

MEDIA KIT

*Genuinely*  
**SOUTHERN  
FORESTS**  
magazine



**SAMPLE ONLY**

*"This is a very exciting opportunity for the Southern Forests Food Council and our members, with the first edition planned to be launched in October 2016, the magazine will celebrate the seasonal produce, our producers, events, chefs and our stunning landscape."*

~ JAYME HATCHER, GENERAL MANAGER, SOUTHERN FORESTS FOOD COUNCIL.





# Genuinely Southern Forests Magazine

- a new direction

It's one of the most important food bowls in WA and for the first time, the Southern Forests Food Council is celebrating this fact with a brand new magazine for visitors - Genuinely Southern Forests.

Published in October 2016, the magazine will showcase the region with features about the most important people behind all that wonderful natural produce - the growers themselves. In print and online, this is an excellent opportunity for advertisers to reach a growing readership of engaged and committed readers keen to find out how their food arrives from paddock to plate, from all over WA and beyond.

Beautifully produced with gorgeous imagery by renowned local photographer Craig Kinder and experienced writers, Genuinely Southern Forests magazine will introduce readers to family businesses who have worked the land for generations, as well as recipes, informative facts about ingredients and crops and ideas for enjoying an agri-focused visit to the Southern Forests region.

Covering a region that includes the four major towns of Manjimup, Pemberton, Northcliffe and Walpole, and just three hours south of Perth, the Southern Forest region is ripe for its moment in the spotlight. With the neighbouring Margaret River region, it's perfectly positioned to attract visitors keen to explore beyond the borders of this well-known food and wine-producing area of WA.

Be a part of this new marketing approach to inform, entertain and educate readers about how so much of our food reaches our plates from the Southern Forests region.



*"The Southern Forests Food Council sees this as a new way to engage with consumers and visitors, allowing us to connect the produce they are buying with the region and the people who grow it. In addition we see this as great marketing tool for our interstate and international markets, a keep sake for visitors to the region."*

~ JAYME HATCHER, GENERAL MANAGER, SOUTHERN FORESTS FOOD COUNCIL.



A unique local Magazine

- 15,000 to 20,000 print run - perfect bound.
- The only local magazine endorsed by the Southern Forests Food Council with over 350 members and a highly engaged community of producers and supporters.
- Extensively distributed throughout the region and the Perth Metro area.
- Relevant and fascinating content for visitors keen to explore this rich and fertile food-producing area.
- Only 40% advertising, with 60% content ensuring an engaging read.
- Capitalise on such important local events as the Cherry Harmony Festival (December), the Manjimup Farmers Markets (every second week), Truffle Kerfuffle (June) and many more.



**MAKE MINE AN AVO**  
The glorious puckerd skins of avocados hide emerald treasures within - and they're grown right here.



**Cider with Rosie [and Bill and Dave]**  
rich history of brewing the amber car in the Southern Forests

SAMPLE ONLY

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## Ad Deadlines



LAUNCH ISSUE Summer 2016

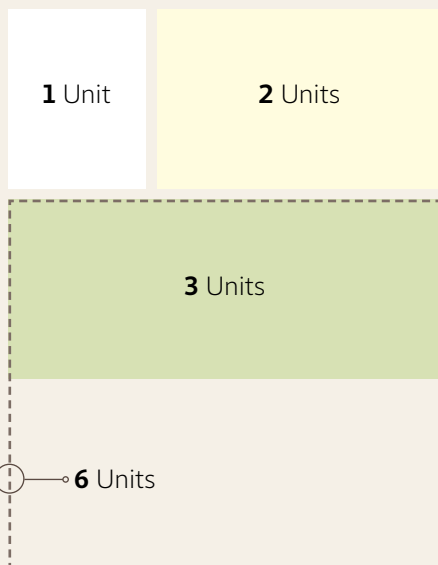
PRINTED October 1

BOOKING DEADLINE September 10

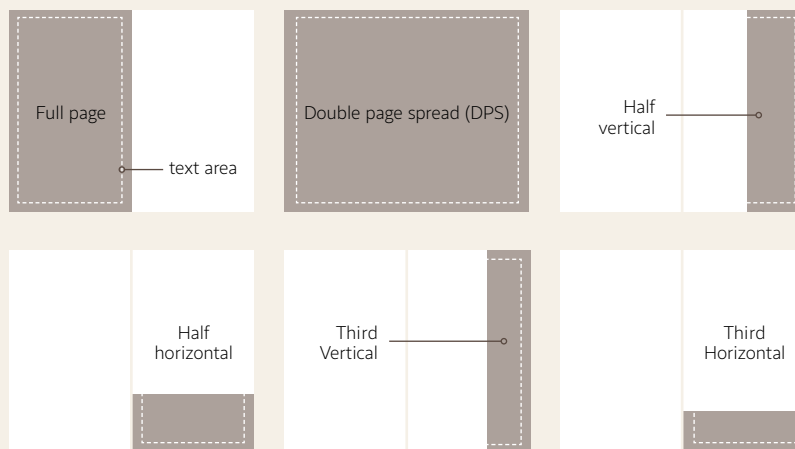
MATERIAL DEADLINE September 17

## Advertising specifications

### Directory (for SFFC members only)



### Display



## Ad sizes (mm)

Ad Size	Ad Rate	Early Bird offer (less 10%)
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directory advertising (SFFC members only)

1 unit	\$250	\$225
2 units	\$450	\$405
3 units (1/3 page)	\$630	\$567
6 units (2/3 page)	\$950	\$855

display advertising

full page	\$2,650	\$2,385
double page spread	\$3,500	\$3,150
half page	\$1,650	\$1,485
third page	\$1,000	\$900
inside back cover	\$2,950	\$2,655
outside back cover	\$2,950	\$2,655

### Directory

1 unit	57 x 86
2 unit (H)	118.6 x 86
2 unit (V)	57 x 176.5
3 unit (H)	180 x 86
3 unit (V)	57 x 267
6 unit (H)	180 x 176.5
6 unit (V)	118.6 x 267

### Display

Full page	210 x 297 + 3mm bleed
DPS	420 x 297 + 3mm bleed
1/2 (V)	100.4 x 297 + 3mm bleed (text area 85.3 x 251.5)
1/2 (H)	210 x 144.6 + 3mm bleed (text area 175 x 125.6)
1/3 (V)	70.5 x 297 + 3mm bleed (text area 55.5 x 251.5)
1/3 (H)	210 x 98 + 3mm bleed (text area 175 x 79)

- All advertisements must be supplied in high resolution PDF or TIFF format, in CMYK, 300dpi with CROP MARKS and 3mm bleed.
- Advertisements containing RGB or LAB colour or images below 300dpi are NOT acceptable.
- Logos should be supplied as eps or .ai (vector) format

All rates exclude gst @ agency fees | 10% Early Bird discount applies to all bookings made before July 30, 2016. Directory ad space available for SFFC members only.