

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.

FOR ADVERTISING AND EDITORIAL ENQUIRIES CONTACT

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**RENOVATING
PUBLICATIONS PTY LTD**

ABN 27 051 367 214

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

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

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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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. 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

TO SUBMIT EDITORIAL

Email: content@renovatingmagazine.com.au

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