

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 approx 6232

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.



2010 Material Deadlines & Features List for Inside Retailing Magazine:

June/July 2010

ADVERTISEMENT ARTWORK DUE: Tuesday, June 8
ADVERTISEMENT BOOKINGS DUE: Tuesday, June 8
EDITORIAL DUE: Tuesday, June 8
PUBLISHED: Friday, June 18

*** *Westfield World Retail Study Tour***

Our annual Westfield World Retail Study Tour edition. Robert Stockdill presents a series of features on retail trends in the US, Europe and Japan, profiles successful retailers and stand-out concepts and reports on presentations from leading retailers and retail experts presenting to the Westfield-organised retail study tour.

*** *World Retail Congress: A review***

*** *Store design and visual merchandising***

*** *Franchising profile opportunity***

*** *Visual Merchandising column***

August/September 2010

Retail Expo preview

ADVERTISEMENT ARTWORK DUE: Tuesday, August 17
ADVERTISEMENT BOOKINGS DUE: Tuesday, August 17
EDITORIAL DUE: Tuesday, August 17
PUBLISHED: Friday, August 27

*** *Shopfitting***

*** *Retail Expo Preview***

*** *Franchising profile opportunity***

*** *Technology: tba***

*** *Visual Merchandising column***

2010 Material Deadlines & Features List for Inside Retailing Magazine continued:

October/November 2010

ADVERTISEMENT ARTWORK DUE: Tuesday, October 5
ADVERTISEMENT BOOKINGS DUE: Tuesday, October 5
EDITORIAL DUE: Tuesday, October 5
PUBLISHED: Friday, October 15

- * *Retailing's most powerful people*
- * *Franchising profile opportunity*
- * *Technology: tba*
- * *Visual Merchandising column*

December/January 2011

ADVERTISEMENT ARTWORK DUE: Wednesday, December 1
ADVERTISEMENT BOOKINGS DUE: Wednesday, December 1
EDITORIAL DUE: Wednesday, December 1
PUBLISHED: Friday, December 10

- * *Annual shopping centre development preview*
- * *Top 50 Franchisees*
- * *Visual Merchandising column*

Placement	Price		
	1 issue	3 issues p/m	6 issues p/m
Special positions			
Front cover Full page - Vertical	Cover packages available - Contact your account manager for further details.		
Page 2&3 Double page spread - Vertical	\$6,479	\$5,839	\$5,519
Inside front cover Full page - Vertical	\$4,679	\$4,219	\$3,969
Outside back cover Full page - Vertical	\$4,279	\$3,849	\$3,719
'From the Editor' page - Quarter page - Horizontal	\$2,039	\$1,839	\$1,739
Run of magazine rates			
Double page spread run of magazine	\$5,949	\$5,349	\$5,049
Full page - Vertical	\$3,239	\$2,919	\$2,759
Half page - Horizontal	\$2,179	\$1,969	\$1,859
Quarter page - Horizontal	\$1,389	\$1,249	\$1,189
Quarter page - Vertical	\$1,389	\$1,249	\$1,189
Inserts	\$2,839	\$2,559	\$2,419
*Ad Placement: 1st half magazine placement guarantee = + 15% loading 1st quarter magazine placement guarantee = + 35% loading *Subject to availability			

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

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.

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 Brendan Elias, or Mike Dimond (details below).

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

Advertising Sales Manager Brendan Elias

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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:

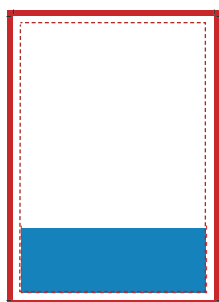
Email to: ads@octomedia.com.au

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

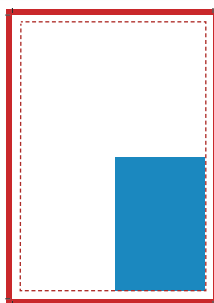
FTP to: Upload your files to us via FTP. Please email robert@octomedia.com.au for FTP details.

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

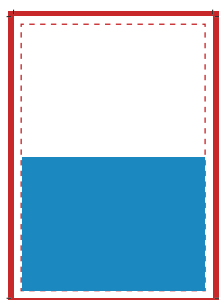
Ad size samples



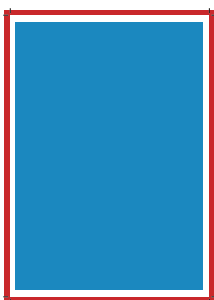
1/4 page horizontal
194 mm (w) x 68 mm (h)
NO BLEED
and 8 mm margins
for no text area



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.



www.insideretailing.com.au

THE LEADING RETAILING INFORMATION SOURCE.