

FB

FURNITURE AND BEDDING

MAGAZINE



The **only** choice for furniture, furnishing and bedding professionals

MEDIA KIT 2012

For further information please contact Ashley Cooper on +613 9890 0815 or email: ashley.cooper@elitepublishing.com.au

Circulation - 10,560

Readership - 42,240

Bi-Monthly

Readership Profile

- Furniture Retailers (Domestic)
- Commercial Furniture Retailers
- Boutique Retailers
- Interior Designers/Decorators
- Furniture Manufacturers (Domestic & Commercial)
- Architects & specifiers – (Interior fit outs)
- Project Managers
- Retail Furniture Groups
- Office Furniture Suppliers
- Consultants
- Bedding Retailers
- Bedding Manufacturers
- Office Fit Out Specialists
- All FIAA Membership Australia wide
- All FANZ membership New Zealand
- Franchises, Co-op's
- Importers
- Soft Furnishing Stores
- Buying Groups
- Department Store Key Buyers
- Austrade Offices worldwide
- Specialist Retailers & Independents
- Associations & Institutes
- Training Centres
- Wholesalers, Agents, Distributors
- Furniture Designers
- Government Depts (Federal, State & Local)



Features Schedule

JANUARY/ FEBRUARY	MARCH/ APRIL	MAY/ JUNE	JULY/ AUGUST	SEPTEMBER/ OCTOBER	NOVEMBER/ DECEMBER
Eco Manufacturing	Franchises & Buying Groups	Guide to Australian Made Book	Fabric & Leather Protection	Award Winners Souvenir Publication	Manchester
Bedroom Furniture	Wire & Springs	Software Technology	Mattress & Base Sets	Mattress Technology	Foam, Latex & Fillings
Storage Solutions	Latex, Foam & Fillings	Upholstery Fabrics	Outdoor Living	Eco Manufacturing	Leather & Leather Protection
Retail Technology	Mattress Technology	DesignEx Review	Therapeutic Beds	Software Packages	International Shows
Therapeutic Beds	AIFF Review	Furnitex Preview	Furnitex Review		AIFF Preview

Regular Features Sections

The regular feature sections are in every issue and enable you to mix your advertising schedule with the special features above and continue to be seen within an apt editorial environment.

- Suppliers to the Trade
- New Product Showcase
- Manchester, Bedding & Bed Linen
- Australian Made Products
- Overseas Shows
- Going "Green"

Guide to Australian Made Furniture & Bedding

(May/June issue)

Fully Supported by the Australian Made Campaign



Australian Furniture of the Year Awards - Souvenir Publication (Sept/Oct issue)

The Australian **Furniture of the Year Awards Souvenir Publication** will be distributed in the **September/October issue** and is a joint initiative of the FIAA and Elite Publishing. The Awards publication will go to all FB magazine's subscribers, affiliated home-maker and furniture trade magazines overseas, Austrade offices worldwide and to all attending the Awards Gala Ceremony in Perth. This coveted publication is only open to sponsors, award winners and finalists, an elite group indeed. It is your opportunity to showcase your company and also be seen supporting the "best of the best" in the industry. No other publication can offer you such prestigious, national and international coverage.



Advertising Rates & Deadlines

The prices below are for placement only and do not include production charges although we can assist you with this. All rates are exclusive of gst.

RATES PER ISSUE (according to number of insertions per annum)						
SIZES	Casual	Two issues	Three issues	Four issues	Five issues	Six issues
Double Page Spread	5230	5085	4925	4780	4635	4500
Full Page	2795	2715	2635	2555	2485	2410
Half Page	2010	1950	1890	1835	1785	1730
Third Page	1465	1425	1380	1345	1305	1270
Quarter Page	1125	1055	995	965	940	915
PREFERRED POSITIONS <small>Plus 10% loading</small>						
Front Cover	4200	4080	3960	3840	3730	3615
Back Cover	3010	2920	2830	2750	2670	2590
Inside Front/Back	2940	2845	2765	2690	2600	2530
LOOSE INSERT RATES						
1 Page \$2960	4 Page \$3840	6 Page \$4280	8 Page \$4730	16 Page \$5490	32 Page \$7190	

CLASSIFIEDS		
1/4 Page	87mm x 127mm	\$650
1/6 Page	58mm x 120mm	\$450
1/12 Page	58mm x 58mm	\$350

BOOKINGS AND ENQUIRIES:

Ashley Cooper
 ashley.cooper@elitepublishing.com.au
 Ph: 03 9890 0815 Fax: 03 9890 0087

PRODUCTION CHARGES	
Full page artwork	\$210
Half page artwork	\$140
Less than half page artwork	\$110
Full colour scans	\$70 (each)

*Additional costs may apply if images/copy not supplied to specifications

Deadlines

ISSUE	BOOKING & MATERIAL DEADLINE	RELEASE DATE
January/February	20/01/12	18/02/12
March/April	09/03/12	31/03/12
May/June	11/05/12	31/05/12
July/August	06/07/12	31/07/12
September/October	07/09/12	30/09/12
November/December	09/11/12	30/11/12

Please note: Advertising bookings taken after the first day of the month prior to the publication issue month are strictly non-cancellable

Artwork Specifications

WHAT YOU NEED TO SUPPLY

We prefer artwork to be supplied as a high-resolution PDF

- Alternatively, you can supply the original file (created in one of the formats listed below) together with all fonts and images linked to the file.

*NB. Must be created on a Mac platform

- A digital proof. We take no responsibility for final color output if a colour accurate proof is not provided. This type of proof is vital so that both the printer and our company can check for colour accuracy and obtain your required colour result.

ACCEPTABLE FILE TYPES

- PDF - high resolution (*preferred)
- InDesign CS5 or lower
- Adobe Illustrator EPS, linked .AI files
- Adobe Photoshop (TIFF, JPG, EPS)
- Quark Xpress 8 or lower
- Freehand
- We DO NOT accept files created in Coreldraw or Microsoft Publisher
- We DO NOT accept material output as film

WE ONLY ACCEPT DIGITAL, PROFESSIONAL STANDARD FILES

Advertisements should be supplied to industry standards and created by a professional graphic designer / advertising agency.

ADVERTISEMENT SIZES

SIZE OF AD		WIDTH	DEPTH
Double page spread	- with bleed*	426mm	303mm
	- trim size	420mm	297mm
	- type/image area (allow a 20mm gap in the gutter)	410mm	287mm
Full page	- with bleed*	216mm	303mm
	- trim size	210mm	297mm
	- type/image area	200mm	287mm
Half page	vertical (floating)	87mm	260mm
	- with bleed*	108mm	303mm
	horizontal (floating)	180mm	127mm
One third page	- with bleed*	216mm	148mm
	vertical (floating)	58mm	260mm
	- with bleed*	78mm	303mm
Quarter page	horizontal (floating)	180mm	79mm
	- with bleed*	216mm	100mm
	vertical (floating)	87mm	127mm
CLASSIFIED/PRODUCT & SERVICE ADS			
Sixth of a page	vertical	58mm	120mm
	horizontal	120mm	58mm
Twelvth of a page		58mm	58mm

*bleed = 3mm on all edges

>>SEE OVERLEAF FOR MORE ON AD SIZES

IMPORTANT THINGS TO REMEMBER

- Please ensure that all work supplied is 4-colour **process CMYK**. Any spot or RGB colours used in supplied artwork need to be converted to process CMYK.
- The resolution of supplied artwork needs to be **at least 300dpi**. Anything less than this is not print quality. Images taken from websites are generally not acceptable as they are low-resolution.
- Unless you are supplying a PDF or a flattened image file (TIFF, jpg, etc) we require that all **fonts are outlined** OR all fonts used are supplied to us with the artwork. Please avoid using True Type fonts (fonts that end with .TTF).
- PDFs need to be have **trim marks** on them to ensure that your ad will sit in the correct position on the page.
- If colour accuracy is important to you, a **digital proof** must be supplied with the artwork.

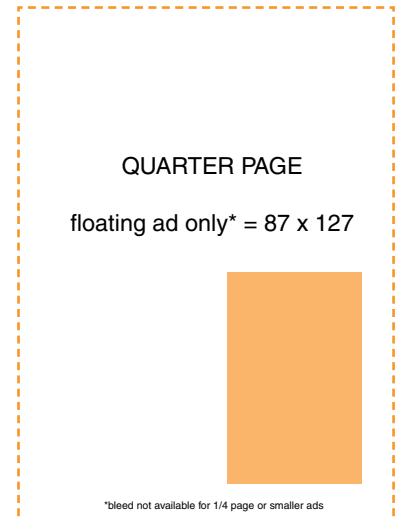
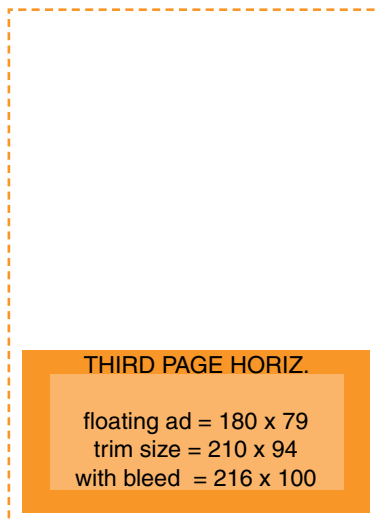
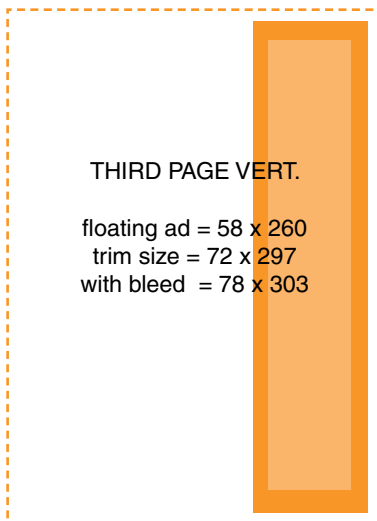
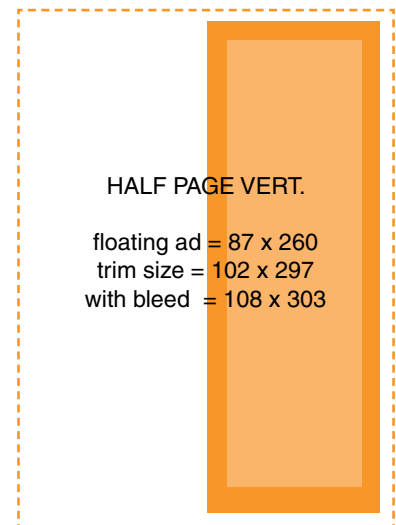
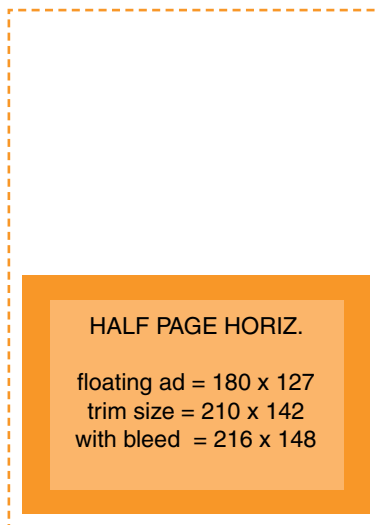
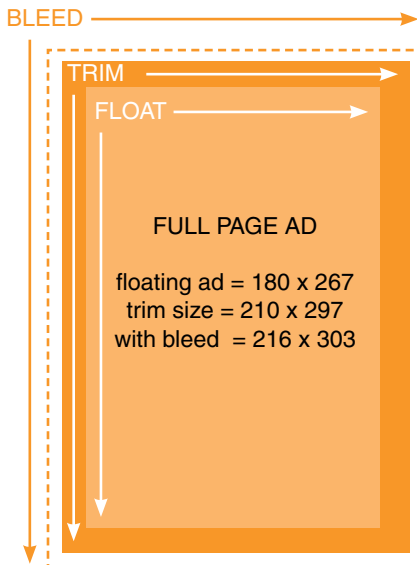
HOW TO SUPPLY ARTWORK

Please email your ad file to ashley.cooper@elitepublishing.com.au. If the file is larger than 8mb, we suggest you use an online file delivery service – we recommend **Yousendit.com**

QUESTIONS?

For further information please email: annette@elitepublishing.com.au

MAGAZINE AD SIZES



★ PLEASE NOTE:

- ALL MEASUREMENTS ARE IN MM;
- THE TYPE SAFE AREA IS (AT LEAST) 5MM INSIDE THE TRIM SIZE FOR ANY SIZE AD;
- ADS CAN EITHER BE SUPPLIED AS FLOATING (SIT INSIDE THE PAGE) OR WITH BLEED (EXTEND TO THE EDGE OF THE PAGE) UNLESS IT IS A QUARTER PAGE OR SMALLER. WE WILL HAPPILY ACCEPT EITHER, AS LONG AS IT MEETS OUR SPECIFICATIONS.

CLASSIFIEDS AND PRODUCT & SERVICES ADS

