

## 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.



# timber floors

Timber Floors Magazine is distributed Quarterly to 2,500 timber flooring Businesses across Australia.

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

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## Circulation 2,500 • Readership 7,500

Timber Floors Magazine is the only magazine in the Southern Hemisphere dedicated to timber flooring professionals. It is read by a targeted list of timber flooring and laminate manufacturers, contractors and distributors. Our readership also includes flooring retailers, designers, architects and consultants.

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## Rates

Size	Cost + GST	Cost Per Reach
Full page back cover	\$2,495	33.2 cents
Full page	\$2,210	29.4 cents
Half page horizontal	\$1,415	18.8 cents
Half page vertical	\$1,415	18.8 cents
Third page horizontal	\$1,075	14.3 cents
Third page vertical	\$1,075	14.3 cents
Quarter page	\$850	11.3 cents
Inserts	\$905	12.1 cents
Front cover splash	\$515	6.8 cents
Flysheet ad	\$515	6.8 cents

All rates shown are exclusive of GST • Cancellation deadline is four weeks prior to material deadline.

*“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 yousendit.com.
- Please ensure that your file is named with your company name followed by the size specifications eg. CompanyName\_210x297.pdf
- Email your ad to [adsales@atfa.com.au](mailto:adsales@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: \$300 +gst
- any advert smaller than full page: \$220 +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.

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## Material deadlines

Issue	Material Deadline
Early Year	23rd December
Mid Year	1st May
Late Year	1st September

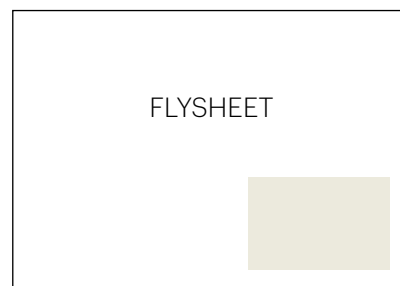
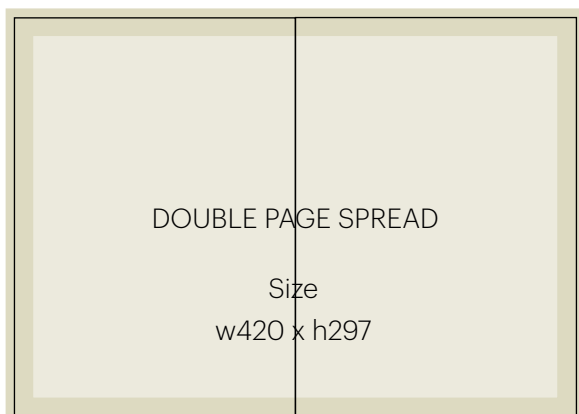
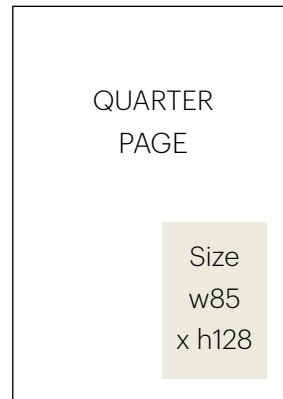
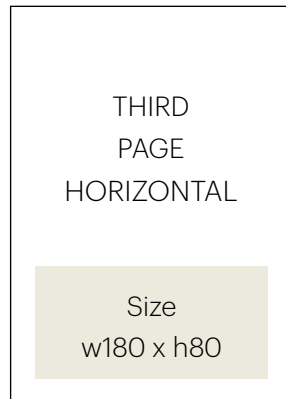
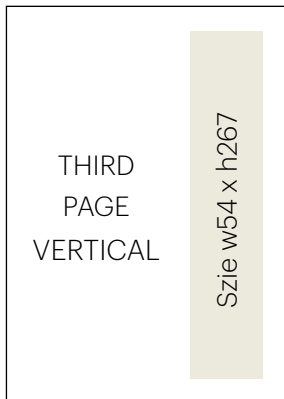
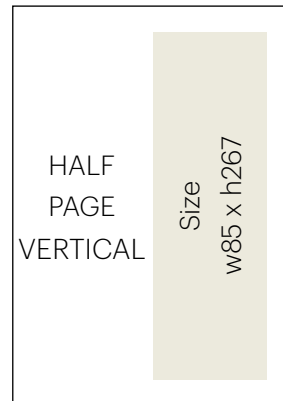
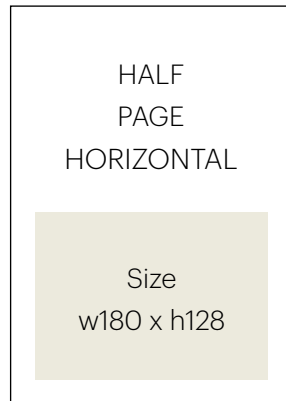
## Ad sizes

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

See over page for additional information on advert sizes.

# timber floors

## Advertising sizes



Please refer to booking form for material and booking deadlines

# timber floors

## The Timber Floors Magazine team

Wood runs through our veins!

### Randy Flierman

Enquires & Advertising Sales

admin@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

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## Disclaimer

AFTA 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. AFTA cannot guarantee reproduction if material does not conform to the provided specifications. No responsibility will be taken for print colour reproduction.

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## Contact details

### Publisher

Australian Timber Flooring Association  
11 Oleander Avenue, Shelly Beach QLD 4551  
ph 1300 361 693 | fax 1300 361 793  
email admin@atfa.com.au  
www.atfa.com.au  
ABN 16 524 524 226