

TIMBER FLOORS

AT A FRACTION OF THE
COST OF DIRECT MAIL,
PUT YOUR BRAND IN FRONT OF
6000 TIMBER FLOORING PROFESSIONALS
WITH TIMBER FLOORS MAGAZINE

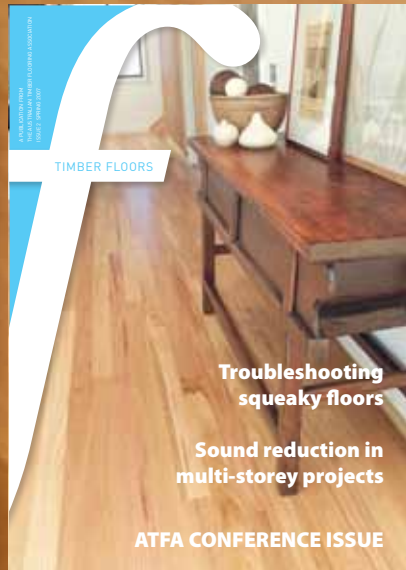


A PUBLICATION FROM
THE AUSTRALIAN TIMBER FLOORING ASSOCIATION
RATES CARD AND ARTWORK SPECIFICATIONS

TIMBER FLOORS

Product profile
ATFA conference
Flooring trends

Project feature:
Lamaro's in Melbourne



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TIMBER FLOORS

Troubleshooting
squeaky floors

Sound reduction in
multi-storey projects

ATFA CONFERENCE ISSUE



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TIMBER FLOORS

Timber floor of the year

ATFA Convention
a huge success

Troubleshooting peaking

TIMBER FLOORS

TIMBER FLOORS MAGAZINE IS A QUARTERLY PUBLICATION DISTRIBUTED TO 2500 TIMBER FLOORING BUSINESSES ACROSS AUSTRALIA. READERSHIP IS AT LEAST THREE TIMES THAT WITH 7500 INDUSTRY PROFESSIONALS READING EACH ISSUE.

CIRCULATION 2500 • READERSHIP 7500

Timber Floors Magazine is distributed to a targeted list of timber flooring and laminate manufacturers, contractors and distributors. Our readership also includes flooring retailers, designers, architects and consultants.

AT A FRACTION OF THE COST OF DIRECT MAIL, PUT YOUR BRAND IN FRONT OF 7500 TIMBER FLOORING PROFESSIONALS, KEY INFLUENCERS AND DECISION MAKERS.

RATES

SIZE	COST	COST PER REACH
Full page back cover	\$2420	32.2 cents
Full page	\$2145	28.6 cents
Half page horizontal	\$1375	18.3 cents
Half page vertical	\$1375	18.3 cents
Third page horizontal	\$1045	13.9 cents
Third page vertical	\$1045	13.9 cents
Quarter page vertical	\$825	11.0 cents
Inserts	\$880	11.6 cents

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



“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

GENERAL SPECIFICATIONS

- Digital files are acceptable via email
- Maximum files size acceptable by email is 20MB
- Please ensure that your file is named with your company name followed by the size specifications eg. CompanyName_210x297.pdf
- Files should be emailed to adsales@atfa.com.au

DESIGN SERVICES

You may choose to use our graphic design service for your advertising. Once we receive your booking our production department will contact you to establish your requirements and advise you of the relevant charges. Our service offers high quality design at an affordable price. We can also provide product photography services.

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 are acceptable
- 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.

Ad description	Trim size (mm)	Bleed (mm)	Live area (mm)
Full page and back cover	210 x 297	216 x 303	180 x 267
Half page horizontal	180 x 134	No bleed	170 x 124
Half page vertical	90 x 267	No bleed	80 x 257
Third page horizontal	180 x 90	No bleed	170 x 80
Third page vertical	60 x 267	No bleed	50 x 257
Quarter page vertical	85 x 134	No bleed	75 x 124



Please refer to booking form for material and booking deadlines

THE TIMBER FLOORS MAGAZINE TEAM

Wood runs through our veins!



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DISCLAIMER

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

CONTACT DETAILS

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