

AWISA THE MAGAZINE

FOR THE CABINET, JOINERY, FURNITURE, TIMBER AND PANEL INDUSTRIES

2012 MEDIA KIT

The AWISA magazine is now a welcomed and permanent part of the woodworking industry. It 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 who book full pages are guaranteed editorial. For every full page of advertising placed, a half page of editorial will be provided. AWISA reserves the right to vet submitted material.

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.

DISTRIBUTION

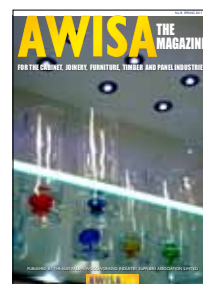
The magazine is distributed to a mailing list made up as follows:

Companies who registered to visit AWISA 2006 and AWISA 2008.

Members of end-user trade associations who 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.

Distribution exceeds 14,000 copies and this is expected to greatly increase when AWISA 2012 visitors are added to the distribution list.



ADVERTISING ENQUIRIES:

E: info@awisa.com M: 0412 361 580

www.awisa.com

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RATE CARD

2012 ADVERTISING RATES

All prices GST exclusive

Full page (other than cover)	\$3350
Double page spread	\$6500
Half page	\$2300
One-third page	\$1900
One-quarter page	\$1350
Inside front cover	\$3800
Inside back cover	\$3500
Outside back cover	\$3800

ARTWORK COSTS

Half page or bigger	\$300
Less than half page	\$200

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

MULTIPLE ISSUE BOOKINGS

Rates less 10% for members committing to all 4 issues in 2012.

INSERTS

Prices on application.

ADVERTISING AGENCY

COMMISSIONS

AWISA does not pay commissions to advertising agencies.

BUSINESS TERMS

Invoices will be issued 4 weeks prior to mailing date. Payment due within 14 days of receipt.

DEADLINES 2012

AUTUMN EDITION

Ad bookings and editorial 17 February

Material 24 February

Mailing date 26 March

WINTER EDITION

Ad bookings and editorial 27 April

Material 4 May

Mailing date 4 June

SPRING EDITION

Ad bookings and editorial 27 July

Material 3 August

Mailing date 3 September

SUMMER EDITION

Ad bookings and editorial 19 October

Material 26 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.

TERMS AND CONDITIONS

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.

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DIGITAL Mechanical Specifications

FULL PAGE

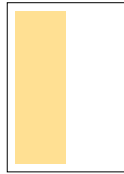
Trim size 297mm deep 210mm wide
Bleed size 307mm deep 220mm wide
Type area 267mm deep 180mm wide

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)

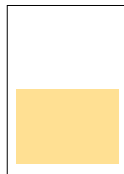
HALF PAGE VERTICAL

Trim size 267mm deep 88mm wide
No bleed



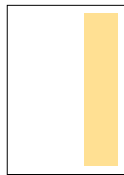
HALF PAGE HORIZONTAL

Trim size 131.5mm deep 180mm wide
No bleed



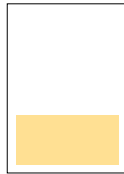
THIRD PAGE VERTICAL

Trim size 267mm deep 58mm wide
No bleed



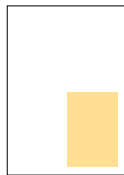
THIRD PAGE HORIZONTAL

Trim size 86mm deep 180mm wide
No bleed



QUARTER PAGE

Trim size 131.5mm deep 88mm wide
No bleed



AWISA MAGAZINE USES CTP TECHNOLOGY IN PRODUCTION OF THIS MAGAZINE.

COMPLETE MATERIAL IS TO BE SUPPLIED AS A HIGH-RESOLUTION PDF WITH TRIM MARKS AND BLEED ONLY.

Note: It is essential to send a colour proof regardless of whether your advertisement is sent via email or CD/DVD. No responsibility will be accepted for variations in colour printing.

DIGITAL SPECS:

- All images **MUST** be 300 dpi at 100%
- Images and graphics used in the document should be saved as Greyscale or CMYK. Elements saved in the RGB OR SPOT COLOUR MODE ARE NOT ACCEPTABLE. 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.

Also 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 SPECS:

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%. AWISA Magazine accepts MAC & PC compatible disks only. Film is not accepted. Email files must not exceed 10MB and please check that they are to our specifications before sending.

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

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 MAC & PC compatible disks only. Film is not accepted.

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

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MAGAZINES

AWISA will also publish two separate magazines about the exhibition and the products at the exhibition. These will be mailed in the same plastic envelopes at the main magazine.

An **AWISA-Design** magazine will be mailed with the Autumn edition, and an **AWISA-Panel and SolidWood** magazine will be mailed with the Winter edition.

These show magazines will not carry paid advertising but will be similar in concept to the show magazine published for AWISA 2008. Exhibitors will be provided free advertorial space. Each page will be divided into five modules. Each exhibitor will be allocated one module for every 48 square metres of exhibition space, or part thereof. Where an exhibitor has a number of modules, it is preferred that sufficient information is supplied so that every two modules are about a different product. The stories will be presented so that the product gets more emphasis than the exhibiting company.

The emphasis will be on reproducing colour photographs of exhibitors' products and it is the responsibility of exhibitors to provide quality material. See Photograph Specifications elsewhere in this Media Kit. 100 words of copy per module should also be provided. Copy will be re-written if necessary in an editorial style rather than an advertising style. Headlines will be written to not exceed two lines. Finished modules will

be emailed to the exhibitor for comment and to check facts, but the final copy style will be at the editor's discretion. Product prices cannot be mentioned. Logos will not be published.

The main point of these AWISA 2012 magazines is to get the industry to come to the show and to visit stands that interest them. Each story will finish with the exhibitor's company name, stand number and one phone number.

Deadlines for supplying material:

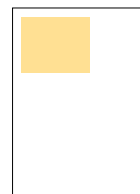
AWISA-Design magazine: 17 February.

AWISA-Panel and SolidWood magazine: 7 April.

AWISA reserves the right to decline information received after deadline.

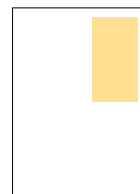
HORIZONTAL MODULE (LANDSCAPE)

Size 86mm deep 106mm wide



VERTICAL MODULE (PORTRAIT)

Size 131.5mm deep 70mm wide



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