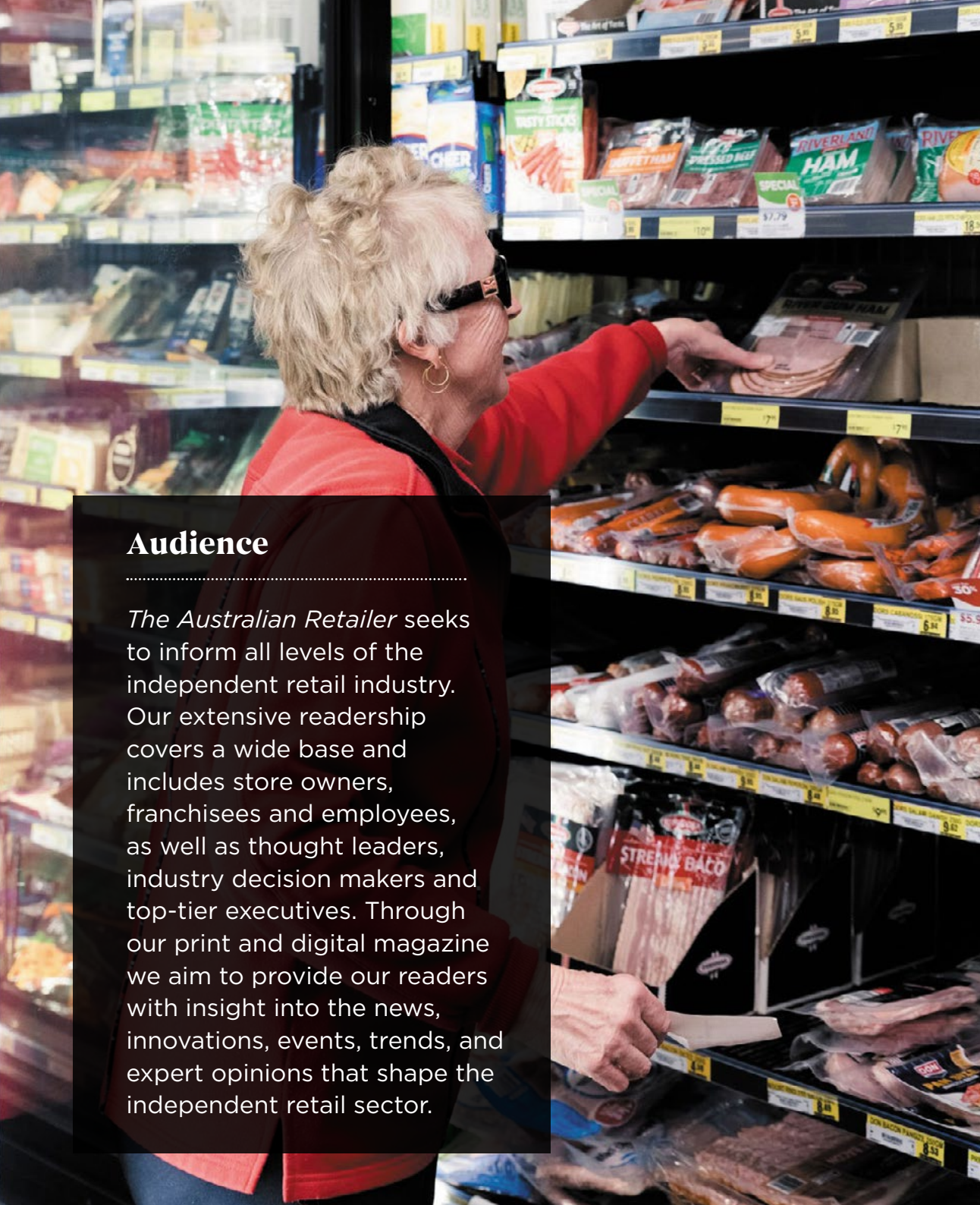
15,855
READERS

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

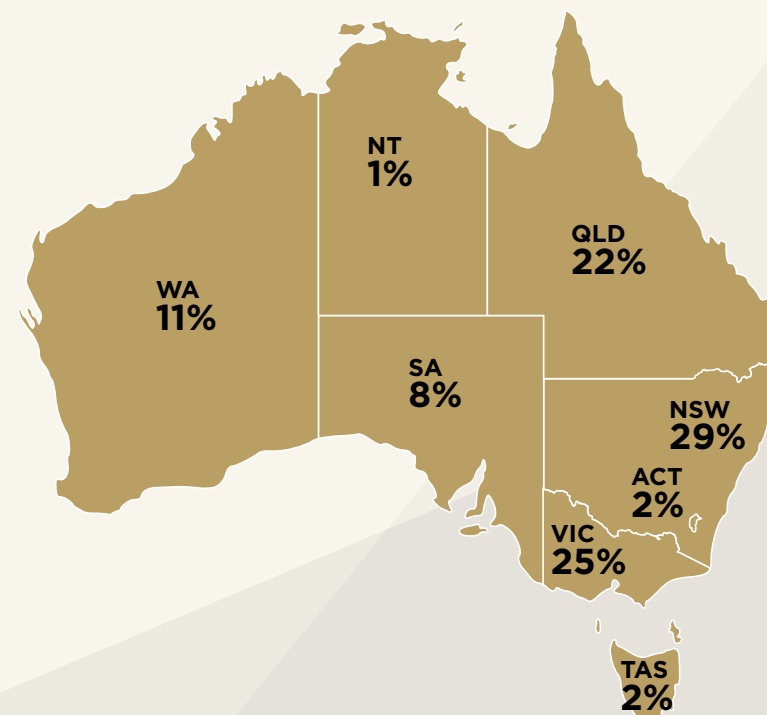
91%
OF READERS
INFLUENCE
OR **APPROVE**
PURCHASES

88%
OWNER /
MANAGER

7% SUPPLIER

5% OTHER

Location



Features 2024

FEB/MAR

DEADLINE: 12/01/2024

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.

APR/MAY

DEADLINE: 11/03/2024

SPECIAL DIETARY PRODUCTS

Whether it's allergies or lifestyle choices, this issue highlights the various products available in the popular and forever growing special dietary grocery category.

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.

JUN/JUL

DEADLINE: 10/05/2024

PLANT BASED

With consumers becoming increasingly aware of the environmental impact of where their food comes from, in addition to the health benefits of a plant-based diet, this issue will focus on this rapidly growing food category. This is your opportunity to put your products front and centre to all independent grocers across the country.

METCASH EXPO

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!

AUG/SEP

DEADLINE: 10/07/2024

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.

FINE FOOD SYDNEY

The Australian Retailer will be previewing what's on show at this year's Fine Food expo in Sydney. This is another great opportunity 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.

OCT/NOV

DEADLINE: 10/09/2024

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. In addition to healthy eating options are vitamins and supplements as well as eco-friendly products for consumers to use around their home.

DEC/JAN '25

DEADLINE: 11/11/2024

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.

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%		

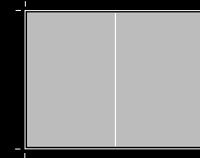
INSERTS	PRICE
Maximum size for inserts: H 275mm X W 210mm	
One page (2 sides)	\$2,095
Two page (4 sides)	\$2,745

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	12 JANUARY
APR/MAY	11 MARCH
JUN/JUL	10 MAY
AUG/SEP	10 JULY
OCT/NOV	10 SEPTEMBER
DEC 24 / JAN 25	11 NOVEMBER

Ad Dimensions



DOUBLE PAGE SPREAD

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



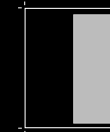
FULL PAGE

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



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

Sponsored Content

CLICK ON THE
BELOW IMAGES TO
SEE EXAMPLES

ALL PRICES ARE PER ISSUE AND 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.

Guaranteed 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. Guarantee your product a spot on this section via our guaranteed product news offering and put your business in front of all *The Australian Retailer's* readers in both our print and digital formats.

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.