

MEDIA KIT

At a fraction of the cost of direct mail, put your brand in front of 7,500 timber flooring professionals with...

timber floors
Magazine.



atfa

Australasian
Timber Flooring
Association®

timber floors

Timber Floors Magazine is distributed three times a year to 2,500 timber flooring Businesses across Australasia.

Readership is at least three times that with 7500 industry professionals reading each issue.

Circulation 2,500 • Readership 7,500

Timber Floors Magazine is the only magazine in the Southern Hemisphere dedicated to timber flooring professionals. ATFA Timber Floors Magazine is distributed to our verified database of timber flooring businesses including; contractors, suppliers, manufacturers, distributors & timber flooring retailers. The magazine also enjoys a strong following from builders, architects and designers. In addition, every issue is housed on the ATFA website (over 5000 website visitors per month) and articles are promoted via paid digital channels, consistently drawing in a fresh new relevant audience.

Rates

Size	Cost
Full page back cover	\$3,295
Full page inside front cover	\$3,295
Full page	\$2,555
Half page horizontal	\$1,795
Half page vertical	\$1,795
Third page horizontal	\$1,375
Third page vertical	\$1,375
Quarter page	\$1,085
Inserts	\$1,095
Front cover splash	\$665
Flysheet ad [mono colour]	\$665

All rates shown are inclusive of GST.

“We’ve had lots of enquiries from end users and dealers, as a direct result of our ads in Timber Floors Magazine. The ads have really helped to build the brand within our dealer network, as they’ve been getting plenty of enquiries and orders too.”

Tony Farrell, Tooltechnic Systems

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General specifications

- Digital files are acceptable via email.
- Maximum files size acceptable by email is 10MB. If your file is larger than 10MB, we suggest sending it via dropbox or equivalent.
- Please ensure that your file is named with your company name followed by the size specifications eg. CompanyName_210x297.pdf
- Email your ad to editor@atfa.com.au

Design services

You may choose to use our graphic design service for your advertising. Our service offers high quality design at an affordable price...

- full page advert: \$400 +gst
- any advert smaller than full page: \$320 +gst

File preparation guidelines

- Only press ready pdf files will be accepted (We do NOT accept files that are Word, PowerPoint, jpg, tif, png, eps, or ai).
- Trim and bleed marks must appear on all ads.
- Fonts must be embedded into the PDF file. We cannot accept true type fonts.
- All colours must be CMYK.
- No spot colours or RGB files.
- Ensure white elements are set to knockout.
- Type must be kept within the live area.

Inserts

- Inserts must be no larger than A4 and no heavier than 50g. A sample must be approved by the publisher.

Material deadlines

Issue	Material Deadline
Early Year	1st February
Mid Year	1st June
Late Year	1st October

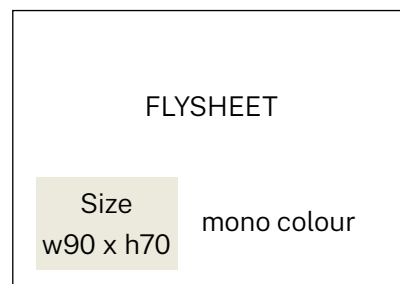
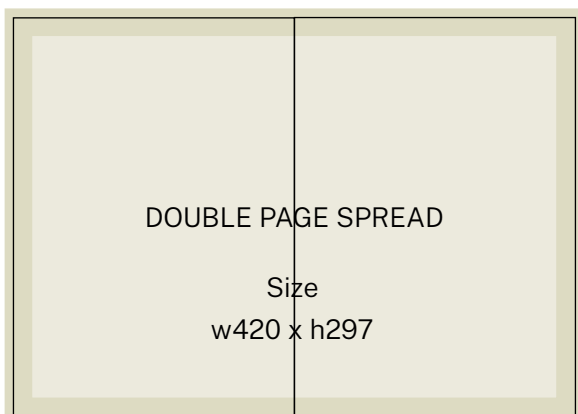
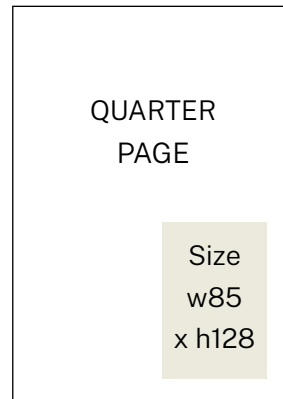
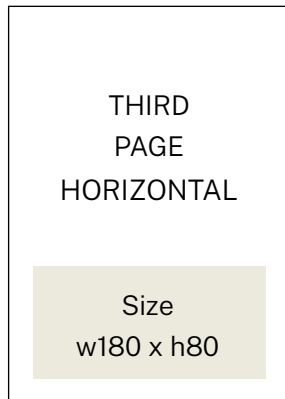
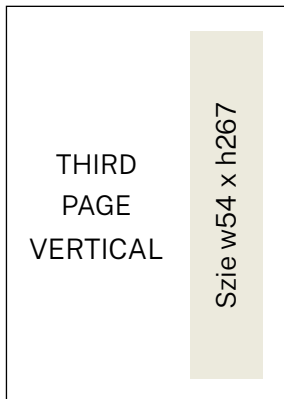
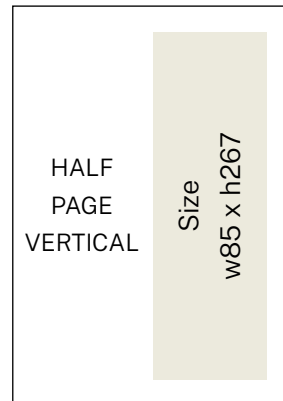
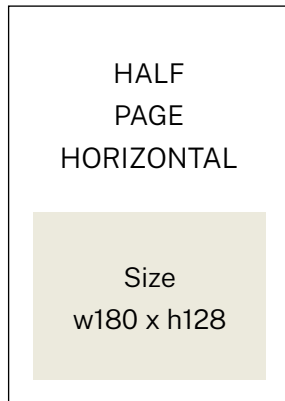
Ad sizes

Ad Description	Trim Size [mm]	Bleed [mm]
Full page / back cover	w210 x h297	w216 x h303
Half page horizontal	w180 x h128	No bleed
Half page vertical	w85 x h267	No bleed
Third page horizontal	w180 x h80	No bleed
Third page vertical	w54 x h267	No bleed
Quarter page vertical	w85 x h128	No bleed
Double page spread	w420 x h297	w426 x h303
Flysheets [mono colour]	w90 x h70	No bleed

See over page for additional information on advert sizes.

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Advertising sizes



Please refer to booking form for material and booking deadlines

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The Timber Floors Magazine team Wood runs through our veins!

Randy Flierman
Enquires & Advertising Sales

editor@atfa.com.au

“We see direct results from our advertising in Timber Floors Magazine with customers calling us and mentioning our ad. It’s the only magazine that’s specifically targeted to the timber flooring industry and it’s money well spent!”

Tony Kellman, Synteko

Disclaimer

ATFA reserves the right to refuse any advertising material that does not meet our specifications. It is a requirement of our specifications that the advertising material be delivered on time so quality checking procedures can take place. Late material is liable to incur additional production charges. ATFA cannot guarantee reproduction if material does not conform to the provided specifications. No responsibility will be taken for print colour reproduction.

Contact details

Publisher

Australasian Timber Flooring Association

ph 1300 361 693

email admin@atfa.com.au

www.atfa.com.au

ABN 16 524 524 226