

in-business



The mission of 'in-business South Australia' magazine is to play a significant part in the development of our State's economic strength by providing a medium for business communication that –

- fosters effective networking
- delivers information to support good decision-making
- is shared and valued by all South Australian business people.

in-business... South Australia's best business networking package!

Established in 2001 *in-business* magazine is now a reading priority for thousands of South Australian business people. Our reputation has been built on editorial integrity, high quality presentation, an innovative and relevant mix of content (including the Top 100 SA Company Index and Fast Movers SA) and a South Australian focus that drives networking and business transactions.

Each edition of *in-business* provides readers with a comprehensive round-up of what's happening around the State plus management tools that help South Australian businesses excel. Other features in each edition include *in-businesswoman*, a business event calendar and a business services directory, branded as the *Gold Pages*. Importantly, *in-business* fills the gap for business news that is parochial, independent and adds value.

Tap into the eager audience that *in-business* brings together, through local alliances with the Australian Institute of Company Directors (South Australia) whose members are all included on our subscriber base and the SA Great campaign. With a print run of 4,500–5,000 copies, a subscriber base approaching 3,500 and an estimated readership of 10,000 *in-business* is making a big impact in South Australia. This is supported by our own branding activities including TV advertising.

Advertising Data

Full Colour Advertising Rates

All rates are charged on space only basis regardless of whether full colour or mono (black only) material supplied. All spot colours should be supplied as CMYK splits.

Double Page	\$3995 \$4394.50 (inc. gst)
Full Page	\$2475 \$2722.50 (inc. gst)
Half Page (horizontal)	\$1275 \$1402.50 (inc. gst)
Third Page (vertical)	\$875 \$962.50 (inc. gst)
Quarter Page	\$675 \$742.50 (inc. gst)
Sixth Page	\$475 \$522.50 (inc. gst)

6 ISSUE BUY – 10% DISCOUNT

3 ISSUE BUY – 5% DISCOUNT

Typesetting and artwork charges NOT included in above rates.

Agency commission – 10%.

Preferred position loading 10–30% when available.

Advert Dimensions	Full Page	Half Page H	Third Page V	Quarter Page	Sixth Page
Trim Area	220 x 300mm	220 x 145mm	77 x 300mm	124 x 100mm	62 x 126mm
Bleed Area	226 x 306mm	226 x 151mm	83 x 306mm	130 x 106mm	68 x 132mm

IMPORTANT: All ads require 3mm bleed on all edges. Provide Hi Res pdfs with NO crop marks. If you are unsure of the settings to provide please call and ask for information

Specifications *in-business* is constructed in a Macintosh environment

- Supplied material is required in Mac format InDesign, Quark, Freehand, Photoshop or Illustrator. Ads in tiff, eps or max. quality jpegs are fine [300dpi min @ 100%, colour or greyscale].
- Include all original Freehand/Photoshop files, linked images and fonts in tiff/eps files.
- Microsoft Word documents – not compatible, text and layout guide only, ad will be reset.
- Print quality pdf files are accepted [converted into CMYK eps files for placement in the magazine]. Embed all postscript fonts [including inside imported graphics and logos]. NOTE: Some truetype fonts may not be usable or default back to Courier. Where possible convert all fonts into paths before distilling or saving to pdf.
- Emailed ads/files – best as single files [pdf, tiff, eps, jpeg] or in Stuffit compressed folders 4.5mb or smaller. Zip disk (100mb) or CD's preferred along with colour proofs.
- 'in-business' is printed 175 line screen, sheet fed offset.

Dates for 2008/2009

Issue	Publication Date	Booking Deadline	Material Deadline
42	31 July 2008	1 July 2008	10 July 2008
43	30 September 2008	1 September 2008	10 September 2008
44	29 November 2008	1 November 2008	10 November 2008
45	31 January 2009	15 January 2009	20 January 2009
46	31 March 2009	1 March 2009	10 March 2009
47	31 May 2009	1 May 2009	10 May 2009

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