

fitout INTERIOR

MEDIA
KIT
2012

ABOUT THE PUBLICATION

Interior Fitout is the only Australian publication to focus on the fitout industry and is read by architects, designers, store planners, retail managers and developers, as well as shopfitters and suppliers.

Published bi-monthly for the Australian Shop and Office Fitting Industry Association (ASOFIA) since 1997, *Interior Fitout* reports on all issues that impact this \$2 billion industry.

Contents:

Interior Fitout keeps its readers at the forefront of interior design by tracking the newest products, properties and trends to hit the industry. The News section captures the important changes and advances in the profession including new initiatives, changes in regulations, developments and international trends that are relevant to the Australian market and the movements of key industry personnel.

Project Reviews offer critical discussion of new designs and fitouts while features delve into the issues that affect the industry such as training, education, legislation and government initiatives as well as finance and marketing.

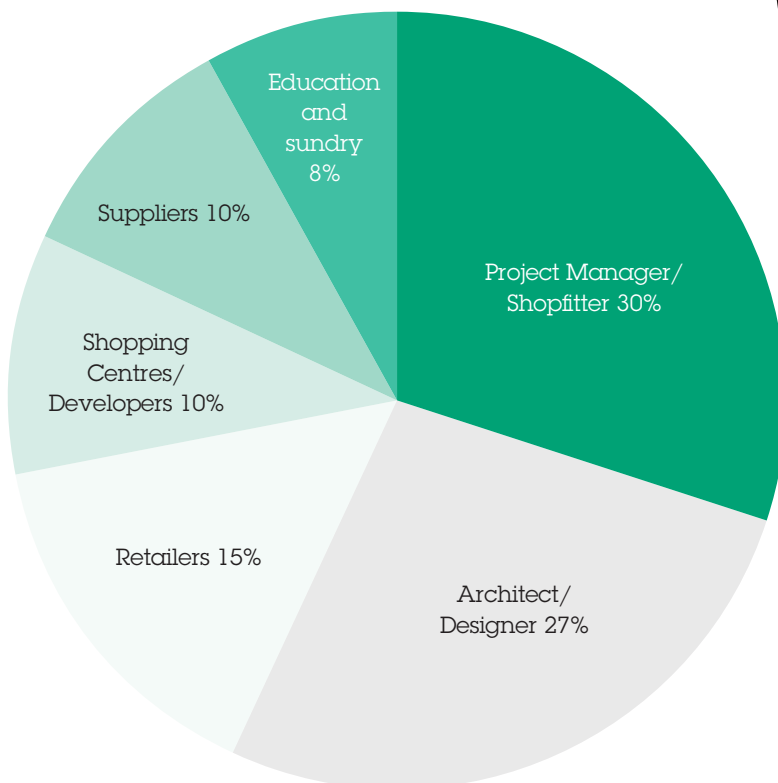
Other regular sections include Product Features, which look at innovative additions to the market, and the events calendar, keeping you up to date on the latest events in Australia and abroad.

Each issue of *Interior Fitout* begins with timely reflections from the national president of ASOFIA, keeping members informed on what's happening in their industry.

Readership:

Interior Fitout's subscription list reaches architects, designers, store planners, shopfitters, suppliers, retail managers and developers. An average net distribution of 4,814 per issue has proven *Interior Fitout* to be a valued publication amongst all areas of the interior design and shopfitting industry.

CIRCULATION BREAKDOWN



RATES, DEADLINES AND FEATURES 2012



RATES

PRIME POSITIONS	CASUAL	2X	3X	4X	6X
Front Cover	\$5,075				
Inside Front Cover - DPS	\$7,875	\$7,720	\$7,560	\$7,405	\$7,205
Inside Front Cover - Single Page	\$4,040	\$3,960	\$3,875	\$3,795	\$3,695
Inside Back Cover - DPS	\$7,875	\$7,720	\$7,560	\$7,405	\$7,205
Inside Back Cover - Single Page	\$4,040	\$3,960	\$3,875	\$3,795	\$3,695
Outside Back Cover	\$4,310	\$4,220	\$4,135	\$4,050	\$3,940

Other Guaranteed Position: +12.5%

PAGE RATES	CASUAL	2X	3X	4X	6X
Double Page Spread	\$7,000	\$6,860	\$6,720	\$6,580	\$6,405
Full A4 Page	\$3,590	\$3,520	\$3,445	\$3,375	\$3,285
Half Page	\$2,245	\$2,200	\$2,155	\$2,110	\$2,055
Quarter Page	\$1,185	\$1,160	\$1,135	\$1,115	\$1,085

All rates are ex gst

ASOFIA MEMBERS: 5% Discount on 3 issues. 10% Discount on 6 issues

DEADLINES

ISSUE	EDITORIAL DEADLINE	ADV. BOOKING DEADLINE	ADV. MATERIAL DEADLINE	PUBLISH
Jan/Feb	Nov 25	Dec 9	Dec 16	Jan 20
Mar/Apr	Jan 27	Feb 10	Feb 17	Mar 2
May/June	Mar 23	Apr 6	Apr 13	May 4
July/Aug	May 25	June 8	June 15	June 29
Sep/Oct	July 27	Aug 10	Aug 17	Aug 31
Nov/Dec	Sep 21	Oct 5	Oct 12	Oct 26
ASOFIA Directory of Members (annual A5)	Sep 7	Oct 5	Oct 12	Oct 26
Jan/Feb 2013	Nov 23	Dec 7	Dec 14	Jan 4

2012 FEATURES LIST

January/February

- Visual Merchandising

July/August

- Visual Merchandising

January/February 2013

- Signs & Glass

March/April

- Doors & Security

September/October

- Flooring

May/June

- Decorative Finishes

November/December

- Lighting

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MATERIAL SPECIFICATIONS

File Formats:

Adobe Portable Document Format (PDF) – Please prepare all PDFs as specified by the 3DAP guidelines. Visit www.3dap.com.au for detailed instructions.

Other formats:

InDesign, Photoshop and Illustrator. Make sure all fonts are included and all images are in CMYK mode. Illustrator files must have all fonts converted to outlines/paths. We also accept Quickcut files. We do not accept ads in Word, PowerPoint, Publisher or any Microsoft software or PC files.

Images:

Minimum of 300dpi at 100 percent scaling. Line Art images minimum of 1200dpi at 100 percent scaling. All images must be in CMYK mode. Image file formats should be TIFF or composite EPS and should not be compressed.

Fonts:

We accept Postscript fonts only, include both printer and screen fonts. We do not accept True Type Fonts. PDF files are to have fonts embedded. Fonts should not be stylized.

Bleeds:

All full page, double page and strip ads must have at least 3mm bleed all round.

Colour proofs/print outs:

No responsibility accepted unless a colour printout is sent with the disk as a frame of reference for the printer and all files saved as specified above. We do not accept responsibility for the printed result if a proof is not supplied.

Trim Size (mm)	Depth	Width
Single page	297	x 210
Double page spread	297	x 420
Type Areas (mm)	Depth	Width
Full page	270	x 185
Half page – vertical	270	x 90
Half page – horizontal	135	x 185
Quarter page	135	x 90
Bleed Material (mm)	Depth	Width
Double page spread full bleed	303	x 426
Double page spread gutter bleed	270	x 398
Full page bleed	303	x 216
Half page bleed – vertical	303	x 105
Half page bleed – horizontal	151	x 216

Bleeds

All bleed ads must have at least 3mm bleed all round.

Loose inserts

Must not exceed the trimmed dimensions of the magazine (A4). If they do, they will be folded and a charge levied.

Bound inserts

Must be supplied untrimmed and folded, with a 10mm - 15mm binding lap on the last page and a head trim of 5mm. A minimum 100gsm stock is strongly recommended.

