

Inside RETAILING

MAGAZINE

**INDEPENDENT
INFORMATIVE
INFLUENTIAL
TRUSTED
ENTERTAINING**



If you supply products or services to any sector of the retail industry you need to advertise in Inside Retailing Magazine!

Inside Retailing Magazine is...

- the only magazine in the Australian retail industry which goes directly to the CEOs and senior executives of the top 1000 retailers nationally and up to 9000 retailers, managers and staff across the whole industry
- widely trusted as a leading source of specialist information
- a truly independent publication
- always entertaining with its range and illustration of stories
- clearly influential in presenting opinions on important issues

Direct to the people who sign the cheques

Inside Retailing Magazine goes directly to the people who sign the cheques in Australia's \$160 billion dollar retail industry, for staff recruitment and training, fitouts, property management, furniture, cash registers, accounting systems, payroll systems, ordering and logistics systems, security systems, labelling systems, point of sale systems, finance, leasing, legal services, education, training, banking, travel, advertising and marketing services, telecommunications...

...and any other product or service supporting the Australian retail industry.



Get your products and services out there

National subscriber-based distribution

Articles archived online

Full colour, glossy, bimonthly

Circulation 6232 (CAB Audit as of August, 2008)

40 pages minimum

Broad and specific appeal

Inside Retailing Magazine reaches all sectors of the retail industry with a unique perspective and insight into the information and emotions driving the industry. Decision makers find the range and depth of *Inside Retailing Magazine* much more valuable than narrow, category-based publications.

- unique perspective and insight into what drives the retail industry
- showcases new technologies and trends in context
- commentaries and contributions by industry experts
- covers all retail sectors and retailers of all sizes
- practical advice on how to increase sales

About the publisher

Octomedia is one of the fastest growing and most authoritative specialist retail industry publishers in Australia and South-East Asia.

Octomedia also publishes *Inside Retailing Weekly* – the 'bible' of the Australian Retail Industry for 35 years – and *Inside Retailing Directory*, the annual listing of Australian retailers nationally.



2009 Features List for Inside Retailing Magazine:

The following features will run as special focuses during 2009.

June/July

Point of purchase technology:

** How new broadband-based technologies are set to change the way retailers undertake eft-pos, point of sale transactions.*

** How to negotiate the best deal on eft-pos processing hardware and services. Comment will be sought from selected banks, Choice and perhaps an independent retail advisor.*

** Breakout box: Managing online transactions for multi-channel retailers or online-only retailers. How do you integrate the systems? How can online retailers establish an automated point of purchase system on their store-fronts/checkouts?*

+ *Potential advertisers: Eft-pos technology manufacturers and suppliers, IT consultants (implementing systems and connecting them to software suites for retailers), banks, transaction houses; online payment gateways.*

Shop security:

** How Australia's smartest retailers are using technology to clamp down on shoplifting and general shrinkage.*

** What to do when the alarm goes off? What rights to retailers have in approaching/searching customers when they trigger an exit alarm? How to help customers who walk into a store and trigger an alarm because the last shop failed to deactivate a tag? How bigger problem is this?*

+ *Potential advertisers: Security consultants, security technology suppliers.*

MAILED OUT: Friday, June 12

ADVERTISEMENT ARTWORK DUE: Monday, June 8

ADVERTISEMENT BOOKINGS DUE: Monday, May 25

EDITORIAL DUE: Monday, May 25

August/September

Retail Expo Preview:

What's new at this year's Retail Expo. This year's event is substantially enhanced from previous years with exciting new interactive features for visitors and a broader range of exhibitors, all focused on the retail industry.

We'll preview:

** Store of the future*

** List the five biggest exhibitors*

** Provide an overview of the summit*

Westfield World Retail Study Tour 2009:

** A minimum 24 pages of the latest global retail trends and innovation witnessed on the annual Westfield Retail Study Tour. Key trends, top stores, and how the best of US and UK retailers are adjusting to meet the challenging economic conditions. Features reporting from San Francisco, New York, London, Berlin and Tokyo.*

Plus:

** Inside Westfield London.*

** The service culture of Japanese department stores.*

MAILED OUT: Friday, July 17

ADVERTISEMENT ARTWORK DUE: Monday, July 6

ADVERTISEMENT BOOKINGS DUE: Monday, June 29

EDITORIAL DUE: Monday, June 29

October/November

50 influential people in retailing

The who's who of the retail industry

Airport retailing

Innovation, success stories and more

MAILED OUT: Friday, October 9

TO PRINT: Friday, October 2

ADVERTISEMENT ARTWORK DUE: Monday, September 28

ADVERTISEMENT BOOKINGS DUE: Monday, September 21

EDITORIAL DUE: Monday, September 21

Please note: This list is not finite - many other features will be scheduled issue by issue.

December/January

Retail Property Development report

A comprehensive listing of major retail projects underway or imminent

Top 50 franchises

Australia's most successful franchises

MAILED OUT: Friday, December 4

TO PRINT: Friday, November 27

ADVERTISEMENT ARTWORK DUE: Monday, November 23

ADVERTISEMENT BOOKINGS DUE: Monday, November 16

EDITORIAL DUE: Monday, November 16

2009 Advertising Rates

(Excludes GST) Effective December 1 2008.



Terms and conditions

Rates are subject to change.

These advertising rates do not include ad creation/alteration costs, if not supplied in ready to print format, or GST.

Booking and placement of advertising does not confer or imply any rights to editorial coverage.

It is the advertiser's responsibility to supply correct artwork by the deadline provided.

Artwork must meet the material specifications detailed on the following page.

CANCELLATION POLICY: Cancellation of advertising content by the customer of any advertising after the booking deadline will incur a cancellation fee of 100% of the charges that would be payable had the advertising been published.

Placement	Price
Special positions	
Page 2&3 double page spread Vertical	\$5400
Inside front cover – full page Vertical	\$3895
Outside back cover – full page Vertical	\$3565
'From the Editor' page – quarter page ad Horizontal	\$1695
Run of magazine rates	
Double page spread run of magazine	\$4950
Full page Vertical	\$2695
Half page Horizontal	\$1815
Quarter page Horizontal	\$1155
Quarter page Vertical	\$1155
Inserts	\$2365

Inserts may be of up to four pages, supplied pre-printed and folded. A4 inserts must be trimmed to 205mm x 297mm to fit.

Editorial inquiries: For editorial deadlines or if you have a story idea/ source suggestion, please contact Group Editor Robert Stockdill (robert@octomedia.com.au).

Advertising inquiries: To register your interest in advertising in conjunction with particular scheduled features, please contact Roowena Crurth or Mike Dimond.

Roowena: (02) 9901 1814, roowena@octomedia.com.au

Mike: (02) 9901 1850, mike@octomedia.com.au

For examples of Inside Retailing Magazine features, please visit www.insideretailing.com.au where past feature articles are archived.

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www.insideretailing.com.au

Material Specifications

Artwork must be supplied as high resolution, press quality PDF files with crop marks
Images contained within artwork must be high quality, high resolution (300 dpi at full size).
All colours within the file must be CMYK (no spot colours).

Supplying Artwork

Send your ad artwork in any of the following ways:

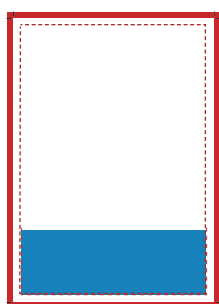
Email to: ads@octomedia.com.au

Mail CD to: Octomedia Pty Ltd, Level 1, 174 Willoughby Road, Crows Nest NSW 2065

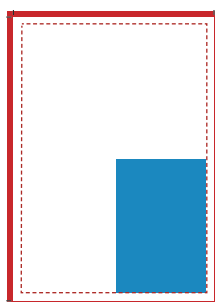
FTP to: Upload your files to us via FTP. Please email robert@octomedia.com.au for FTP details.

Please **DO NOT** name your file "Inside Retailing" or similar. Name it after your company name or the subject of the ad.

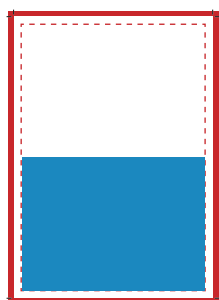
Ad size samples



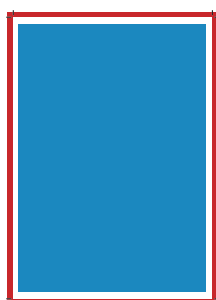
1/4 page horizontal
194 mm (w) x 68 mm (h)
NO BLEED
and 8 mm margins
for no text area



1/4 page vertical
91 mm (w) x 133 mm (h)
NO BLEED
and 8 mm margins
for no text area



1/2 page
210 mm (w) x 149 mm (h)
6 mm bleed
and 8 mm margins
for no text area



Full page
210 mm (w) x 297 mm (h)
6 mm bleed
and 8 mm margins
for no text area



Double page spread
2 full pages in 2 separate PDFs
each 210 mm (w) x 297 mm (h)
6 mm bleed
and 8 mm margins
for no text area

Feedback

“Just wanted to drop you a quick email to say how excellent your article on shop front windows was in *Inside Retailing Magazine*.

“Simple and not-too-large articles such as yours are a great reminder to us retailers, and easy to digest during a hectic schedule.”

Simon Richards, Clayton Newsagency, Victoria, Australian Retail Newsagency of the Year 1998 & 2000.

“I thoroughly enjoyed reading the ‘Five New Retail Rules’ in *Inside Retailing Magazine*, it is an article no retailer should miss reading. I am planning to distribute it to all of the retailers in my mall.”

Samantha Martin, Marketing Manager, Campbelltown Mall, NSW.

“Just wanted to say a huge thank you for your article on play panels to keep toddlers occupied while mum’s shopping for clothes.

“We have sold three panels to your readers — we are very happy.”

Michelle Barraclough, Director, Child Friendly Solutions Pty Ltd, supplier of play products for retail stores, banks, medical centres, children’s hospitals, and law firms.

“Congratulations on the last edition of *Inside Retailing Magazine*. I thought it was excellent — chock full of articles which would have been of general and practical interest to retailers.”

Milton Cockburn, Executive Director, Shopping Centre Council of Australia.

Circulation profile

Total circulation up to 6232 (CAB Audit as at August 2008).
1000 corporate, chain store and franchise subscribers at head office level, including Autobarn, Bright Eyes Sunglasses, Bunnings, Chain Reaction, Coles Myer, Darrell Lea, Dick Smith, Dymocks, Freedom Furniture, Harvey Norman, Jones Lang Lasalle, Lend Lease, New Price Retail, Prouds, Radio Rentals, Starbucks, Toys ‘R’ Us, Virgin and Woolworths.
4000 retailers of all sizes.
1000 executives and managers, including general managers, franchisees, store managers, merchandising managers, graduate trainees and human resources managers.
Additional copies are distributed at trade shows and retail promotional events.



THE LEADING RETAILING INFORMATION SOURCE.