

# AWISA

THE  
MAGAZINE

e  
NEWS

2018 media kit

## The magazine

The AWISA magazine is published by AWISA Ltd to provide the woodworking industry with a source of information about all matters affecting the industry and to give AWISA members the opportunity to promote their products. The magazine is distributed to the cabinet, kitchen, joinery, furniture, fit-out and other timber and panel product industries.

Four issues are published annually. The magazine is A4 in size and four colour throughout. Only AWISA members can advertise in the magazine. Membership enquiries are welcome.

## editorial

AWISA's policy is to produce quality editorial about business and technical issues that affect the woodworking industry, plus information about members' products.

Advertisers are guaranteed editorial. The minimum amount of editorial space provided is equivalent to the size of paid advertising space. AWISA reserves the right to vet and edit submitted material. Editorial artwork is emailed to members for overview to check for errors but the final selection and size of images in the layout and the design of the layout is AWISA's decision.

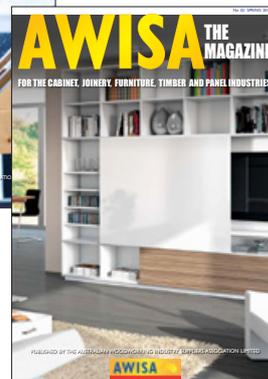
AWISA can assist members who require help in writing editorial. AWISA welcomes editorial submissions from end user trade associations and educational institutions, and also welcomes story ideas from members.

## AWISA 2018 exhibitor advertorial modules

In addition to traditional paid advertising space, AWISA 2018 exhibitors are allocated one-fifth page advertorial modules in the Winter edition. Each exhibitor will be allocated one module free-of-charge for every 96m<sup>2</sup> of exhibition space booked, or part thereof. Modules measure 86mm deep x 106mm wide or 131.5mm deep x 70mm wide.

A member needs only supply around 80 words about a product, a quality photograph or their logo. The story will be written by AWISA for the member and each advertorial will have company name, stand number, and one phone number at the end of the story. Artwork will be emailed for approval.

See the AWISA 2018 Exhibitor Manual for more details.



## distribution

The magazine is distributed to a mailing list made up as follows:

- Companies who registered to visit the last 3 AWISA exhibitions
- Members of end-user trade associations that release their lists to AWISA or whose lists are on the public record
- Members' client lists. Some major AWISA members have provided their client lists to assist AWISA make a strong mailing list. Submissions of names are welcome from any member
- End-users who have asked to be added to the mailing list.

Distribution exceeds 13,000 copies.

## advertising enquiries

E: [info@awisa.com](mailto:info@awisa.com)

M: 0412 361 580



[www.awisa.com](http://www.awisa.com)

# AWISA

## THE MAGAZINE

2018 media kit

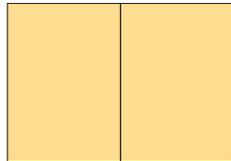
### FULL PAGE

Trim size 297mm deep 210mm wide  
Bleed size 307mm deep 220mm wide  
Type area 267mm deep 180mm wide



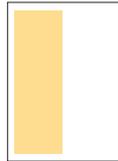
### DOUBLE PAGE SPREAD

Bleed size 306mm deep 430mm wide  
Trim size 297mm deep 420mm wide  
Type area 267mm deep 390mm wide  
(type area note: allow an additional 10mm in centre for spine)



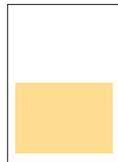
### HALF PAGE VERTICAL

267mm deep 88mm wide  
No bleed



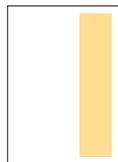
### HALF PAGE HORIZONTAL

131.5mm deep 180mm wide  
No bleed



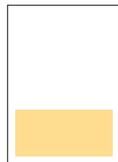
### THIRD PAGE VERTICAL

267mm deep 58mm wide  
No bleed



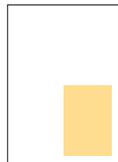
### THIRD PAGE HORIZONTAL

86mm deep 180mm wide  
No bleed



### QUARTER PAGE

131.5mm deep 88mm wide  
No bleed



### TWELFTH PAGE COMPACT

41mm deep 88mm wide  
No bleed



AWISA The Magazine uses CTP technology in production of this magazine.

**COMPLETE material must be supplied as a press resolution pdf with TRIM marks and BLEED ONLY.**

Note: It is essential to send a colour proof. No responsibility will be accepted for variations in colour printing.

### DIGITAL SPECIFICATIONS:

- All images **MUST** be 300 dpi at 100%
- Images and graphics used in the document should be saved as Greyscale or CMYK. Please check all files carefully as RGB and SPOT colours will not print accurately.

Note: We do not accept Powerpoint, Word, Excel, QuarkXpress and Publisher files as artwork.

Please take care when setting up your files to ensure that no overprints have been unintentionally used. We will not take responsibility for files set up with an overprint, which can cause a file to print incorrectly.

### ADVERTISING MATERIAL SPECIFICATIONS:

Where material is supplied to AWISA Magazine to create an advertisement on your behalf, the following applies:

Files are accepted only in the following formats:

TIF, JPG, EPS and PDF. Images are to be 300dpi at 100%.

Film is not accepted. Email files must not exceed 10MB and please check that they are to our specifications before sending.

### AWISA JOB OPTIONS

AWISA JobOptions is available at [www.awisa.com/magazine](http://www.awisa.com/magazine) to enable advertisers to create PDFs to AWISA's specifications.

AWISA.joboptions is a custom pdf preset. Users can add it to the Distiller applications installed on their own computers by:

Pasting the file into the Settings folder:

(Windows XP) Documents and Settings/[username]/Application Data/Adobe/Adobe PDF/Settings

(Vista/Windows 7) Users/[username]/AppData/Roaming/Adobe/Adobe PDF/Settings

(Mac OS) User/[username]/Library/Application Support/Adobe/Adobe PDF/Settings

Or, to add the AWISA.joboptions custom PDF settings file to the menu, do one of the following:

Drag the AWISA.joboptions file onto the Distiller window.

In Acrobat Distiller, choose Settings > Add Adobe PDF Settings, browse to the copied AWISA.joboptions file, select it, and click Open.

The preset will then appear in the Settings menu when exporting a PDF.

### PHOTOGRAPH SPECIFICATIONS:

If you are submitting photos to be used with editorial or for advertising material, images are to be 300dpi at 100%.

Files are accepted only in the following formats: TIF, JPG, EPS and PDF. AWISA Magazine accepts USB drives only. CDs, DVDs and film are not accepted.

Email files must not exceed 10MB and please check that they are to our specifications before sending.

# AWISA

## THE MAGAZINE

### 2018 media kit

#### 2018 ADVERTISING RATES

All prices GST exclusive

Double page spread - pages 2 and 3	\$7100
Double page spread - run of magazine	\$6700
Full page - run of magazine	\$3450
Full page - opposite editorial page	\$3900
Full page - back cover	\$3900
Half page	\$2350
One-third page	\$1950
One-quarter page	\$1390
One-twelfth page compact ad	\$500

#### ARTWORK COSTS

Half page or bigger	\$375
Less than half page	\$275

These artwork costs apply only if the member provides copy and photographs.

#### MULTIPLE ISSUE BOOKINGS

Rates less 10% for members committing to four consecutive issues.

#### INSERTS

Prices on application.

#### ADVERTISING AGENCY COMMISSIONS

AWISA does not pay commissions to advertising agencies.

#### BUSINESS TERMS

Invoices will be issued prior to mailing date.  
Payment due within 14 days of receipt.

#### DEADLINES 2018

##### AUTUMN EDITION

Bookings 9 February  
Material 16 February  
Mailing date 26 March

##### WINTER/SHOW EDITION

Bookings 20 April  
Material 27 April  
Mailing date 4 June

##### SPRING EDITION

Bookings 20 July  
Material 27 July  
Mailing date 3 September

##### SUMMER EDITION

Bookings 12 October  
Material 20 October  
Mailing date 26 November

AWISA will not accept cancellations unless the cancellation is received in writing 14 days prior to the advertising booking deadline. Advertising cancelled after this time will be charged for.

AWISA reserves the right to repeat a previously run advertisement if artwork is not supplied by the material deadline.

#### enquiries

E: [info@awisa.com](mailto:info@awisa.com)

M: 0412 361 580

#### TERMS AND CONDITIONS FOR MAGAZINE and eNEWS

Advertiser's responsibility: The Australian Woodworking Industry Suppliers Association Limited (AWISA), ABN 44 134 548 253, makes every effort to ensure optimal reproduction of advertiser's artwork. It is the advertiser's responsibility to ensure that files conform to the specifications in this media kit. Any non-complying files will be returned to the advertiser. AWISA may advise the advertiser to make adjustments if AWISA suspects the file will not print well. However AWISA will not be liable to reimburse any perceived loss from lack of clarity.

The advertiser acknowledges that they are the owner of, or legally authorised to use the information supplied to AWISA including trade marks, trade names, designs, photographs and illustrations. AWISA will not be held responsible for incorrect information supplied. If AWISA makes any errors during the production process, the advertiser will be compensated by discounted fees on further advertising. AWISA's liability is limited to the cost of the advertisement. AWISA relies on advertisers to make sure material provided to AWISA complies with Australian laws. AWISA accepts no responsibility for breaches of Australian law by advertisers.

Content: AWISA reserves the right to reject any material it believes contravenes any law, is offensive or indecent, or that may not be in the best interests of relationships between suppliers to the industry. With the exception of pre-booked preferential positions, AWISA retains the right to determine the presentation, format, placement, order and position of material supplied.

Distribution: AWISA will not guarantee the availability of the magazine at a particular destination, by a certain date, or on a continuous basis. The distribution list is not available to advertisers.

Privacy: The collection of personal details may be required for the purpose of communicating with advertisers. This information will be stored securely and will not be released to any other party.

Indemnity: The advertiser agrees to hold harmless and indemnify AWISA from all damages, costs and expenses of any nature whatsoever, for which AWISA may become liable by reason of its publication of the advertiser's advertisements or editorials.

# AWISA

*e*  
**NEWS**

2018 media kit

AWISA publishes 10 monthly eNewsletters from February through to November.

The eNews is published to provide an additional form of publicity to those members that commit to a minimum of half page advertisements in four consecutive issues of AWISA - The Magazine. Space is provided free-of-charge.

Qualifying members are asked to supply the following:

#### **IMAGE**

Preferably a JPG or PNG file, 115 pixels deep x 200 pixels wide. If not supplied to this specification the image should be landscape in shape and in any of the common file formats. AWISA will crop if necessary.

#### **COPY**

40-50 words with a very short headline. Preferably in Word. AWISA will edit if necessary.

#### **LINK**

A link for readers to click on for more information.

AWISA eNews normally contains a lead item and a maximum of 15 other items. Space is offered on a first-come first-served basis.

#### **DEADLINES**

The deadline for supply of content is at 5.00pm on the following Fridays.

February 9

March 9

April 13

May 11

June 8

July 20

August 17

September 14

October 19

November 16

The eNews is emailed late morning the following Thursday or Friday.

AWISA reserves the right to change the publication dates of AWISA magazine and eNews.

#### **enquiries**

E: [info@awisa.com](mailto:info@awisa.com)

M: 0412 361 580