

# Fitout INTERIOR

ADVERTISING RATES 2020

## About the Publication

Interior Fitout is the only Australian publication, in print and online, to focus on the shop and office fitout industry. It is read by architects, designers, major retail managers, store planners and developers, as well as shop and office fitters, joiners, cabinet makers and a broad range of suppliers of products and services to the industry.

Published quarterly by the Australian Shop & Office Fitting Industry Association (ASOFIA) since 1998, Interior Fitout reports on all of the important issues that impact this \$3 billion industry.

## Contents & Features

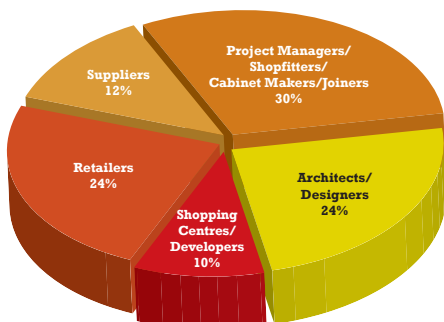
Interior Fitout keeps its readers at the forefront of interior design by tracking the newest products, properties and trends to hit the industry. The News section captures the important changes and advances in the profession including new initiatives, changes in regulations, developments and international 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 the 'Designer' feature, 'Workplace Health & Safety', 'Your Business', and a trade events calendar, keeping you up to date on the latest events in Australia.

Each issue of Interior Fitout begins with timely reflections about key industry issues keeping members informed on what's happening within the interior fitout industry.

## Readership

The Interior Fitout magazine will be circulated to over 5,000 industry contacts and will reach architects, designers, store planners, shop and office fitters, joiners, cabinet makers, suppliers, all major Australian retail managers and developers. With an expected pass on rate the readership is likely to reach 20,000. The Interior Fitout magazine is definitely a valued publication amongst all areas of the interior design and shop and office fitting industry.



\* Cover art is for illustration purposes only

## Like to know more?

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**5,550** Avg Net Distribution Per Issue

Interior Fitout Magazine is independently audited under the AAAA's CAB Total Distribution Audit.  
Audit Period: 01/04/2019 - 30/09/2019



[interiorfitoutmagazine.com.au](http://interiorfitoutmagazine.com.au)

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## ADVERTISING RATES 2020

Rates exclude GST. ASOFIA Members receive 10% discount on all Casual Rates.

PRIME PRINT POSITIONS	CASUAL	2X	3X	4X
Front Cover	P.O.A.	P.O.A.	P.O.A.	P.O.A.
Inside Front Cover - Double Page Spread	\$5,865	\$5,710	\$5,610	\$5,510
Inside Front Cover - Single Page	\$3,750	\$3,640	\$3,540	\$3,440
Inside Back Cover - Double Page Spread	\$5,865	\$5,710	\$5,610	\$5,510
Inside Back Cover - Single Page	\$3,750	\$3,640	\$3,540	\$3,440
Outside Back Cover	\$4,265	\$4,160	\$4,060	\$3,955

PRINT PAGE RATES	CASUAL	2X	3X	4X
Double Page Spread	\$5,095	\$4,995	\$4,890	\$4,785
Full Page A4	\$2,910	\$2,810	\$2,705	\$2,601
Half Page A4	\$1,560	\$1,510	\$1,460	\$1,400
Quarter Page	\$910	\$885	\$860	\$841

DIGITAL RATES [interiorfitoutmagazine.com.au]	1 Month	3 Months	6 Months	12 Months
Home Page	\$300/m	\$275/m	\$250/m	\$200/m
Product Showcase	\$250/m	\$225/m	\$200/m	\$150/m
Specialist Contractor Listing	\$50/m for a minimum 6 months			

## PRINT DEADLINES

ISSUE	EDITORIAL & ADVERTISING BOOKING	MATERIAL SUPPLY
APR-JUN 2020	21 February 2020	2 March 2020
JUL-SEP 2020	22 May 2020	8 June 2020
OCT-DEC 2020	21 August 2020	7 September 2020
JAN-MAR 2021	6 November 2020	13 November 2020

## PROPOSED PRINT FEATURES

\*Subject to change

Issue Two APR-JUN 2020	Flooring   Signs   Glass   Finance
Issue Three JUL-SEP 2020	Doors & Shutters   Visual Merchandising & Displays
Issue Four OCT-DEC 2020	Hardware - Hinges & Locks   Software & Machinery
Issue One JAN-MAR 2021	Decorative Finishes   Lighting

## Contact Us

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Get social with us!   @InteriorFitoutMagazine



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### SPECIFICATIONS

#### File Formats:

We accept Press Ready Adobe Portable Document Format (PDF) on CD, DVD, USB Flash Drive, by email up to 10mb or via DropBox.

#### Other Formats:

We accept Adobe InDesign files packaged to include all fonts and images in CMYK mode. We accept Photoshop provided fonts are included and Illustrator files provided fonts are outlined and images are embedded.

**We DO NOT accept ads in QuarkXpress, Word, Powerpoint, Publisher or any other Microsoft software.**

#### Images:

Minimum of 300 pixels resolution.

Images for project reviews and features must be supplied at 300 pixel resolution, minimum 210mm wide.

Line Art images minimum of 1200dpi at 100% scaling. All images must be in CMYK mode. Image file formats should be jpeg.

#### Proofs:

A colour proof should be supplied with all ads. No responsibility will be accepted for reproduction of the advertisement unless a colour print is sent with the file as a reference for the printer and all files saved as specified.

#### Fonts:

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

Trim Size (mm)	Depth	x	Width
Single Page	297	x	210
Double Page Spread	297	x	420

Non Bleed Material	Depth	x	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	Depth	x	Width
Double Page Spread Full Bleed	297	x	420
Full Page Bleed	297	x	210
Half Page Vertical Bleed	297	x	102
Half Page Horizontal	148	x	210

#### Bleeds

All bleed must be a minimum of 5mm with all marks offset at 5mm. Text to be a minimum of 8mm from edge of page.

#### Loose Inserts

Must not exceed the trimmed dimension of the magazine (A4).

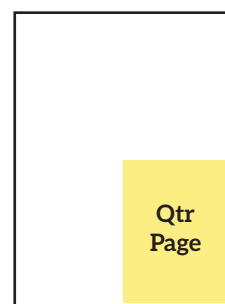
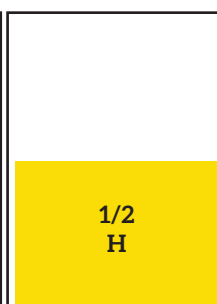
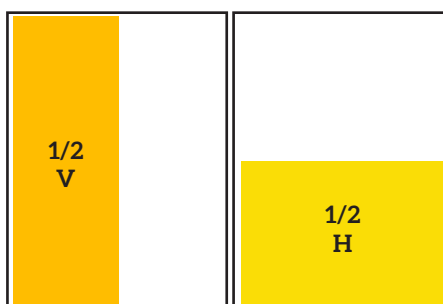
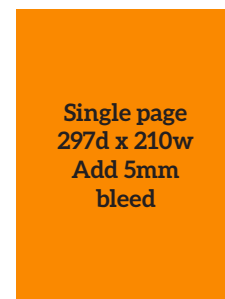
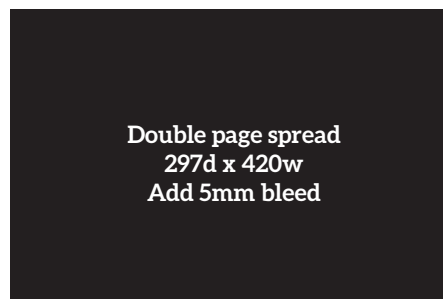
#### Artwork Production

ASOFIA's creative agency can design your ad artwork.

Ads up to half page size \$120 + gst

Full page ads \$160 + gst

Double Page Spread \$250 + gst



#### Contact Us

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