

MASTER
GROCCERS
AUSTRALIA

IR

Independent Retailer
MAGAZINE

For 100 Years Australia's Independent Supermarkets and Liquor Stores have Relied on this Informative Magazine.

Independent Retailer is the official magazine of Master Grocers Australia and circulates eight times per year to 2,000 leading independent licensed supermarkets and liquor store members across the country.

The readers of 'Independent Retailer' are a vital audience to target your advertising message.

Independent Retailer is regarded as a "must read" publication by our regular readers, associate member suppliers to the trade and government bodies interested in the vibrant and growing independent sector.

Manufacturer/supplier associate membership of MGA is growing at a rapid rate, further strengthening the Independent Retailer Magazine's relevance in the market place.

With the input from the experienced team at MGA, all editorial content is relevant and is presented to our readers in a format that is appropriate for their business.

Two magazines in one with Independent Retailer Liquor through Liquor Retailers Australia all in the one publication.

*The magazine for Australia's
independent food and
liquor retailers.*

Phone: (03) 9824 4111

Fax: (03) 9824 4022

IndependentRetailer.net.au

Editorial

Independent Retailer covers a comprehensive range of industry specific categories that are both interesting and critically important to member retail stores.

Regular features include:

- What's New
- Retailer tips and hints
- Feature pictorial stories of new and award winning retail formats
- Liquor news complete with new product information and retailer stories.
- Security
- Technology
- Trade services
- Insurance and finance advice
- Marketing ideas
- Merchandising tips
- New product features
- Fresh food trends
- Consumer research
- Retail training
- OH&S, Food Safety, RSA
- Workplace Relations, Employment Law

'Independent Retailer' is digitally produced which enables the magazine to be published quickly ensuring that news is always up to date.

Advertising

Full colour advertising is available throughout the publication. We are happy to provide assistance in the preparation of advertising copy from initial rough layouts to finished copy for publication.

Editorial Support

We are seen as an advisory body giving guidance to our retailers, we welcome the opportunity to include any new concepts or products that can deliver benefit to our members.



Who is the MGA

IR
Independent Retailer

MASTER
GROCCERS
AUSTRALIA

FOODWORKS



IGA LIQUOR



Cellarbrations



Master Grocers Australia (MGA) is the leading national independent grocery and liquor supermarket industry employer association.

MGA (formerly Master Grocers Association of Victoria) has a proud and rich history serving its members for over 100 years. The MGA board is made up of independent supermarket retailers who are dedicated to providing a strong, sustainable, relevant and credible industry body.

MGA's Mission:

Our mission is to deliver the best possible industry-specific business support services for independent grocery and liquor store members.

MGA's Services:

The best possible industry-specific business support services provided by MGA include:

- Workplace Relations (Industrial Relations and Employment Law advice)
- Training (compliance training - RSA, food safety and OH&S, operations and business management, induction and pre-work training and seminars)
- Legislative compliance advice and consultancy (OH&S, food safety, RSA)
- Communications (magazine, website, e-news bulletins)
- Member representation (public relations & media, lobbying, government, brands, wholesalers, suppliers)
- Fellowship and networking eg: golf day, breakfast events, mentoring, relationships, regional retailer meetings.
- Special interest groups (region, size or specialisation in ethnicity, language and culture support)

National Office
SUITE 5, 1 MILTON PARADE,
MALVERN, VIC, 3144.

PHONE: +613 9824 4111

FAX: +613 9824 4022

FRECALL: 1800 888 479

www.mga.asn.au

One
Independent
Voice

LIQUOR
RETAILERS
AUSTRALIA

Independent Liquor Outlets

MASTER
GROCCERS
AUSTRALIA

Publication Dates 2011

Month	Copy Deadline
• February 7	January 21
• March 21	March 4
• May 9	April 22
• June 20	June 3
• August 8	July 22
• September 12	August 26
• October 24	October 7
• December 5	November 18

Enquiries

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Media Sales

Email: steve.sellars@mga.asn.au

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Email: production@independentretailer.net.au

Mobile: **0418 143 145**



Page Size (A4)

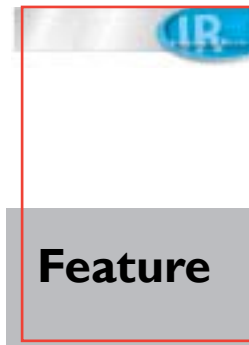


Full Page Including Bleed off

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including 5mm bleeds all around

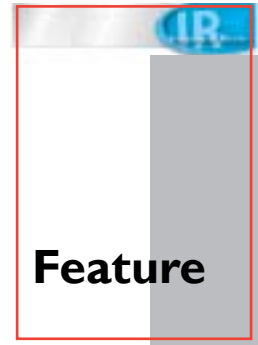
Liquor Front Page Bleed off

90mm depth x 220mm width
including 5mm bleeds all around



Feature

Landscape Feature Bleed off
130mm depth x 220mm width includes 5mm bleeds all around



Feature

Portrait Feature Bleed off
260 mm depth x 110mm width inc 5mm bleeds all around



70mm depth x 190mm width

Strip



70mm depth x 90mm width

Card

Advertising Rates



All advertising rates are subject to GST

SIZE	RATE
Inside front Cover	\$ 2,500
Inside front Cover LIQUOR	\$ 2,500
Front Cover Strip LIQUOR	\$ 1,200
Double Page Spread	\$ 3,600
Full Page	\$ 2,000
Major Feature	\$ 1,000
Double Major Feature	\$ 1,800
Strip Feature	\$ 800
Card	\$ 350
Inserts Up to A4 Size Plus standard advertising rate	\$ 750
Magazine Subscription	\$ 95pa

Note: All features are the only paid advertising permitted on that page

All advertising rates are per issue and subject to 10% GST.

Terms of Payment 30 Days from Invoice date,



CIRCULATIONS
AUDIT BOARD

**Average net Distribution
Jan-Dec 2010
2,000**

Advertising placement philosophy.

We pride ourselves in delivering a quality publication to our readers and aim to support this with advertising that enhances the readability of the magazine.

All advertising sizes are carefully sized to allow space for content, it is this content that will keep the reader on the page and benefit the advertiser.

Mechanical Data

- Digital artwork is preferred
CMYK jpg is the preferred format to supply artwork. Please note the file must be high resolution and include bleeds.
Adobe Illustrator up to CS3 version. All fonts are to be outlined (converted to curves) and all colours CMYK.
Adobe Photoshop please ensure all fonts are outlined the files are saved to CMYK.jpg or PDS format min 300dpi resolution
- **Supplying files, these can be emailed.**
Please only use Win Zip for large files
- Art production can be provided at cost.
- Printed by Ellikon Fine Printers (Contact Phil Pianta) 384 George St Fitzroy Vic 3065
Phone 03 9417 3121 Fax 03 9417 3981

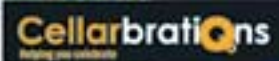
LIQUOR RETAILERS AUSTRALIA

Independent Liquor Outlets

Independent Retailer LIQUOR

FOODWORKS

IGA LIQUOR



MASTER
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AUSTRALIA
Member
Support
Freecall
1800 888 479

MGA and LRA's goals are to enable members and their employees to achieve:

- A collaborative, reputable and profitable independent grocery and liquor retail sector displaying best practice people management.
- A valued and rewarding working career in the independent supermarket sector.
- Independent ... to be recognised as a great place to work and shop.
- One national representative voice - one outcome
- Standards of training.
- Strong and sustainable relationships with all industry stakeholders.