

# Supplier

Woodworking  
DESIGN + MATERIALS + TECHNOLOGY



## MEDIA KIT 2012



Proudly serving  
Australasia's  
Woodworking  
Industry since 1985

[www.suppliermagazine.com.au](http://www.suppliermagazine.com.au)

Published by **Elite Publishing Co Pty Ltd** P.O. Box 800, Templestowe, Victoria 3106 **Ph: 03 9890 0815**

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## PROFILE

### **SUPPLIER WOODWORKING MAGAZINE...REACHING THE PEOPLE WHO BUY!**

Supplier Woodworking magazine, established in 1985, is published by Elite Publishing Co Pty Ltd, and is the only bi-monthly business to business (B2B) magazine dedicated exclusively to manufacturers in the kitchen, joinery, furniture, cabinetmaking, shop & office fitting, and the timber and panel product industries in Australia.

### **YOUR CUSTOMERS DEPEND ON IT!**

Published every eight weeks, it provides companies within the manufacturing and woodworking industries with vital information. Supplier Woodworking magazine is read avidly from cover to cover. More importantly, it is retained and referred to often because of its total relevance, focus and informative content. It's the only serious business source to new products, new services, new companies and new ideas!

### **YOUR MEDIA PARTNERSHIP TO FURTHER SUCCESS**

Supplier Woodworking magazine with its industry specific customer base (over 16,500 nationally) ensures you achieve greater exposure for your promotional campaigns. Backed by the magazine's credibility, longevity and kudos within the industry, you can be assured your company and products will be noticed. It's circulation is highly qualified and the multi-tiered distribution ensures that key decision makers receive the magazine every 8 weeks, in print and on line!

### **MORE CUSTOMERS EQUAL MORE SALES LEADS**

Planning and implementing an ongoing advertising schedule in Supplier Woodworking magazine is an invaluable resource support - to your sales message, brand name, product awareness and your sales team on the road! So, if you have a new product you want to launch into the market place, a case study that demonstrates breakthrough innovation and technology, points of difference in your current lines, or your company has some innovative ideas planned - then Supplier Woodworking magazine is the best solution and the best value for your advertising because it accesses the very customers you seek.



Supplier magazine is a founding member of the worldwide magazine alliance, the International Woodworking and Furniture Supplier Magazine Association.

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## READERSHIP & CIRCULATION

### CIRCULATION

Supplier Woodworking magazine is a bi-monthly publication with a distribution of 16,500 nationally. For over 27 years its highly specialised – and industry-specific – data-base has been professionally managed, researched and updated to ensure your advertising investment reaches more customers.

### READERSHIP

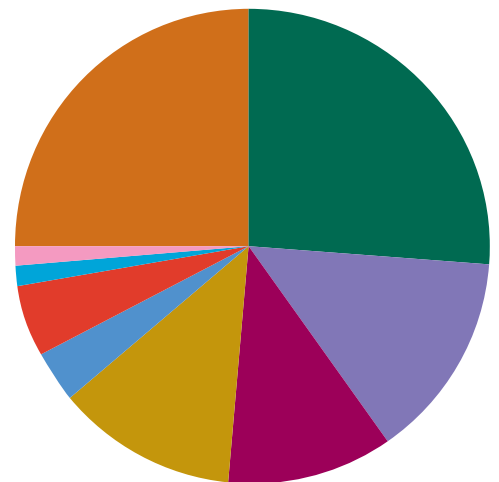
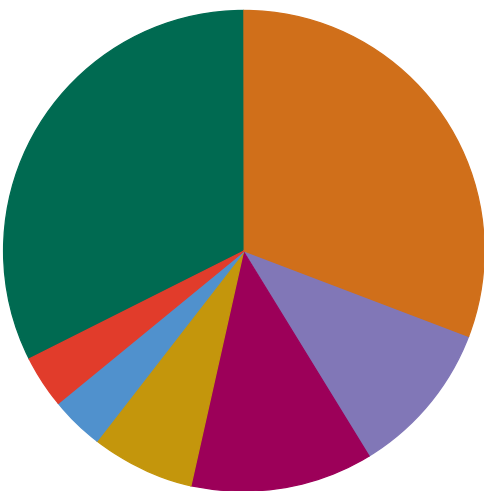
The print edition is read and retained by an average of 5.8 key staff personnel per issue. That's a readership of 95,760 industry people nationally per issue

### INDUSTRY BREAKDOWN

- Cabinetmakers, Kitchen Manufacturers and Kitchen Designers **33%**
- Furniture Manufacturers and Designers **31%**
- Shop & Office Fitters **13%**
- Joiners, Fabricators & Custom Builders **10%**
- Architects, Specifiers, Designers for Interior Fit-Outs **7%**
- Builders, Property Developers, Boat Builders, Caravan Builders **4%**
- Industry Associations, Local, State & Federal Govt. Maintenance Departments **2%**

### DISTRIBUTION BY STATE

- **27%** NSW
- **26%** VIC
- **14%** QLD
- **11%** SA
- **12%** WA
- **3%** TAS
- **1%** NT
- **5%** NEW ZEALAND
- **1%** OTHER OVERSEAS



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### 2012 EDITORIAL FEATURES

#### Jan/Feb 2012

##### DESIGN

- Hardware fittings & components
- Storage Solutions
- Closing technologies

##### MATERIALS

- Paints & painting systems
- Wood & decorative veneers
- Plantation & exotic timbers

##### TECHNOLOGY

- Woodworking machines
- Finishing Systems
- Tools & Tooling
- Software

##### BUSINESS

- Productivity Solutions
- Sales & Marketing
- Fleet management

##### BONUS DISTRIBUTION

*KBB (UK);MIFF; DECO ASIA; CIFM INTERZUM*

#### March/April 2012

##### DESIGN

- Cabinet doors & drawers
- Shop & Office fittings

##### LED MATERIALS

- Laminates
- Solid surfaces
- Edgings

##### TECHNOLOGY

- Woodworking machines
- Software
- Cutting edquipment

##### BUSINESS

- Money Matters
- Productivity solutions
- IT

##### BONUS DISTRIBUTION-

*DESIGNEX (AUST); CIFF (CHINA)  
EUROCUCINA (ITALY); XYLEXPO (ITALY)*

#### May/June 2012

##### DESIGN

- Sinks, basins & tapware
- Handles & knobs
- Award winning product designs

##### MATERIALS

- Timber treatments
- Packaging
- Flat Pack solutions

##### TECHNOLOGY

- Woodworking machines
- Software
- Dust & Fume collection

##### BUSINESS

- Productivity solutions
- Finance
- Tax
- Transport

#### July/August 2012

##### DESIGN

- Lifting technology
- Style Palette
- Domestic/Commercial spaces

##### MATERIALS

- Surface materials
- Green manufacturing
- Laminates
- Edgings

##### TECHNOLOGY

- Woodworking machines
- Software
- Window & Door technology

##### BUSINESS

- Insurance
- Productivity Solutions

##### BONUS DISTRIBUTION

*AWISA (AUST);FURNITEX(AUST);  
GRAND DESIGNS AUSTRALIA LIVE;  
IWF (USA); CABINET MAKERS  
ASSOCIATION (AUSTRALIA)*

#### Sept/Oct 2012

##### DESIGN

- Storage Solutions
- Cabinet Doors
- Closing mechanisms

##### MATERIALS

- New generation
- Panel products
- Paints & Painting systems

##### TECHNOLOGY

- Woodworking machines
- Software
- Manufacturing R & D

##### BUSINESS

- Productivity solutions
- Fleet management
- Lean manufacturing

#### Nov/Dec 2012

##### DESIGN

- Showroom focus
- Award winning designs
- Commerical interior products gallery

##### MATERIALS

- Stone, glass, concrete, & faux
- Product protection - Packaging
- Benchtops/countertops

##### TECHNOLOGY

- Woodworking machines
- Software
- Plant equipment

##### BUSINESS

- Productivity solutions
- Business Management systems
- IT

##### BONUS DISTRIBUTION

*AIFF (AUST)*

ISSUE	BOOKING	AD & EDITORIAL MATERIAL DEADLINE
Jan/Feb	January 10	January 12
March/April	February 10	February 23
May/June	April 10	April 26
July/August	June 7	June 12
Sept/Oct	August 8	August 23
Nov/Dec	October 8	October 23

\* Any advertising cancelled after the booking deadline will be charged for. If artwork is not received in time, the publisher reserves the right to repeat a previously run advertisement, or substitute copy.

Booking deadline = Cancellation deadline

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## 2012 ADVERTISING RATES

FULL COLOUR	Casual	3 X Issues	6 X Issues
<b>Double Page Spread</b>	\$6,155	\$5,845	\$5,475
<b>Full Page</b>	\$3,125	\$2,965	\$2,785
<b>Half Page</b>	\$2,225	\$2,115	\$1,985
<b>One Third Page</b>	\$1,805	\$1,715	\$1,605
<b>One Quarter Page</b>	\$1,190	\$1,135	\$1,055
<b>Strip Ad (1/6 Horiz)</b>	\$928	\$885	\$825

These prices do not include GST

PREMIUM POSITIONS	
<b>Front Cover</b>	\$4,365
<b>Front Cover "Flap"</b>	\$4,500
<b>Inside Front Cover</b>	\$3,585
<b>Outside Back Cover</b>	\$3,585
<b>Outside Back Cover "Flap"</b>	\$4,100
<b>Inside Back Cover</b>	\$3,435
<b>Centre Page Spread</b>	\$6,775
<b>Gatefolds</b>	POA

\*Other guaranteed positions attract a 10% loading on earned discount level. These prices do not include GST

INSERTS		
<b>Single State</b>	(Subject to weight & Size) from	\$1,275
<b>National</b>	(Subject to weight & Size) from	\$2,700
Brochures, CDs, 'samples', leaflets etc are all accepted as inserts for single-state or national distribution		All prices POA

These prices do not include GST

PRODUCTION CHARGES			
<b>Full page artwork</b>	\$210	<b>Less than half page artwork</b>	\$110
<b>Half page artwork</b>	\$140	<b>Full colour scans</b>	\$75 (each)

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

### CONTACT US FOR ADVERTISING SPACE & EDITORIAL SUBMISSIONS

**Mario Salvadori**

**Email:** mario.salvadori@elitepublishing.com.au

**Phone** +61 3 9890 0815

**Mobile:** 0414 900 939

**Vicky Cammiade**

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**Phone:** +61 3 9890 0815

# Supplier

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## PRODUCTS & SERVICES MODULES

### Your on-going cost effective advertising campaign in Supplier Woodworking magazine

We're offering you a great promotional opportunity to advertise your products & services on a regular basis in one of the most widely read sections of **Supplier Woodworking magazine** – the PRODUCTS & SERVICES GUIDE – your most cost effective way of targeting more customers, more often!

So, if you want to reach over 95,760 cabinetmakers, furniture & kitchen manufacturers, shop & office fitters, joiners, the timber & panel product industries – every 8 weeks – all around Australia, then appearing in **Supplier Woodworking magazine's PRODUCT & SERVICES** guide is your solution!

JUST LOOK AT THE 3 EXAMPLES ILLUSTRATED!

**R.S.J. CRISP PTY. LTD**  
Shopfitting and Special Joinery

Concealed and removable panel fixing system  
**Z BRACKET**

Time saving Pre-drilled 5mm diameter holes

Fix to new wall panels, counter front, mirrors, picture frames etc. Then lift and hang into position

Fix this side to existing walls, counter fronts, desk fronts etc

Bevelled edge for easy location

Time saving Pre-drilled 5mm diameter holes

Max 6mm GAP

- Light weight aluminium section
- Easy to use
- Time saving
- Available in 2 + 4m lengths
- Fixing holes at 100mm centres

10 Dehavilland Road, Mordialloc 3195  
Tel: 03 9587 6133  
Fax: 03 9587 6921

LARGE MODULE

**Mask'n'Peel** Supersedes "Paper & Tape"  
**Rout'n'Peel** Masks, Protects & Routs Cleanly

Easy to Apply - No Sticky Residue

Industrial Protective Films

45 Gordon Ave, Queanbeyan NSW 2620 · Phone 02 6299 3877

*Rone*  
**MACHINE SERVICES**

- Machinery service • Factory relocations
- Preventative maintenance • Installations
- Full workshop facilities • Reconditioning
- Spare parts • Safety guarding

To all woodworking machinery

**03 9793 7494**

Email: ronemachine@bigpond.com.au  
www.ronemachineservices.com.au  
Ph: 0418 351 963 Fax: 03 9791 5131

SMALL MODULE

LARGE MODULE

From as little as \$345.00 per issue +GST (6 issues pa) you can effectively target new customers, your loyal ones and those you're trying to source and convert! All you have to do is select a Product & Services module to fit your sales message and let it work for you every day!

**Small module** \$345 (per issue min 3 issues) full colour

**Large module** \$485 (per issue min 3 issues) full colour

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## CLASSIFIED ADVERTISEMENTS

Classifieds work! Use them to...

find a rep...sell off machinery...sell your business...  
fill a position...clear surplus stock...sell off  
equipment...find part time help...find anything!

Contact Mario Salvadori

E: mario.salvadori@elitepublishing.com.au

PH: 03 9890 0815 F: 03 9890 0087

### maximise your shopfloor capacity

Duis in esto doluptat, conulla facilluptat.  
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doloboreetum adionsectem velendre cor sum  
duipit ullamco nsequisi tie dolore delestrud  
tet ad esequam, consed eugiam, commolo  
reraessequis nibh essi tie eum

photo

All enquiries:  
Business Name  
101 Sydney Rd,  
Brunswick VIC  
Ph: 02 9999 9999  
Fx: 02 9888 8881

logo

[www.webaddress.com.au](http://www.webaddress.com.au)

1/4 Page \$585 (with image/s)

### ZYX BEAM SAW FOR SALE

photo

photo

Machine XYZ - Cuts over 3.6m x 3.6m,  
excellent machine, top condition, only  
6 years old, fully maintained

Phone Paul 03 5555 5555

1/6 Page \$375 (with image/s)

### FOR SALE

#### Spare parts for Machine XYZ

All parts in perfect working order.

#### Also, one fully working Machine XYZ

All enquiries contact Warren on  
03 5555 5555

1/12 Page \$225 (text only)

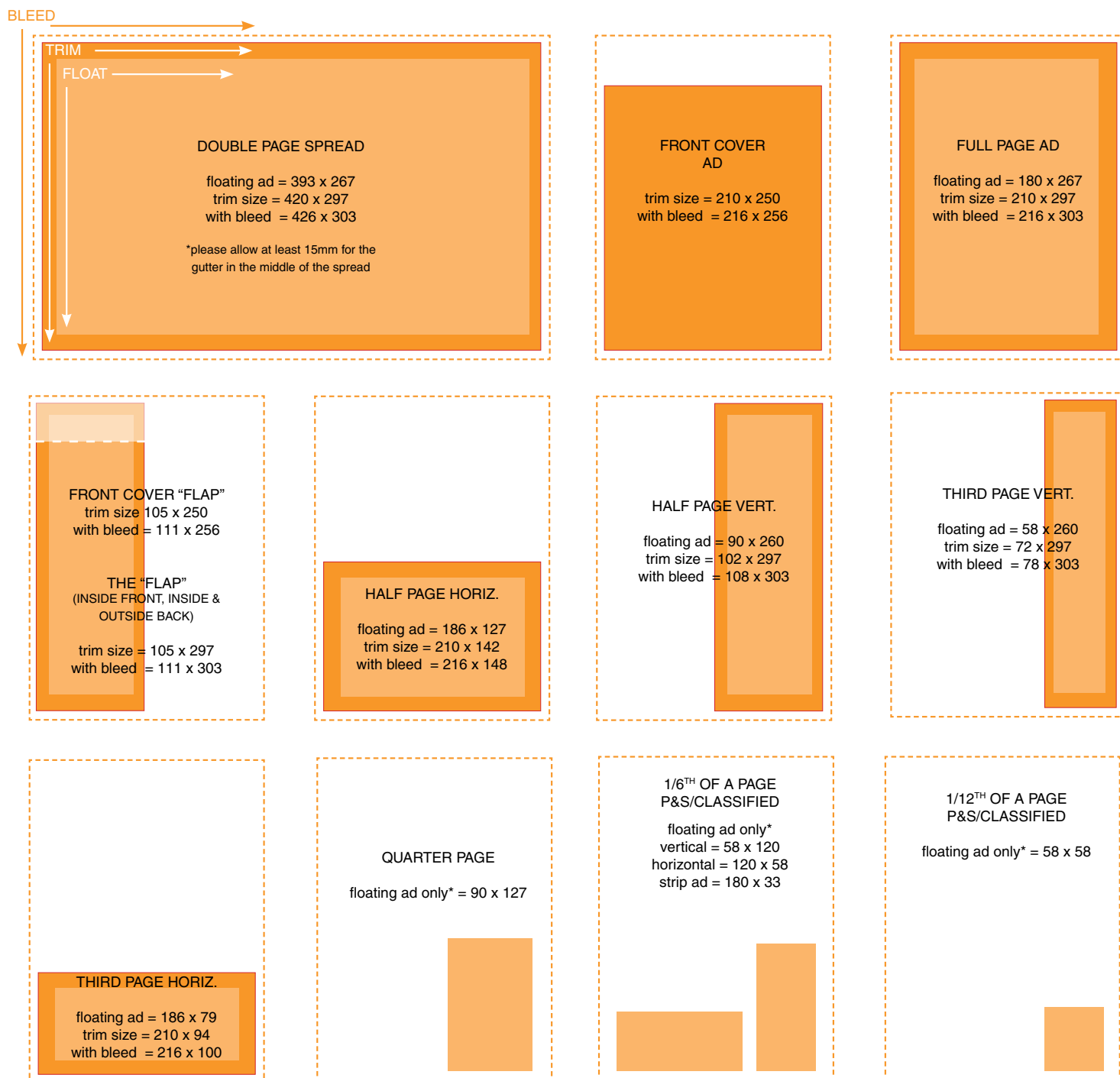
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## MAGAZINE AD SIZES (mm width x mm height)

Ads can be supplied as either floating (sit inside the page) or with bleed (extend to the edge of the page) except for quarter page or smaller size ads. The type-safe area for any ad is at least 5mm away from the trim.



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## MATERIAL SPECIFICATIONS

### WHAT YOU NEED TO SUPPLY

- We prefer artwork to be supplied as a **high-resolution PDF**

- If you want to supply us the original artwork files (created in one of the formats listed below) make sure you supply us 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 colour output unless a colour accurate proof is provided. This type of proof is vital for colour accuracy and to 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 and lower
- Freehand

### NOT ACCEPTABLE

- We **DO NOT** accept files created in Coreldraw or Microsoft Publisher/Word/Excel
- 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. Charges may apply if your artwork is supplied incorrectly.

### IMPORTANT THINGS TO REMEMBER

- All artwork must be supplied as 4-colour **process CMYK**.
- The resolution of supplied artwork needs to be **at least 300dpi**. Anything less than this is not print quality.
- Images taken from the internet are not acceptable as they are not print quality.
- 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

You can supply files on disk and mail them to Supplier magazine, P.O. Box 800 Templestowe VICTORIA 3106, or email them to vicky.cammiade@elitepublishing.com.au or mario.salvadori@elitepublishing.com.au

**Questions?** Please email annette@elitepublishing.com.au

### ADVERTISEMENT SIZES

SIZE OF AD		WIDTH	DEPTH
<b>Double page spread</b>	- with bleed*	426mm	303mm
	- trim size	420mm	297mm
	- type/image area (allow a 15mm gutter)	410mm	287mm
<b>Front Cover</b>	- with bleed*	216mm	303mm
	- trim size	210mm	250mm
<b>Full page</b>	- with bleed*	216mm	256mm
	- trim size	210mm	297mm
	- type/image area	200mm	287mm
<b>"The Flap"</b>	- with bleed*	111mm	303mm
	- trim size	105mm	297mm
<b>Half page</b>	vertical (floating)	90mm	260mm
	- with bleed*	108mm	303mm
	horizontal (floating)	186mm	127mm
<b>One third page</b>	- with bleed*	216mm	148mm
	vertical (floating)	58mm	260mm
	- with bleed*	78mm	303mm
<b>Quarter page</b>	horizontal (floating)	186mm	79mm
	- with bleed*	216mm	100mm
	vertical (floating)	90mm	127mm
<b>CLASSIFIED/PRODUCT &amp; SERVICE ADS</b>			
<b>Quarter page</b>		90mm	120mm
<b>Sixth of a page</b>	vertical	58mm	120mm
	horizontal	120mm	58mm
<b>Twelfth of a page</b>		58mm	58mm

\*bleed = 3mm on all edges