

# RENOVATING

M A G A Z I N E

# MEDIA KIT

## ABOUT RENOVATING MAGAZINE

Since 1990, RENOVATING Magazine has developed into one of the best home renovating publications in Australia. Distributed free through over one thousand outlets in Sydney, Melbourne and Brisbane-Gold Coast it is readily available to consumers in the market for home renovating products, services and projects.

Renovating Magazine is aimed at both the demand-side and supply-side of the renovating market, i.e. home owners, tradespeople, business owners, store managers

The magazine is published in four editions each quarter:

**PRINTED EDITION:** NSW • Victoria • Queensland

**ONLINE EDITION:** Entire contents of all editions of the current issue plus editorial archives of previous issues.

### MAGAZINE DISTRIBUTION

The printed magazine is distributed FREE through a broad spectrum of stores including: hardware stores; kitchen & bathroom showrooms; paint, timber and tool outlets; building supplies, home improvement & hire outlets; building information centres; etc.

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#### FOR ADVERTISING AND EDITORIAL ENQUIRIES CONTACT

Robert King  
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Email: [rvk@renovatingmagazine.com.au](mailto:rvk@renovatingmagazine.com.au)

#### FOR ARTWORK, WEB SITE AND TECHNICAL ENQUIRIES CONTACT INCA DESIGN

Daniel Lasala - Art Director  
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**RENOVATING  
PUBLICATIONS PTY LTD**

ABN 27 051 367 214

PO Box 430  
Five Dock NSW 2046  
Ph: 0418 971 277

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

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## PRINT ADVERTISING

FOR ADVERTISING CALL ROBERT KING ON 0418 971 277

### CASUAL RATES PER ISSUE\*

	NSW, VIC & QLD	NSW ONLY	VIC ONLY	QLD ONLY
Front Cover	See Deals Below			
Other Covers (IFC, IBC, Back)	N.A.	\$3,200	\$1,800	\$1,400
Full Page	\$4,000	\$2,800	\$1,500	\$1,200
Half page	\$2,300	\$1,600	\$850	\$680
Third-page	\$1,750	\$1,200	\$650	\$520
Quarter-page	\$1,400	\$950	\$500	\$400
Sixth-page	\$1,000	\$700	\$350	\$280

\*PLUS 10% GST

## 15% SAVING

SIGN-UP FOR  
A TWO ISSUE  
TRIAL:

#### Advertising + Editorial Deal

Bonus product editorial  
to support your ad  
15% Discount off  
Casual Rates  
30 days payment

## 30% SAVING

SIGN-UP FOR  
6 QUARTERLY  
ISSUES:

Advertising only deal  
30% Discount off  
Casual Rates  
14 days payment

### MAXIMUM EXPOSURE

TAKE THE  
FRONT COVER:

Cover Image +  
Full Page ad or editorial  
inside the magazine.

**MAXIMUM  
EXPOSURE FOR  
ONLY \$4,000+GST**

## FEATURES LIST

Jan/Feb/March  
Quarter

Windows & Doors  
Painting & Decorating  
Outdoors Renovating

April/May/June  
Quarter

Kitchens & Laundry  
Heating, Flooring  
Lighting

Jul/Aug/Sept  
Quarter

Bathrooms  
Heating  
Timber Products

Oct/Nov/Dec  
Quarter

Roofing  
Tiling & Paving  
Home Security

## DEADLINES

**Jan-Feb-March**

Deadline: 7 Dec  
Published: 1 January

**April-May-June**

Deadline: 7 Mar  
Published: 1 April

**July-Aug-Sept**

Deadline: 7 June  
Published: 1 July

**Oct-Nov-Dec**

Deadline: 7 Sep  
Published: 1 October

### ADVERTISING MATERIAL SUBMISSION GUIDELINES

#### SUPPLYING FINISHED ART

- Please supply on a CD or Email
- Files must be supplied as a PDF™.
- If sending material in Adobe Photoshop®, please make sure all fonts and pictures are included.
- Complete advertisements supplied in Adobe Photoshop® must be layered.
- All scanned images must be CMYK and 300dpi at their final reproduction size, and should be saved as TIFF or JPG files.

#### SUPPLYING MATERIAL FOR US TO DO YOUR AD

- IMAGES - Please provide photos or transparencies that are clean, in focus and colour correct.

- TEXT - Please provide wording typed.

- All digital photography and scanned images must be supplied as high resolution (300dpi).
- Where you require your logo, please supply original artwork (Illustrator or EPS file) or a business card.
- If you require a particular design please send a sketched layout so we can design your advertisement for you. A proof will be emailed for your approval.

#### SUPPLYING VIA EMAIL

- Advertisements and editorials can be supplied via email.
- Compression files accepted: Stuffit™ or ZIP™.
- Email all files to: [content@renovatingmagazine.com.au](mailto:content@renovatingmagazine.com.au)

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**IF YOU CANNOT PROVIDE FINISHED ARTWORK OUR ART DEPARTMENT  
CAN PRODUCE YOUR ADVERTISEMENT FOR YOU**

**IF YOU HAVE ANY TECHNICAL QUESTIONS REGARDING YOUR ARTWORK  
PLEASE CALL ART DIRECTOR, DANIEL LASALA ON 0412 743 303**

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## WEBSITE ADVERTISING

**\$100**  
**P/MONTH\***

SIGN UP FOR 6 MONTHS

PAID MONTHLY VIA  
PAYPAL/CREDIT CARD

GREAT FOR YOUR SEO

\* including GST

For a feature advertorial page containing up to 400 words with a gallery of up to 6 images and a video.

Full contact information including your logo, a link to your website and map of your location.

You can also submit 2 product editorials per 3 month period each comprising 150-words and up to 3 images.

### RENOVATING

INDOORS

KITCHEN, BATH, LAUNDRY

PAINTING & DECORATING

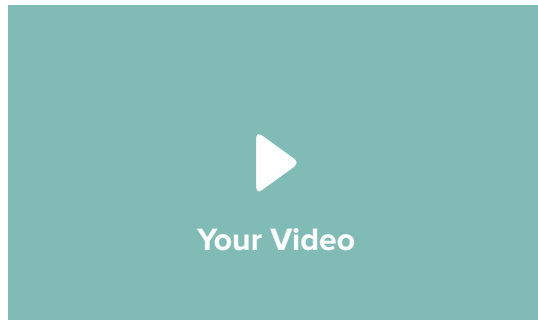
WINDOWS, DOORS, FLOORS

OUTDOORS

Your business name here



Placeholder for text content.

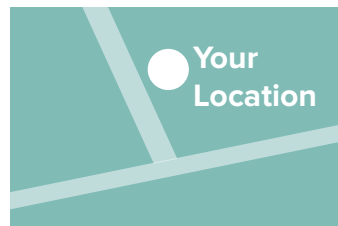


Placeholder for text content.

**Logo**

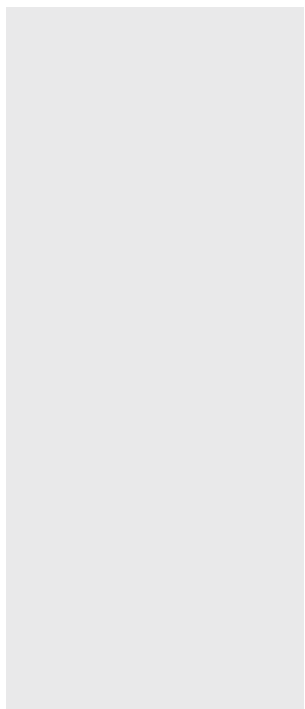
Address

Website Link



#### Your articles

-  **Editorial One**  
Placeholder text
-  **Editorial Two**  
Placeholder text
-  **Editorial Three**  
Placeholder text
-  **Editorial Four**  
Placeholder text



**\$100**  
P/MONTH  
incl GST

**400**  
Word  
Advertorial

**2**  
Product Editorials  
every 3 months

**1**  
Feature Video

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## FREE EDITORIAL FOR NEW PRODUCTS

We offer FREE editorial to manufacturers and wholesalers for new and recently released products that are generally available through retail and trade outlets. This is a regular service for our readers who want to keep up-to-date, and a regular FREE offer.

To take advantage of this offer, please email for each new product a word or text file and a high resolution image to [content@renovatingmagazine.com.au](mailto:content@renovatingmagazine.com.au). Please note that all text files must be either Word documents or .txt files. All digital images must be supplied as high resolution CMYK or RGB and 300dpi at their final reproduction size, and should be saved as TIFF or JPG files.

We are seeking editorial for both consumer and trade products. You don't have to limit it to just one product if you have just released several.

You can also take an Advertising + Editorial deal. See advertising deals for more information.

### EDITORIAL SUBMISSION DEADLINES

Edition	Deadline	Published
Jan-Feb-Mar Qtr	7 Dec	1 January
Apr-May-June Qtr	7 Mar	1 April
July-Aug-Sept Qtr	7 June	1 July
Oct-Nov-Dec Qtr	7 Sep	1 October

If you do not have material immediately ready for submission but would like to be notified of upcoming editorial offers simply join our mailing list by sending an email with the word SUBSCRIBE in the subject to:  
[content@renovatingmagazine.com.au](mailto:content@renovatingmagazine.com.au)

### TO SUBMIT EDITORIAL

Email: [content@renovatingmagazine.com.au](mailto:content@renovatingmagazine.com.au)

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