

AUSTRALIAN FURNITURE & FURNISHING



MEDIA KIT 2017

PROFILE

The Australian Furniture Association has been actively promoting the Australian furnishing industry for over 55 years.

The AFA Magazine 'Australian Furniture and Furnishing' provides the latest industry news and trends, as well as constant monitoring of the distribution to ensure your advertising dollar reaches the major buyers in the industry both locally and internationally.

As Australia's leading industry organisation the AFA is at the forefront in news, design trends, industry developments and first hand reports for the Australian furniture industry supply chain on a global scale.

Readers are drawn to the unbiased nature of the magazine and the industry insights. As a credible trade publication we reach an exclusive and often difficult to reach target market who are interested in your products and news.

The magazine is mailed to all AFA Members and distributed at all AFA industry events in Australia and internationally. A digital version of the magazine is also available online via the AFA web site and partner organisations.

Circulation – Along with a direct mail out to all AFA Members additional distribution will follow, through AFA and associated events and online access, putting the publication in front of more than 20,000 key industry professionals and national peak bodies.

TARGET MARKET

Wholesalers

Importers

Exporters

Buyers/retailers/distributors

Key stakeholders

Allied Associations

Designers

Suppliers

Trade organisations

Manufacturers

Government

Education sector

ADVERTISING RATES

Double Page Spread	\$4,800.00
Full Page	\$2,800.00
Half Page	\$2,240.00
Quarter Page	\$1,050.00
Spotlight Feature	\$600.00

Discounts apply for multiple issues and for AFA Members. Prices do not include gst. Preferred Placement loading of 15% applies. No Agency Commissions.

ADVERTISING SPECIFICATIONS

DOUBLE PAGE SPREAD	FULL PAGE
<p>Bleed size 400mm wide x 307 deep</p> <p>Page Size 420mm wide x 297 mm deep</p> <p>Live area 370mm wide x 260mm deep</p>	<p>Bleed size 220mm wide x 307 deep</p> <p>Page Size 210mm wide x 297 mm deep</p> <p>Live area 177mm wide x 260mm deep</p>
HALF PAGE	QUARTER PAGE
<p>Vertical 85mm wide x 260mm deep</p> <p>Horizontal 177mm wide x 125mm deep</p>	<p>Vertical 85mm wide x 125mm deep</p> <p>Horizontal 177mm wide x 60mm deep</p>

All pdf/artwork files must be supplied as high resolution cmyk print ready files at 300dpi. AFA Graphic Designers are available to produce advertisements for an additional cost.



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