

Fitout INTERIOR



MEDIA KIT 2016

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

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.

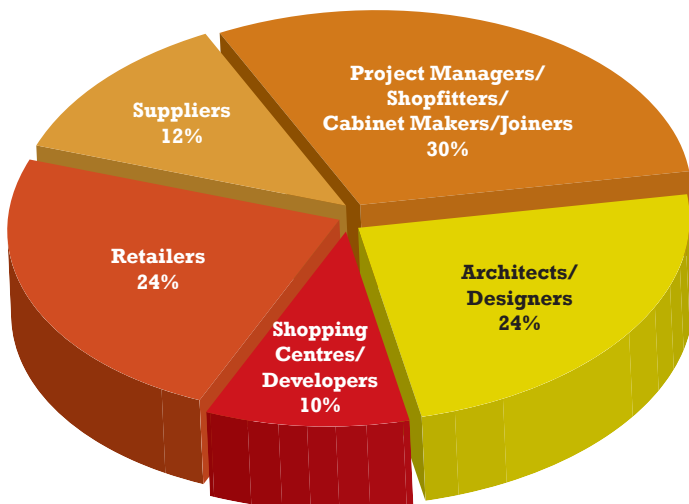
Other regular sections include Product Features, which looks at innovative additions to the market, and an Events Calendar, keeping you up to date on the latests events in Australia.

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.

Circulation Breakdown



* cover image for illustration purposes only and is subject to change

Published by ASOFIA [the Australian Shop & Office Fitting Industry Association Limited].

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RATES

PRIME 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	\$5,500	\$5,365	\$5,255	\$5,090
Inside Front Cover - Single Page	\$3,500	\$3,415	\$3,325	\$3,240
Inside Back Cover - Double Page Spread	\$5,500	\$5,365	\$5,255	\$5,090
Inside Back Cover - Single Page	\$3,500	\$3,415	\$3,325	\$3,240
Outside Back Cover	\$4,000	\$3,900	\$3,800	\$3,700

PAGE RATES	CASUAL	2X	3X	4X
Double Page Spread	\$4,825	\$4,705	\$4,585	\$4,465
Full Page A4	\$2,750	\$2,680	\$2,615	\$2,545
Half Page A4	\$1,450	\$1,415	\$1,380	\$1,340
Quarter Page	\$850	\$835	\$810	\$785

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

DEADLINES

ISSUE	EDITORIAL	AD BOOKING	AD MATERIAL	PUBLISH
JAN-MAR	12 Nov 2015	19 Nov 2015	26 Nov 2015	11 Jan 2016
APR-JUN	25 Feb 2016	4 Mar 2016	11 Mar 2016	25 Mar 2016
JUL-SEP	26 May 2016	8 Jun 2016	15 Jun 2016	29 Jun 2016
OCT-DEC	1 Sep 2016	8 Sep 2016	15 Sep 2016	29 Sep 2016

PROPOSED FEATURES

*Subject to change

2016 ISSUES				
Issue One JAN-MAR	Decorative Finishes	Lighting		
Issue Two APR-JUN	Flooring	Signs & Glass	AWISA Trade Show	
Issue Three JUL-SEP	Doors, Shutters & Security	Software	ASOFIA National Conference	
Issue Four OCT-DEC	Hardware, Hinges & Locks	Visual Merchandising		

2017 ISSUES				
Issue One JAN-MAR	Decorative Finishes	Lighting		
Issue Two APR-JUN	Awards Feature		Supplement to Magazine	



MATERIAL SPECIFICATIONS

Fitout INTERIOR

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 300dpi at 100% scaling. Line Art images minimum of 1200dpi at 100% scaling.

All Images must be in CMYK mode. Image file formats should be TIFF or composite EPS and should not be compressed. Maximum ink weight to be no more than 300%

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).

Bound Inserts

Available upon request.

Artwork Production

ASOFIA's creative agency can design your ad artwork.

Ads up to full page size \$100 + gst

Double Page Spread \$200 + gst

