

# FightBack

for AUSTRALIA

## MEDIA KIT

# 2011 / 2012

FightBack is a unique opportunity for Australian Owned and Made (AO&M) producers to market their products direct to consumers in IGA supermarkets through 1.2 million copies per year.

We offer both print and web advertising options to ensure our 250,000 plus readers are aware of your products. FightBack is distributed through more than 400 Supa IGA stores in NSW, Queensland, South Australia, Victoria and WA - ensuring your products are at the best Point of Sale opportunities for purchasers.

FightBack prints 150,000 copies 8 times per year.

The readership spends more than \$100 million a year on AO&M products and 90% want to spend more! You need the in-store and on-line awareness FightBack brings to tap into this huge market potential.

Please note that you must be an Australian owned business with Australian made products to participate.

To enquire about advertising, please contact us:

Advertising Enquiries:

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Web: [www.fightbacknews.com.au](http://www.fightbacknews.com.au)

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## FACTS, FIGURES & TESTIMONIALS

### FIGHTBACK READERSHIP

- 80% of readers are female
- 42% are from two person households
- 47% are from households with 3-6 people

### FIGHTBACK INCOME

- 43% of readers have a combined household income of \$40,00-\$80,000 a year
- 17% have income of \$80,000-\$150,000 a year
- 50% of readers spend \$151-\$300 per week on groceries
- 50% of readers spend at least 70% of their income at independent supermarkets

### FIGHTBACK USAGE

- 90% of readers use the Australian Made and Owned Buying Guide when they shop
- 70% of readers find FightBack "very" or "extremely" useful
- 48% state that FightBack encourages them to buy Australian Owned and Made products
- 62% rate buying Australian Owned and Made products as important or extremely important

### AUSTRALIAN OWNED AND MADE

- 94% want to spend more on Australian Owned and Made Products
- 97% are concerned about foreign owned products replacing Australia products on the shelves - 55% "extremely concerned"
- 48% say Buying Australia Owned and Made is very important
- 52% of shoppers regularly, or always, substitute an Australian owned and made brand for a foreign brand.

If you would like to read this research in more detail, please contact us or visit the website at [www.fightbacknews.com.au](http://www.fightbacknews.com.au)

## Testimonials

"Love reading Fightback every month - would like to see more articles on Australian products that use recyclable packaging and perhaps recipes using Australian owned products."

"I have just read the latest issue, for which I truly compliment you. The various articles (in particular on food additives), and which companies are Australian owned, I found very interesting. Thank you."

"Just letting you know I am very happy shopping at my local IGA, thoroughly support Aussie owned and made, and the friendly service at Sale. I find the FightBack mag very informative and love the recipes. Keep up the good work."

"I stopped in at my local IGA two days ago, and was blown away by your FightBack magazine, and your commitment to buying Australian and raising the OZ BUY standard."

"I read FightBack (the first I'd seen), cover to cover, and was excited to see the prominent advertising of OZ Brands that I'd never known about, and your promotion of them."

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## RATES & DEADLINES

Issue No.	Bookings & Material	Go To Print	Instore
84	31st August 2011	14th September 2011	within 7 days
85	17th October 2011	31st October 2011	within 7 days
86	23rd November 2011	7th December 2011	within 7 days
87	30th December 2011	13th January 2012 <b>Australia Day Issue</b>	within 7 days
88	28th February 2012	13th March 2012	within 7 days
89	16th April 2012	30th April 2012	within 7 days
90	31st May 2012	14th June 2012	within 7 days
91	13th July 2012	27th July 2012	within 7 days
92	31st August 2012	14th September 2012	within 7 days
93	15th October 2012	29th October 2012	within 7 days
94	23rd November 2012	7th December 2012	within 7 days

## 4 or 8 advert packages for 2011 / 2012

4 advert package	1/4 page	\$3,500 plus GST (horizontal)
8 advert package	1/4 page	\$6,500 plus GST (horizontal)
4 advert package	1/3 page	\$4,000 plus GST (vertical)
4 advert package	1/2 page	\$4,800 plus GST (\$1,200 each plus GST)
8 advert package	1/2 page	\$9,600 plus GST (\$1,200 each plus GST) An 8 advert package allows an early right hand page to be booked for a year.
4 advert package	Full page	\$8,000 inc GST (\$2,000 each plus GST)
8 advert package	Full page	\$16,000 inc GST (\$2,000 each plus GST) An 8 advert package allows an early right hand page to be booked for a year or inside front or inside back cover.

All packages include half price listing on website

New products	\$500 per product
Recipes page	\$1,00 per page

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## MATERIAL SPECIFICATIONS

At FightBack, we understand that many of our advertisers do not employ professional advertising agencies, and therefore have limited experience in producing their own print advertising. Should you have any queries regarding the technical application of our material specifications, please feel free to contact us.

### Full Page

200mm wide x 275mm high  
Add 5mm around outside for bleed (210mm wide x 285mm high)  
Allow for a 5mm margin inside (190mm wide x 265mm high)

### 1/2 page (sits at the bottom of the page)

200mm wide x 125mm high  
Add 5mm around outside for bleed (210mm wide x 135mm high)  
Allow for a 5mm margin inside (190mm wide x 115mm high)

We will crop the top bleed so that it is not visible on the page.

### 1/3 page (sits to the outside of the spread on the left or right)

66.5mm wide X 265mm high  
Add 5mm around outside for bleed (76.5mm wide x 275mm high)  
Allow for a 5mm margin inside (56.5mm wide x 255mm high)

If your advertisement sits on the right, the left bleed will be cropped so that it is not visible on the page, and vice versa for an ad that sits on the left.

### 1/4 page (sits at the bottom of the page or can be placed with other ads)

65mm high X 200mm wide  
Add 5mm around outside for bleed (70mm high x 210mm wide)  
Allow for a 5mm margin inside (55mm high x 190mm wide)

## FILE REQUIREMENTS

FightBack is available for design services if necessary (additional charges apply).

If providing artwork, please submit the following:

- a press quality PDF in CMYK colour mode with text converted to outlines **OR**
- an EPS or TIFF in CMYK colour mode (minimum 300dpi resolution) **OR**
- a JPG in CMYK colour mode (minimum 300dpi resolution)

Please note that JPG colours may vary slightly to other file types.

Files under 8mb can be e-mailed. All others must be submitted via CD or DVD.

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## WEB ADVERTISING SPECIAL

### GET ON BOARD THE NEW FIGHTBACK WEBSITE

Here is a great opportunity to get on board the new look FightBack and commit to our WEBSITE renewal program.

The all-new website has hits running at record rates and people are subscribing to the magazine in record numbers.

Web ads rotate through the site to provide you with maximum exposure and link directly to your website to allow you to track hits.

- Two display ads on the fightbacknews.com.au website and link direct to your website for 12 months - \$1,500 (plus GST)
- Business write up in Top Aussies Brands for a year with link from home page - \$1,000 (plus GST)
- BOLD Listing in the FightBack magazine guide for 12 months - \$1,000 (plus GST)