



**Convenience
& Impulse
Retailing**

RATE CARD 2009 - 2010

formerly
AUSTRALIAN
ConvenienceStore
NEWS



A new face. From March 2009, Australian Convenience Store News, Australia's leading retail trade magazine, has increased its circulation, broadened its content, sharpened its focus and changed its name to C&i: Convenience & Impulse Retailing.

Much more to convenience than convenience. Convenience is defined by the customers and is driven by the purchase occasion, rather than by the appearance and style of the store. All FMCG outlets are in fact engaged in impulse and convenience retailing.

Huge market + broad appeal. That's why C&i is focused on the convenience purchase, rather than on the convenience store. This means its content is useful to all food-based FMCG retailers from supermarkets to liquor outlets to petroleum, convenience, newsagencies, tobacconists and corner stores. C&i also maintains Australia's most authoritative coverage of the retail petroleum industry. Total hard copy circulation exceeds 27,000 with a further 5,000 online readers.⁽¹⁾

Huge cost savings + more readers. This means that your trade advertising can now penetrate the full depth and breadth of the food-based FMCG market with a single publication. C&i will increase your reach by 25%⁽²⁾ and reduce your advertising cost per thousand by 60%⁽²⁾ compared with its two small-circulation competitors.

SWEEPING CIRCULATION

	NSW& ACT	VIC	QLD	SA	WA	TAS	NT	O/S	TOTAL
Convenience Stores	969	1,037	925	264	345	64	61	0	3,665
Service Stations	1,390	962	968	393	386	95	88	2	4,284
Newsagents/Corner Stores	2,504	1,927	1,819	539	684	127	127	0	7,727
Video/QSR	255	195	305	55	165	0	40	0	1,015
Tobacconists	492	198	194	26	26	27	9	0	972
Stand-alone Liquor	214	245	381	33	38	0	30	0	941
Grocery Big Two	539	386	333	126	159	42	17	0	1,602
Grocery Indep chains	684	544	772	216	241	24	25	0	2,506
Grocery no banner	642	299	252	107	148	61	26	0	1,535
Mini Marts	249	234	233	89	109	0	20	0	934
Industry Suppliers	836	706	173	35	90	3	1	17	1,861
TOTAL	8,774	6,733	6,355	1,883	2,391	443	444	19	27,042

⁽¹⁾ These figures are calculated by the publisher based on previously audited figures and will be confirmed by CAB audit in June 2009.

⁽²⁾ Based on Retail World at \$8,300 per page for 11,309 circulation; Convenience World at \$4,000 per page for 10,356 circulation and C&i at \$6,250 per page for 27,000 circulation

Category Features for 2009-2010

May/June 2009

Booking Deadline 15/4/2009
Material Deadline 25/4/2009
On Sale 28/5/2009 to 7/6/2009

- Hot Coffee Programs
- Sweet Pastries - Bakery
- White Milk
- ATM
- Fuel Additives

July/Aug 2009

Booking Deadline 15/6/2009
Material Deadline 25/6/2009
On Sale 28/7/2009 to 7/8/2009

- Pies
- Tobacco - RYO
- Chocolate Bars
- Telco
- Car Care

Sep/Oct 2009

Booking Deadline 15/8/2009
Material Deadline 25/8/2009
On Sale 28/9/2009 to 7/10/2009

- Health Snacks
- Energy Drinks
- Ice Coffee
- Refrigerated Merchandisers
- BBQ Fuel

Nov/Dec 2009

Booking Deadline 15/10/2009
Material Deadline 25/10/2009
On Sale 28/11/2009 to 7/12/2009

- Functional Water
- Ice Cream
- Tobacco - Cigar
- Personal Care
- Car Wash

Jan/Feb 2010

Booking Deadline 15/12/2009
Material Deadline 20/12/2009
On Sale 28/1/2010 to 7/2/2010

- Sports drinks
- Sugar confectionery
- The small grocery offer
- In-store cafe
- In-Car accessories

Mar/Apr 2010

Booking Deadline 15/2/2010
Material Deadline 25/2/2010
On Sale 28/3/2010 to 7/4/2010

- Juice
- Frozen Foods
- Cough & Cold
- What's happened to tobacco sales?
- Forecourt OH&S

May/June 2010

Booking Deadline 15/4/2010
Material Deadline 25/4/2010
On Sale 28/5/2010 to 7/6/2010

- Microwaveable food
- White milk
- Breath fresheners and gum
- Salty Snacks
- Environmental regulations for forecourts



Advertising Rates

March 2009 - May 2010



www.c-store.com.au

New sizes	2009-10 Main Body	2009-10 Forecourt	Height mm	Width mm
Eighth Page horizontal	\$839	\$654	75	108
Eighth Page vertical	\$839	\$654	152	54
Quarter Page horizontal	\$1,638	\$1,278	75	220
Quarter page vertical	\$1,638	\$1,278	152	108
Prime Time (100 words plus picture first editorial page)	\$1,730	N/A		
Editorial spot (100 words plus picture. Run of paper)	\$1,730	\$1,349		
Half page horizontal	\$3,203	\$2,498	152	220
Half page horiz (bleed)	\$3,394	\$2,647	170	240
Half page vertical	\$3,203	\$2,498	310	108
Half DPS	\$6,250	\$4,875	152	460
Full page	\$6,250	\$4,875	340	240
Outside Back Cover	\$6,950	N/A	340	240
Double page	\$9,485	\$7,588	340	480
Front cover	\$11,328	N/A	340	240
Inside cover double page	\$11,328	N/A	340	480
Flysheet (printed both sides)	\$12,021	N/A	340	240
Market Blaster (front cover plus inside double page)	\$20,703	N/A	340	240 & 480
3 Page Gatefold	\$11,015	N/A	340	480 & 240
4 Page Gatefold	\$13,279	N/A	340	720 & 240
6 Page Gatefold	\$19,919	N/A	340	1440 & 240

Supplying Files

Files can be supplied on CD, DVD or by email
Our email file size limit is 20 Mb.

Please send discs to:
Australian Convenience Store News
6/340 Darling Street, Balmain, NSW 2041
Email files to: magazine@c-store.com.au

Formats. Pdf only.

PDFs must be produced to press-ready settings (e.g. 3DAP). If you are unsure about how to do this, please refer to the 3DAP page on creating pdfs. (www.3dap.com.au/creatingpdfs.htm). Full page ads must include 5mm bleed all round and crop marks.

Fonts must be embedded, and colour CMYK format.

When preparing files, images should be 300dpi CMYK. All eps files should have ALL fonts converted to outlines, and all document and colour definitions should be CMYK.

A colour proof of the ad should be supplied, to indicate how the output file should appear. If no proof is supplied then no guarantee can be made on the final output of the file.

Proud members of:



Data Partner



Terms and Conditions

Rates and material. All bookings for the 2009/2010 calendar year are billed at the rates contained in the 2009/2010 Media Kit. GST is not included in the published rates. No responsibility will be assumed by the publisher for material which does not conform to specifications.

Confirmation. All advertising bookings must be confirmed in writing. Verbal bookings and material instructions not accepted.

Terms. Terms for all existing clients and their agencies are payment 7 days after the earliest On-Sale date. Terms for new clients are cheque with order for the first booking.

Cancellation. Cancellation before booking deadline attracts no penalty. Cancellation between booking deadline and material deadline attracts a cancellation fee of 50% of the face value of the insertion. Cancellation after material deadline or failure to provide material before material deadline requires full payment for the space booked.

Consecutive insertions. Material for consecutive insertions will be repeated unless otherwise advised.

Suitability. The publisher reserves the right to refuse any booking if it believes the material supplied to be unsuitable or the client not creditworthy.

Errors by publisher. The publisher undertakes to repeat free of charge any advertisement which is not reproduced correctly, but accepts no other liability for errors or omissions.

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