



Advertiser Kit

Welcome to **barossaliving** – the first publication designed to share and celebrate the stories and people which make the Barossa Valley unique in the world.

The reason the Barossa continues to grow and prosper after 160 years is our willingness to innovate, to re-invent and to look to the future. Since the first pioneers arrived in Bethany a confident, can-do attitude has underpinned the community's growth and development.

Now in the early 21st century the Barossa faces the challenges of increasing population growth, development pressures, rapid industrialisation, wine and grape over supply and competitor wine regions all of which threaten the unity, which has made us strong. It is essential that we continue to look ahead positively.

We are a community full of inspiring stories and Barossa Living exists to tell the world about them. In doing so, we hope it will assist in a small way to grow our unique community.

For further information please contact

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Barossa Living Magazine

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The Publishers

Fuller started in the Barossa in 1993, when former Stock Journal editor, Peter Fuller commenced business in his galvo shed alongside his vineyard at Bethany.

Over the last 14 years the business has grown to encompass Fuller's strategic specialist services in Creative, Strategy, Advertising, Communications and Publishing in Tanunda and Adelaide.

A key role over most of that time has been promoting the Barossa region and its wine industry throughout Australia and overseas.

Based in the Barossa's first Institute in Murray Street Tanunda (coincidentally also one of the Barossa's early publishing houses) barossaliving is written, designed and managed by a team of passionately local people at Fuller and designed and produced by Free Run Press.

The Target

Your advertising will be read by 10,000 people who visit the Barossa's wineries, B&B's and hotels; interstate and overseas wine lovers and tourists who are planning a visit; and people who want to come and join our community.

barossaliving is available in key demographic retail outlets in the Barossa, regional South Australia, Adelaide, Tasmania, Alice Springs, Melbourne, Sydney, Brisbane and Perth.

Regular features

Heritage – Innovation – Business - Art and Artisans – Wine – Youth - Community – Looking ahead - Great Spaces – Food - The Land – Culture - Nature and Environment – Sport.



Advertising Deadline

Magazine edition	Advert booking deadline	Advert copy deadline	Signed Off Finished Artwork to Production	Magazine release date
Autumn 2009	Monday 9 February 2009	Wednesday 11 February 2009	Wednesday 25 March 2009	Monday 5 April 2009

Technical specs



\$1900.00	\$1000.00	\$1000.00	\$800.00	\$800.00
Full Page 297 x 210 Full Bleed 303 x 216	Half Page Vertical 240 x 87	Half Page Horizontal 120 x 180	Third Page Vertical 240 x 56	Third Page Horizontal 75 x 180

**Measurements are shown in depth x width and in mm, all half page and third page adverts are not available in full bleed*

Preferred positions		Magazine stock specifications
Inside front cover	\$2500.00	Cover Stock 250gsm gloss
Page 1	\$2500.00	Internal Stock 100gsm gloss
Inside Back cover	\$2500.00	Machining Burst Bound & Trimmed
Back Cover	\$3000.00	Trim Size 297 x 210mm (A4)
Double page spread	\$2800.00	

File requirements

Photos

CMYK, minimum 300dpi at 100% size (the larger the better)

Logos

Preferred format: CMYK vector .eps files *Alternatively:* CMYK 300dpi tiff files

Text

Microsoft Word

Supplied adverts

PDF files set to the following specs: CMYK (no spot colours please), min 300dpi, min 5mm bleed to be included for full page ads. Publisher and Pagemaker files cannot be accepted. Placement of advertisements is at the discretion of the editor.