

ADVERTISING MEDIA KIT 2012

# home&giving

F A I R



YOUR GUIDE TO ADVERTISING IN  
THE HOME & GIVING FAIR CATALOGUE

**FEBRUARY 25 — 28 | AUGUST 4 — 8**

# WANT TO REACH OVER 60,000 RETAIL BUYERS?



**Australian Gift & Homewares Association's (AGHA) production team at Loyalty Media (Loyalty) will assist in creating a favourable commercial environment in which our valued Members can grow and prosper.**

*Home & Giving* is the best publication to promote your business. Published twice a year, no other publication in the marketplace targets your industry as effectively.

For a relatively small investment, an advertisement in *Home & Giving* is an opportunity too good to miss with 20,000 copies of the publication distributed each issue.

Would you like to advertise, but don't know how to start? We provide clear advice and support for all your advertising decisions, with up-front costs.

Our production team is also available to assist you in designing and creating an advertisement that will project the very best image for your company.

HOME & GIVING  
IS THE BEST  
PUBLICATION TO  
PROMOTE YOUR  
BUSINESS

## BOOK MULTIPLE ISSUES AND SAVE!

You can book multiple issues in advance and save money. All first-issue advertisements will be charged at the full one-issue rate, subsequent advertisements in 2012 will be charged at the multiple-issue rate with a rebate for the non-discounted first-issue charge.

## NOT EXHIBITING

You cannot advertise in *Home & Giving* if you are not exhibiting. Only the exhibitors of each Fair have the advantage of advertising in *Home & Giving*. Bookings by non-exhibitors cannot be accepted.

## CANCELLATIONS

If you wish to cancel your advertisement, notification must be made in writing before the booking deadline. Multiple-issue advertisers will be notified of their booking with a confirmation letter in advance of the booking deadline for each issue. Multiple-issue advertisers must also notify any cancellations in writing before the booking deadline.

## CHARGES

All prices quoted throughout this ratecard include GST.

## CONTACT

Loyalty Media  
Level 11, 80 Mount Street, North Sydney  
Phone: 02 9954 7256 fax: 02 9954 7994  
email: agha@loyaltymedia.com.au

## EXHIBITOR LISTING INFORMATION

Loyalty has implemented a sophisticated way of creating your exhibitor listing online. Each exhibitor with a stand at the *Home & Giving Fair* is required to submit a listing online through a secure website. This listing is included in the cost of the stand and is published in *Home & Giving*, separate from the advertising as described in this ratecard.

This listing enables you to include a brief description of the products your company showcases along with your current address, contact details and stand number. By entering your listing details online, you also have the advantage of previewing how your listing looks before it goes to print. However, please note that if any of your details have changed you must also contact AGHA advising them of this change.

You will be emailed details of how to submit your listing through the website prior to each *Home & Giving Fair*. Even though this website is extremely user-friendly, instructions and a helpline are provided for your convenience.

Your exhibitor listing must be created before the deadline advised as your access to the website will be cut off after this date. If you have any problems with logging on, refer to the instructions as posted on the website or contact Loyalty within business hours on: ph: (02) 9954 7256, fax: (02) 9954 7994 or email: [agha@loyaltymedia.com.au](mailto:agha@loyaltymedia.com.au)

**ADORI LEATHERGOODS**

**Unique Leather Gifts, When Only The Best Will Do!**

Superb quality small leather goods (wallets, purses, accessories), bags, pens, belts, executive items, travel accessories, desk accessories, corporate products, manicure sets, journals, photo frames, gift sets and an intricately decorated range of ostrich eggs. Many of our products are manufactured from unique Australian exotic leathers. Touch, feel, experience the difference!

H/O: 60 DAWSON ST BRUNSWICK VIC 3056  
PH: (03) 9380 9122 FAX: (03) 9380 9133  
EMAIL: [ADORILEATHER@OZEMAIL.COM.AU](mailto:ADORILEATHER@OZEMAIL.COM.AU)  
WEB: [WWW.ADORILEATHERGOODS.COM.AU](http://WWW.ADORILEATHERGOODS.COM.AU)

**Stand MSG E2706**



EXAMPLE OF A LISTING  
(not actual size)

Your exhibitor listing must be created before the deadline advised as your access to the website will be cut off after this date. If you have any problems with logging on, refer to the instructions as posted on the website or contact Loyalty within business hours on:  
ph: (02) 9954 7256,  
fax: (02) 9954 7994 or  
email: [agha@loyaltymedia.com.au](mailto:agha@loyaltymedia.com.au)

\*Please note that minor changes may be made to your listing to ensure it will fit the listing template

## GUIDE TO CREATING YOUR ONLINE EXHIBITOR LISTING

1. You will initially be emailed a user number and password along with a deadline of when your exhibitor listing must be created.  
**Note:** Keep this email saved so you can refer to these details for future fairs.
2. Log on to the exhibitor listing website <http://gha.loyaltyaust.com.au/> using your login and password details.
3. Click the Add Listing button under the heading of the next *Home & Giving Fair*.
4. Select how many head office and/or interstate address lines you require to use in your listing.
5. Scroll down to the bottom of the page and enter your listing information into the appropriate fields.  
**Note:** If you simply wish to repeat a previous listing saved on the website, select this option. Please ensure your contact details are correct.
6. Once all your information has been entered, click the Generate Preview button to view your listing.
7. Go back to the main page and make the necessary changes to your listing (repeating steps 5 and 6) until you are happy with how your listing looks.
8. Click the Save Listing & Approve button.\*
9. A screen will appear advising that your listing has been saved. You may now close the website or select the Logout button.



“ADVERTISING IN THE HOME & GIVING CATALOGUE GIVES OUR COMPANY THE BIGGEST **BANG FOR ITS BUCK**. WE KNOW IT’S A SIGNIFICANT DRIVER OF **ACTIVITY** ON OUR WEBSITE, **SALES** BEFORE THE FAIR STARTS AND **TRAFFIC** TO OUR STAND DURING THE FAIR”  
—Barry Glick, Owner, Outliving Pty Ltd

## BOOKING & PRODUCING YOUR ADVERTISEMENT

ADVERTISING RATES	ONE-ISSUE RATE (Including GST)	MULTIPLE-ISSUE RATE (Including GST)
Quarter Page	\$478	\$439
Half Page	\$840	\$735
Full Page	\$1,650	\$1,480
Inside Cover	\$2,615	\$2,357
Back Cover	\$2,845	\$2,678
Special Position <sup>2</sup>	ADD 10%	ADD 10%

<sup>1</sup> All first-issue advertisements will be charged at the full one-issue rate, subsequent advertisements in 2012 will be charged at the multiple-issue rate with a rebate for the non-discounted first-issue charge.

<sup>2</sup> Right hand page/other special locations must be specified on booking form. Special positions cannot be guaranteed and loading will not be charged where this option is not available.

DEADLINES	SYDNEY February 2012	MELBOURNE August 2012
Advertising booking	31 October	2 April
Exhibitor listing	4 November	30 April
Ad material / products for photography due	16 November	1 May

## COMPLIANCE WITH DEADLINES

All material must be received by the material deadline. If material is not received by this date, your advertisement will not be included in the publication and cancellation charges will apply.

## ADVERTISEMENT DESIGN & PRODUCTION CHARGES

### DESIGN\*

Quarter-Page .....	\$173
Half-Page .....	\$230
Full-Page .....	\$267

### TYPESETTING CHANGES TO EXISTING ADS

Change of stand, address or phone no. in text box .....	\$30
Change of stand, address or phone no. in a flattened file .....	\$50

### EXTRAS

Deep etching (per picture) .....	\$33
Additional scanning charge (per picture) .....	\$44
Replacing image (per picture) .....	\$75
Changing background colour .....	\$50

### FILE CONVERSION

Applies to any advertisement produced in a program or at a size that does not meet our specifications. (see Mechanical Specifications, page 4) .....	\$70
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### COPY OF YOUR ADVERTISEMENT

A copy of your advertisement in either a high resolution PDF or high resolution JPEG format on CD (per CD) or via email .....	\$25
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### PROOFS

Loyalty can organise to have a colour commercial 3DAP printer proof produced for your convenience (Per commercial proof) .....	\$100
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### PHOTOGRAPHY OF PRODUCTS

Please supply Loyalty with ONLY the product/s you want photographed. For one photograph the number of products is STRICTLY limited to a cubic area of 1m x 1m. Exhibitors wanting more products in their photograph or larger photographic area will be quoted accordingly. Please supply us with a rough sketch and/or a written description of how you would like the image/s to appear. Standard photographers copyright applies. (Per photograph) .....	\$250
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\*Designs include one change only and a maximum of two scans and three deep etches. Additional items will be charged accordingly

"ADVERTISING IN THE H&G CATALOGUE IS CRITICAL IN POSITIONING OURSELVES FOR THE UPCOMING FAIR. TO OUR CUSTOMERS THE CATALOGUE IS AN INDISPENSIBLE RESOURCE, AND SO MANY VISITORS TO OUR STAND TELL US OUR AD INFLUENCED THEIR PRE-FAIR PLANNING"

—Stephen Loughlin, Director, Zimba

GET IN QUICK AND PLACE YOUR AD ON RIGHT-HAND PAGES AND OTHER SPECIAL LOCATIONS!

## HOW TO SUPPLY YOUR AD AS COMPLETE MATERIAL

### ADVERTISEMENT SIZES

#### Quarter-page

90mm x 130mm

#### Full-page

Trim Size: 210mm x 297mm

Bleed Size: 220mm x 307mm

Type Area: 190mm x 277mm

Non Bleed Size: 200mm x 287mm

#### Half-page vertical

Trim Size: 102mm x 297mm

Bleed Size: 112mm x 307mm

Type Area: 82mm x 277mm

Non Bleed: 90mm x 270mm

#### Half-page horizontal

Trim Size: 210mm x 144mm

Bleed Size: 220mm x 154mm

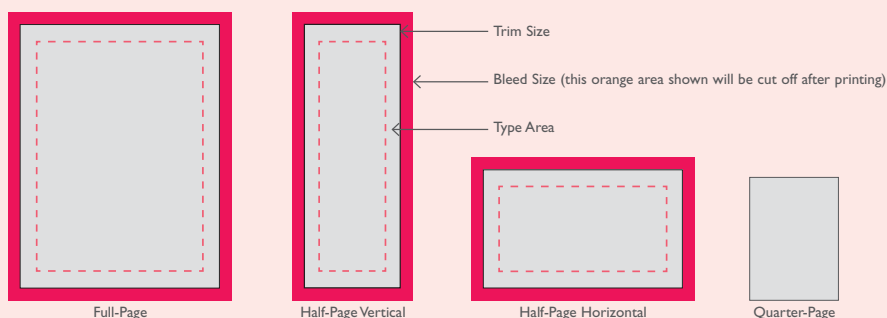
Type Area: 190mm x 124mm

Non Bleed Size: 186mm x 130mm

#### Notes

For full page and half page ads, please keep all type within the 'type area', this will prevent any type from being trimmed. Bleed is not available for quarter page ads.

- All dimensions are shown as width by height.
- Bleed is when your advertisement extends (5mm) past the edge of the page and is cut off when the magazine is trimmed. See example below.
- Non Bleed is when your advertisement sits inside the page and has a white border all around it.
- Please supply double-page spreads as two single pages.



## MECHANICAL SPECIFICATIONS

Loyalty accepts complete artwork on CD, DVD or via email: [agha@loyaltymedia.com.au](mailto:agha@loyaltymedia.com.au)

All CDs/DVDs should be posted to:

Att: Production, Loyalty, Level 11, 80 Mount Street, North Sydney NSW 2060.

### ADS SUPPLIED VIA EMAIL

All emailed artwork should be supplied as a high resolution PDF or high resolution JPEG file (300dpi - do not compress artwork or email).

### ADS SUPPLIED ON CD/DVD

#### Formats:

- High resolution PDF with bleed and crop marks
- All graphics and logos must be supplied
- All files to be CMYK
- Loyalty only accepts ads produced in InDesign, Illustrator, or Photoshop
- All fonts are required, unless fonts are converted to outlines.

#### Images

Images must be supplied as TIFF, JPEG or EPS in CMYK at 300dpi. Lower resolution will reduce the quality of the end result.

### FORMATS NOT ACCEPTED

- PDFs created using Word
- Word documents
- Powerpoint documents
- Excel documents
- QuarkXpress documents

### PROOFS

Loyalty recommends that commercial 3DAP/Epson proofs are supplied where colour-matching is essential.

### SUPPLYING MATERIAL

Please retain copies of all material sent to Loyalty in case of loss or damage in transit. Loyalty will not be held responsible for loss or damage to material supplied by the advertiser.

Note: Colour matching cannot be done unless a commercial 3DAP/Epson proof is supplied. If a proof is not supplied we will not accept responsibility for exact colour reproduction. A laser proof is not considered a commercial printer proof.

## HOW TO SUPPLY YOUR AD AS INCOMPLETE MATERIAL

Let Loyalty Media custom design an advertisement for you. Just follow this simple step-by-step guide to what you need to provide. Too easy!

### ROUGH LAYOUTS

If you would like Loyalty to put an ad together for you, it is essential that you provide a rough layout to give an idea of what you would like. Please include this information on your rough layout:

- Company name, address, phone, fax, email, web
- Your company logo
- Stand number at the *Home & Giving Fair*
- Photograph placement
- An indication of colours you would like to use
- Any special fonts (fonts cannot be guaranteed. You may supply PostScript Mac or Opentype fonts)

### COLOURS

If you have specific colours you would like to use, please supply us with a CMYK breakdown.

### LOGO

Logos must be provided in vector EPS format or as a high resolution TIFF or JPEG.

### DIGITAL IMAGES

All images must be provided in either TIFF or JPEG format, at a minimum size you wish them to appear, with a resolution of 300dpi.

### DIGITAL CAMERA

Photographs taken with a digital camera need to be taken on the camera's highest megapixel setting. Only photographs supplied at 300dpi at the size you wish them to appear in the publication will be accepted. Low quality and incorrectly supplied photographs will not be accepted.

### SUPPLYING PRINTED PHOTOGRAPHS

- Do not cut or write on the back of your photos to indicate how you would like them to appear in your ad. Deep etching can be done by our designers after scanning the whole photograph.
- It is best to send photographs in flat packaging and with cardboard protection. Do not use paper clips on photos as they cause scratch marks.

### PROFESSIONAL PHOTOGRAPHY

- For the best results we recommend that your product shots be taken professionally to ensure your pictures are of a high standard.
- Simply select Product to photograph on the advertising booking form and Loyalty will have your products professionally photographed.

## TERMS & CONDITIONS

### ADVERTISEMENT CHANGES

A fee will be charged if any amendments are required to complete or repeat ads. Amendments include any text corrections or additions, converting files of any kind, deletion or replacement of pictures, resizing ad dimensions, additional scanning or photography.

### CANCELLATION

Any request for cancellation of an advertisement must be in writing. The request will be considered only if received prior to the booking deadline date. Beyond this date the advertising space cost must be paid in full whether it is used or not.

### WARRANTY

The advertiser warrants that all material submitted by, or on its behalf, will not infringe the provisions of section 53 of the Trade Practices Act or any other law or statute and will not give claim to any rights action.

### VARIATIONS

It is important to note that an exact colour match from issue to issue is not possible on a CMYK print process; Loyalty and AGHA cannot accept responsibility for reasonable variations in colour. Every care is taken to ensure that the colour of each advertisement is matched as closely as possible. Where a chemical proof is not provided for supplied material, no responsibility can be taken for the content or colour accuracy. Likewise, no responsibility will be accepted for any changes made after the deadline for submission of material.

### INDEMNITY

The advertiser agrees to indemnify and keep indemnified AGHA, its servants or employees against all costs, charges, damages and for all liability whatsoever as a result or any claim, demand, action, suit or proceeding whatsoever brought by a third party arising out of, or in connection with, any material published by AGHA on the advertiser's behalf.

“WE’VE ADVERTISED FROM DAY ONE...THE **SPIKE IN TRAFFIC** TO OUR WEBSITE, AND THE SUDDEN RISE IN PHONE **INQUIRIES** WHEN THE CATALOGUE HITS THE RETAILERS, IS DIRECT **PROOF IT WORKS**. WE WOULDN’T SURVIVE WITHOUT IT”

— Steve Clues, Marketing Manager, Villa Maison

# STAND OUT AMONGST THE REGULAR ADS WITH HOME & GIVING ADVERTORIAL

Advertorials enable exhibitors to incorporate images and editorial in an attractive, attention-grabbing way. The editor will help you go beyond the boundaries of a regular listing and into greater detail about your company and the products you have on offer. Advertorials are strapped as *Home & Giving* Advertorial which gives a great impression to the reader.

Why not give your company the leverage it deserves? Stand out amongst the regular *Home & Giving* ads with a *Home & Giving* advertorial.



home&giving advertorial

## MJB Giftware

Jewellery Designer

Stand HV7

Cutting edge designer Jane Smith has the most vibrant range of costume jewellery of Jewellery.

You can expect distinctive pieces with geometric shapes and striking colour with a sense of organic influence. Work evolves on a seasonal basis, pieces with a fundamental goal of timelessness, that the product lifespan is unlimited seasonal. As each piece is individually made in Australia, no two pieces are exact.

See all the brand new styles for some heavily reduced Summer February 2012 Home & Giving.

Make sure you visit House of Jewellery what all the fuss is about!

Ph: 02 9909 0099  
Email: sales@houseofjewellery.com.au  
Web: www.houseofjewellery.com.au



ABOVE: EXAMPLE OF ADVERTORIAL RIGHT: EXAMPLE OF ADVERTORIAL ON A PAGE IN THE CATALOGUE

## RATES

Design, production and editorial preparation: ..... \$470  
Plus half-page booking fee  
One-issue rate: ..... \$800  
Multiple-issue rate: ..... \$700

- All advertorials will be strapped with *Home & Giving* Advertorial.
- Artwork remains the property of AGHA and will not be made available to advertisers. You may however, rerun your ad a maximum of two times with no further design charge.
- Image and editorial changes must be made by Loyalty. Production fees provided on page 3.

## SPECIFICATIONS

Image: 86mm x 121mm (min)  
300dpi  
CMYK

Wording: Please supply approximately 120 words which best describe your company and any special features at the upcoming fair. This will then be edited by Loyalty's experienced editorial staff. Please also supply your fascia name, brief title ie, designer bedding, one phone number, an email address and your website.

**ALL ADVERTISERS MUST  
COMPLETE THIS FORM  
AND RETURN IT BY  
FRIDAY OCTOBER 28 FOR  
THE FEBRUARY 2012 FAIR.**

## ADVERTISING BOOKING FORM

Please fax your completed form to (02) 9954 7994 or post it to Loyalty Media:  
Level 11, 80 Mount Street, North Sydney NSW 2060 or email it to agha@loyaltymedia.com.au

Carefully fill in all details to ensure that we update our information correctly. Only exhibiting companies may advertise.

COMPANY NAME \_\_\_\_\_ FASCIA NAME \_\_\_\_\_

CONTACT \_\_\_\_\_ MOBILE \_\_\_\_\_

PHONE ( ) \_\_\_\_\_ FAX ( ) \_\_\_\_\_

EMAIL \_\_\_\_\_

### ADVERTISING BOOKING – all advertisers to fill in this section

I would like to advertise in these issues – (Booking in multiple issues entitles you to a generous discount, see page 3 for rates)

February/Sydney 2012

August/Melbourne 2012

I am booking multiple issues and would like the same advertisement to appear in each edition

### ADVERTISING BOOKING DETAILS

#### Advertisement sizes

Double Page Spread

Full Page

Half Page Vertical

Half Page Horizontal

Quarter Page

Advertorial

Quantity per issue

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**NOTE:** Your ad size can be changed only if we are notified before the booking deadline for that issue.

#### I would like a specific location – 10% loading

Choose from one of the following locations:

Full page: right page

Half page horizontal: top right page

Half page horizontal: bottom right page

Half page vertical: right page

**NOTE:** Specific locations cannot be guaranteed and loading will not be charged where this service is unavailable. Half page vertical: right page does not guarantee ad will be on outer edge. No specific locations are available for quarter page ads. Advertorials will always appear on a right-hand page with no loading charged.

### ADVERTISING MATERIAL DETAILS – Please note deadlines on page 3. Ads must be received by this date without exception.

#### Please choose from one of the following:

1. I will supply my advertisement complete   
(Please check How to Supply Your Ad on page 4)

2. I require Loyalty Media to produce my advertisement and will supply:  
– Digital images plus a rough layout   
– Product/s to photograph plus rough layout

3. I would like to repeat my ad from a previous issue\*

Previous issue \_\_\_\_\_ Page no \_\_\_\_\_

If any changes are required please specify (ie stand number, contact details). Charges apply. See page 3 for details.

\_\_\_\_\_

**\*If artwork is not supplied and a repeat not requested, your most recent advertisement from a previous issue will be rerun. Any necessary changes to stand number or other details will be charged accordingly.**

### APPROVAL SIGNATURE – PLEASE READ CAREFULLY

I understand that photography, scanning, artwork, typesetting and changes to existing and supplied advertisements will incur charges. Cancellations will only be accepted in writing prior to booking deadline and will be acknowledged in writing by Loyalty. **CANCELLATIONS MADE AFTER THIS DEADLINE WILL NOT BE REFUNDED.** All booking forms received are confirmed via email. If you do not receive a confirmation within 7 days of submitting your booking form please contact Loyalty on Ph: (02) 9954 7256 or Email: agha@loyaltymedia.com.au

I have read and agree to all terms and conditions stipulated in this document.

SIGNED: \_\_\_\_\_ DATE: \_\_\_\_\_

NAME (PLEASE PRINT CLEARLY): \_\_\_\_\_