

# 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) and the Water Industry Alliance whose members are all included on our subscriber base. With a print run of 5,000+ copies, a subscriber base approaching around 3,500+ and an estimated readership of 12,000 *in-business* is making a big impact in South Australia. This is supported by our own branding activities including TV advertising. Also available in leading newsagents in South Australia.

## 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.

<b>Double Page</b>	<b>\$3995</b> \$4394.50 (inc. gst)
<b>Full Page</b>	<b>\$2495</b> \$2744.50 (inc. gst)
<b>Half Page (horizontal)</b>	<b>\$1295</b> \$1424.50 (inc. gst)
<b>Third Page (vertical)</b>	<b>\$895</b> \$984.50 (inc. gst)
<b>Quarter Page</b>	<b>\$695</b> \$764.50 (inc. gst)
<b>Sixth Page</b>	<b>\$495</b> \$544.50 (inc. gst)

**6 ISSUE BUY – 7.5% 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
Page Size 220(W) x 300(H)mm					
Type Area	170(W) x 250(H)mm	170(W) x 105(H)mm	50(W) x 250(H)mm	105(W) x 80(H)mm	40(W) x 110(H)mm
Trim Area	190(W) x 270(H)mm	190(W) x 125(H)mm	70(W) x 270(H)mm	125(W) x 100(H)mm	60(W) x 130(H)mm
Bleed Area	196(W) x 276(H)mm	196(W) x 131(H)mm	76(W) x 276(H)mm	131(W) x 106(H)mm	66(W) x 136(H)mm

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 2010 – 2011

Issue	Publication Date	Booking Deadline	Material Deadline
55	30 September 2010	1 September 2010	10 September 2010
56	29 November 2010	1 November 2010	10 November 2010
51	31 January 2011	15 January 2011	20 January 2011
58	31 March 2011	1 March 2011	10 March 2011
59	31 May 2011	1 May 2011	10 May 2011
60	31 July 2011	1 July 2011	10 July 2011

### Advertising Enquiries

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South Australia