

2019 media kit

56,000 copies
every two months
distributed by Australia Post
to
every business
in Brisbane
and surrounding areas



distribution area



profile

Business Trader Magazine was created in 1993 and is one of the most cost effective, hard hitting ways to promote your business in the greater Brisbane region.

Business Trader Magazine is the only business to business magazine that is guaranteed to be directly delivered by Australia Post to virtually all of the estimated 56,000 Brisbane businesses.

Businesses just like yours!

There is absolutely no other way that you can get your message to reach all of these businesses anywhere near as cost effectively as the *Business Trader Magazine* is able to do.

Absolutely no other way!

80% of *Business Trader Magazine* advertisers have been regular advertisers for 3 years or more.

Fact not fiction!

Business Trader Magazine is cleverly positioned to offer the best advertising value, anywhere to be found in Brisbane. It even works out a lot cheaper than doing your own flyer printing and letterbox drops.

Small investment for a huge coverage!

My continued involvement with the Business Trader over the past 15 years has been nothing short of staggering, with the new and long term leads I have picked up.

Ian Godbold
Godbold and
Associates

Running our business from Sydney is no obstacle to selling promotional products in the South East Queensland area and your magazine has been instrumental in getting our phones ringing over the last 13 years.

Thank you!

Sam Wu
AC&C International

It's been a pleasure to deal with the Business Trader for the past 7 years. Thank you for your continued support and advice with our advertisements, as the subtle changes have made a huge difference to our response.

Mark Prieditis
Telephone Wreckers



2019 advertising rates



All prices are per issue and exclude GST

size	1 issue	6 issues
Outside Back Cover	\$2,750	\$2,500
Inside Front Cover	\$2,420	\$2,200
Page 3 or Page 4	\$2,420	\$2,200
Double Page Spread	\$3,454	\$3,140
Full Page	\$1,727	\$1,570
Half Page	\$1,111	\$1,010
Quarter Page	\$ 715	\$ 650
Trade Directory – total price for six issues:		\$2,100 *
Front Cover Strip **	\$1,000	
Loading for first 20 pages request	\$ 200	
Loading for right hand page request	\$ 100	

** Only available to advertisers running a full page or double page ad in the same issue.

artwork specs & more

Press ready artwork must be supplied at the correct dimensions, and meet the specifications below. Alternatively, we can typeset and prepare your advertisement from copy and pictures you supply. (An artwork charge may apply)

PDF is our preferred format for receiving artwork. PDFs must be press resolution and to the correct size. There should be no spot colour elements. Colour images must be in CMYK format NOT RGB.

We cannot use PDFs made from Word or Publisher as press ready artwork. Publisher files CANNOT be accepted under any circumstances.

Full colour Images should be supplied as a maximum resolution jpeg (original image to be 300dpi as size to be used). Supplying lower resolution images will result in poor quality when printed.

EMAIL ARTWORK TO: art@businesstradermagazine.com.au

Large files over 8mb should be supplied via a file delivery service, eg. www.hightail.com or www.wetransfer.com, etc.

Please make sure your booking is confirmed before sending any artwork.

artwork charges

size	charge
Full Page	\$295
Half Page	\$200
Quarter Page	\$140
Trade Directory	\$100
Front Page Strip	\$100
Minor changes	\$ 50

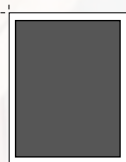
ad dimensions



double page spread

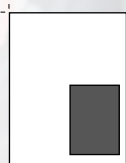
Total size including gutter:
H 243mm
W 369mm

or 2 x full page size (see below)
no bleed required



full page

Size: H 243mm
W 174mm
no bleed required



quarter page

Size: H 119mm
W 84mm
no bleed required



half page

Size: H 119mm
W 174mm
no bleed required



trade directory

Size: H 55mm
W 84mm
no bleed required

deadlines

issue	deadline	released
Feb/Mar	Jan 24	Feb 18
Apr/May	Mar 15	Apr 8
Jun/Jul	May 10	Jun 3
Aug/Sep	Jul 12	Aug 5
Oct/Nov	Sep 13	Oct 7
Dec/Jan 2020	Nov 8	Dec 2

***FREE
TRADE
DIRECTORY
ADVERTISING**
When you book
a DPS for
6 issues!

OR

***1/2 PRICE
TRADE
DIRECTORY
ADVERTISING**
When you book a
FULL PAGE for
6 issues!

****ASK
US ABOUT
OUR FRONT
COVER STRIP
OFFER!**



contact us +



The Magazine Publishing Company

PHONE: 07 3866 0000

FACSIMILE: 07 3866 0066

EMAIL: info@businesstradermagazine.com.au

ADDRESS: Ground Floor, 33 Nundah St, Nundah Qld 4012

POSTAL: PO Box 406, Nundah Qld 4012

WEBSITE: www.businesstradermagazine.com.au

