

flooring

Australia and New Zealand

m a g a z i n e



Established 1981

The **only** trade publication servicing the flooring and floorcovering industries and trades in Australia and New Zealand

MEDIA KIT 2012

www.flooringmagazine.com.au

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

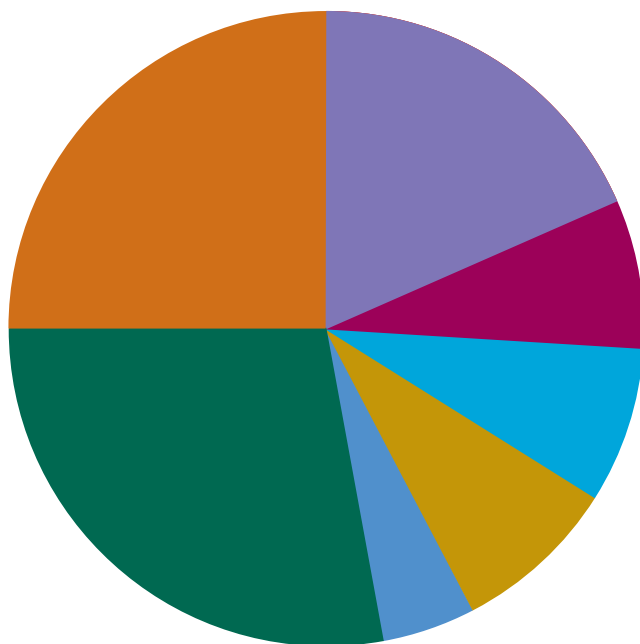
Circulation

10,648 Australasia








Readership

42,592

Bi-monthly



Distribution breakdown:

	NSW	26%		TAS	2%
	VIC	29%		N/Z-O/S	9%
	QLD	18%			
	SA	7%			
	WA	9%			

Readership profile

- Flooring Centres
- Floorcovering Retailers (domestic and commercial)
- Architects/Specifiers (Interior Products)
- Interior Designers/Decorators
- Boutique Retailers
- Buying Groups
- Commercial Contractors
- Building Owners & Managers
- Property Managers/Developers
- Facility Managers
- Purchasing Officers
- Tradespeople
- Flooring Installers
- Carpet Layers
- Sanders & Finishers
- Restorers
- Floorcare & Cleaning Professionals
- Tilers
- Wholesalers
- Distributors
- Manufacturers
- Importers
- Federal, State, Local Government, Public Works Departments
- Retail Centre Management
- Franchises/Co-Ops etc
- Suppliers
- Portable Tools & Machinery Centres
- Consultants
- Key Personnel in the Hospitality, Healthcare, Industrial, Residential & Corporate sectors
- Associations, Training Institutes

Features Schedule

FEBRUARY/ MARCH	APRIL/MAY	JUNE/JULY	AUGUST/ SEPTEMBER	OCTOBER/ NOVEMBER	DECEMBER/ JANUARY
Carpet & Rugs (Broadloom & Modular)	Transport, Warehousing & Logistics	Eco & Environmentally Friendly Floors	Bamboo Flooring	Australian Made	Eco & Environmentally Friendly Floors
Bamboo Flooring	Timber & Parquetry	Carpet & Rugs (Broadloom & Modular)	Resilient Flooring	Carpet & Rugs (Broadloom & Modular)	Timber & Parquetry
Eco & Environmentally Friendly Floors	Cork Flooring	Underlays	Stone & Ceramics	Software Packages	Resilient Flooring
Entrance Systems	Resilient Flooring	Buying Groups & Franchises	Entrance Systems	Floating Floors	Cork Flooring
Floating Floors	Aged & Healthcare Surfaces	Luxury Vinyl Tiles (LVT)	Display & Storage Systems	Transport, Warehousing & Logistics	Laminate Flooring
Alternative Surfaces (Concrete, Epoxy etc)	Software Packages	Laminate Flooring	Sports Flooring	Luxury Vinyl Tiles (LVT)	Aged & Healthcare Surfaces
Display & Storage Systems	Floor Laying Accessories	Alternative Surfaces (Concrete, Epoxy etc)	Timber & Parquetry	Alternative Surfaces (Concrete, Epoxy etc)	2013 Year Planner

REGULAR FEATURE SECTIONS

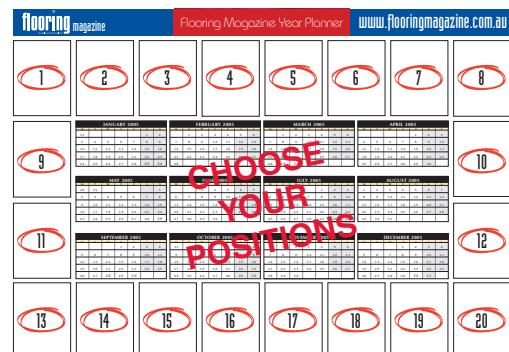
Appearing in every edition throughout the year the regular feature sections enable you to mix your advertising schedule with the special features listed above and continue to be seen within an apt editorial environment.

- Eco Friendly Products
- Coatings, Adhesives & Abrasives
- Sub-Floor Preparation Products
- Installation & Care Products
- Business Profiles

Flooring Magazine Year Planner

Be seen by over 42,000 buyers, specifiers and tradespeople throughout Australia and New Zealand every day, of every week for the entire year.

Distributed free in the December/January issue



RATES

Single Unit: \$850

Top row \$1000/Corners \$1200

Multiple Units: less 10%

(All rates are plus GST)

*Size of unit = 95 x 125 mm

Advertising Rates & Deadlines

The prices below are per issue. They do not include production of advertising material. We can provide this facility at competitive rates (see 'production charges' at the bottom of this page).

* NOTE: All rates are plus 10% GST if applicable

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	5700	5520	5355	5195	4985	4840					
Full Page	2945	2825	2740	2660	2580	2500					
Half Page	2145	2080	2020	1960	1900	1845					
Third Page	1490	1445	1400	1360	1325	1285					
Quarter Page	1135	1100	1065	1035	1010	975					
PREFERRED POSITIONS Plus 10% loading											
COVERS											
Front Cover	4490	4355	4225	4100	3980	3860					
Back Cover	3320	3220	3120	3025	2935	2845					
Inside Front/Back	3135	3040	2950	2860	2780	2695					
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

YEAR PLANNER	
Single Unit	\$850
Top Row	\$1000
Corners	\$1200

* MULTIPLE UNITS: LESS 10%

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

BOOKINGS AND ENQUIRIES:

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

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

Deadlines

ISSUE	BOOKING & MATERIAL DEADLINE	RELEASE DATE
February/March	10/02/2012	28/02/2012
April/May	06/04/2012	30/04/2012
June/July	08/06/2012	30/06/2012
August/September	10/08/2012	31/08/2012
October/November	12/10/2012	31/10/2012
December/January	30/11/2012	17/12/2012

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
	Quarter page	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.

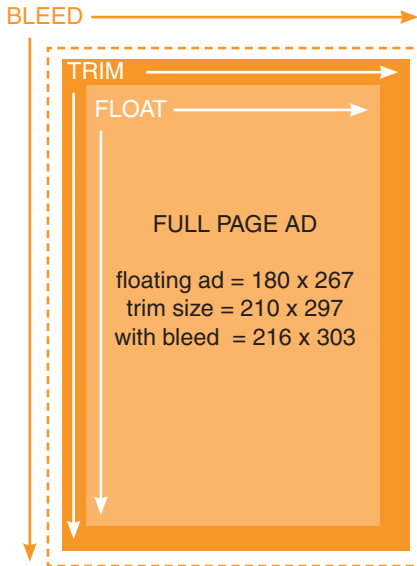
HOW TO SUPPLY ARTWORK

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?

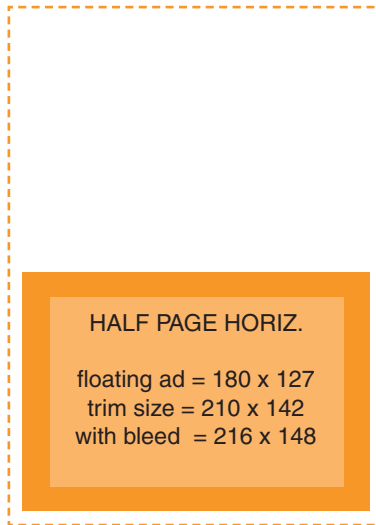
For further information please email: annette@elitepublishing.com.au

MAGAZINE AD SIZES



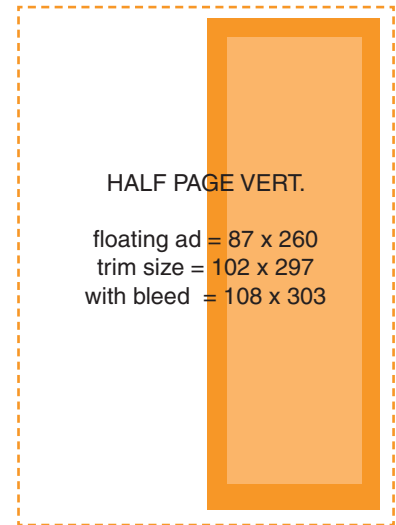
FULL PAGE AD

floating ad = 180 x 267
 trim size = 210 x 297
 with bleed = 216 x 303



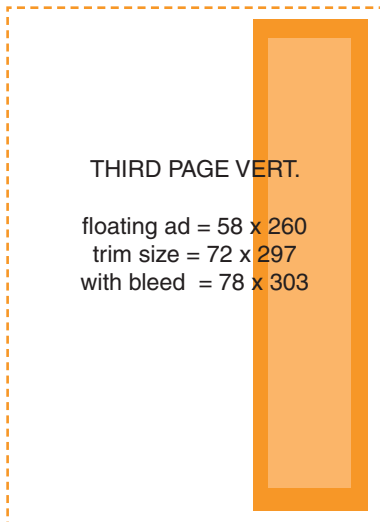
HALF PAGE HORIZ.

floating ad = 180 x 127
 trim size = 210 x 142
 with bleed = 216 x 148



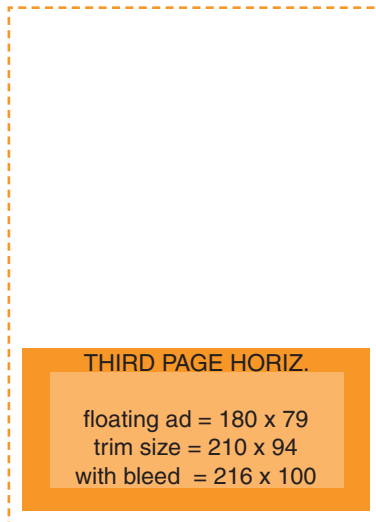
HALF PAGE VERT.

floating ad = 87 x 260
 trim size = 102 x 297
 with bleed = 108 x 303



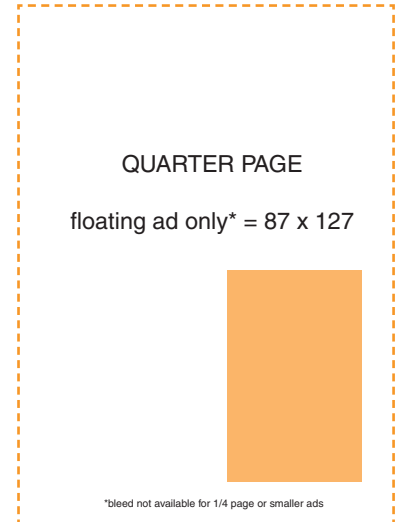
THIRD PAGE VERT.

floating ad = 58 x 260
 trim size = 72 x 297
 with bleed = 78 x 303



THIRD PAGE HORIZ.

floating ad = 180 x 79
 trim size = 210 x 94
 with bleed = 216 x 100



QUARTER PAGE

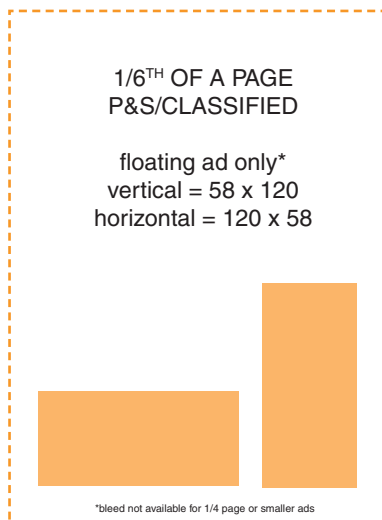
floating ad only* = 87 x 127

*bleed not available for 1/4 page or smaller ads

★ 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.

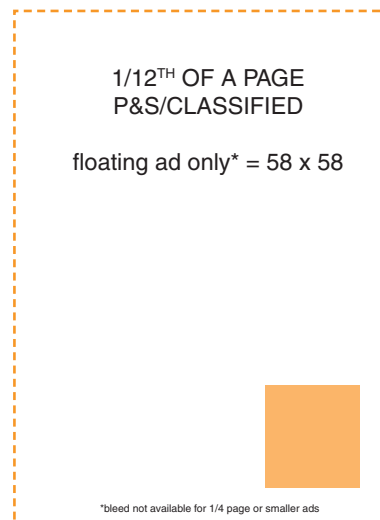
CLASSIFIEDS AND PRODUCT & SERVICES ADS



1/6TH OF A PAGE P&S/CLASSIFIED

floating ad only*
 vertical = 58 x 120
 horizontal = 120 x 58

*bleed not available for 1/4 page or smaller ads



1/12TH OF A PAGE P&S/CLASSIFIED

floating ad only* = 58 x 58

*bleed not available for 1/4 page or smaller ads