

Media Kit 2021



Where wonder meets wisdom.

Quick reference

Fortnightly EHB catalogue

Name	Size (w x h)	Cost
Single Module	62mm x 50.5mm	\$2,000
Double Module Horizontal	129mm x 50.5mm	\$3,000
Double Module Vertical	62mm x 105mm	\$3,000
1/5 page	195mm x 50.5mm	\$3,000
2/5 page	195mm x 105mm	\$4,000
3/5 page (approx 1/2 page)	195mm x 160mm	\$6,000

Fortnightly in-store promotion

Name	Size (w x h)	Cost
TPR	N/A	\$500
Counter Unit	N/A	\$650
Clip Strip	N/A	\$500

Direct mail (DM) advertising

Name	Size (w x h)	Cost
Supplier DM	210mm x 99mm	\$4,000

Event catalogues (Christmas / Mother's Day etc)

Name	Size (w x h)	Cost
Full page:	210mm x 275mm +3mm bleed	\$8,000
Half page	210mm x 190mm +3mm bleed	\$6,000

Electronic communication (recipients by negotiation)

Name	Size (w x h)	Cost
Individual Brand EDM	600px x 800px	By neg.

Social media (duration by negotiation)

Name	Size (w x h)	Cost
Facebook	1080 x 1080px	\$100
Facebook - Boosted	1080 x 1080px	\$500
Instagram	1080 x 1080px	\$100

In-store (duration by negotiation)

Name	Size (w x h)	Cost
Window poster (Adelaide)	1500mm x 1700mm	\$2,000 + production
Window poster (North Adelaide)	2200mm x 1500mm	\$2,000 + production

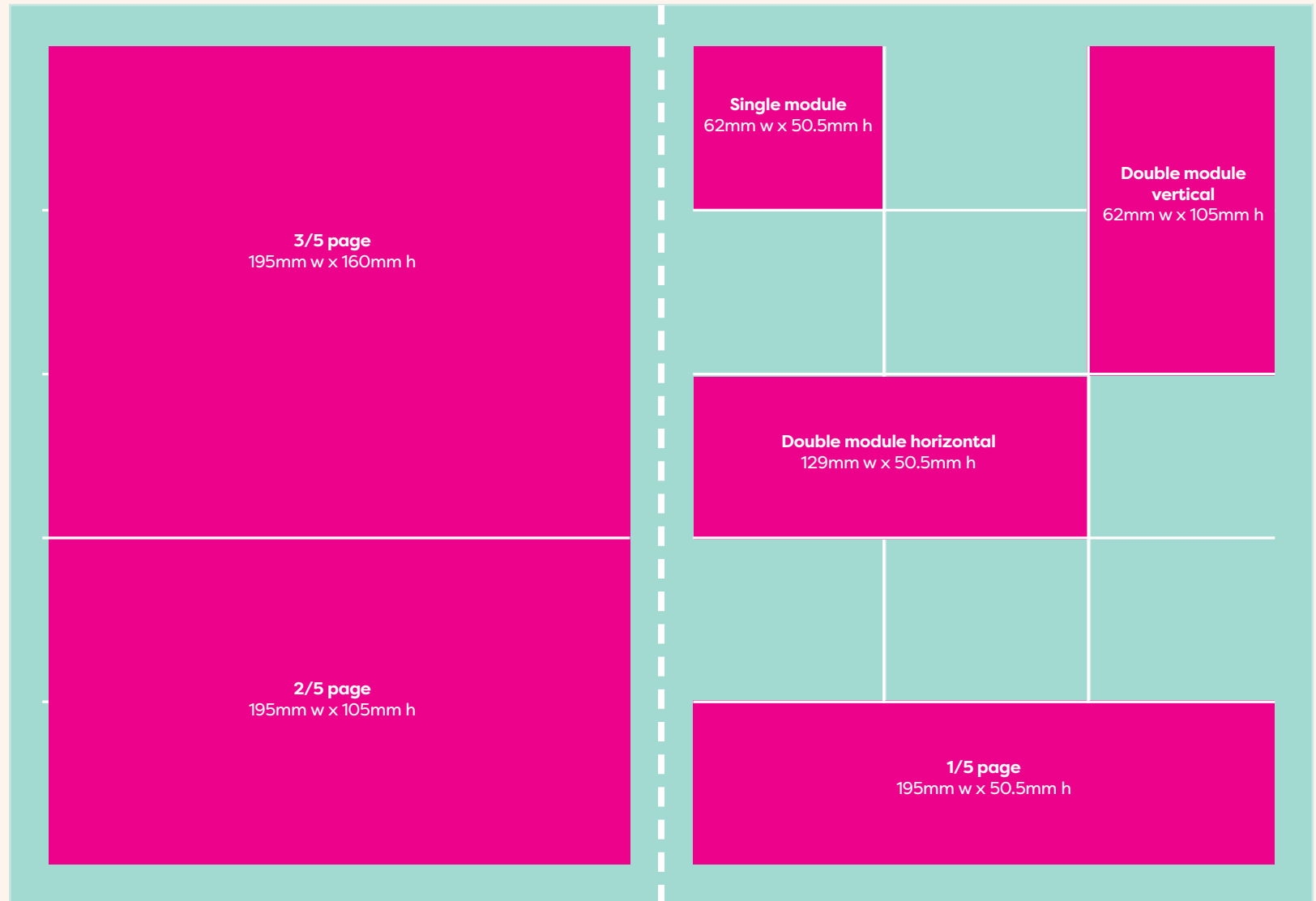
Extra Healthy Benefits (EHB) Catalogue 2021

Printed

Distribution: 85,000*

Image Requirements

- Packaged design files including fonts and links or a high res pdf
- Images must be 300dpi at 100%
- CMYK required
 - no spot colours
- No crops/bleed marks



Supplier DM

GWPs, Major launch etc.

Distribution: 5,000

Database: Based on member interests / shopping history.

*Strongly subject to approval

Individually addressed

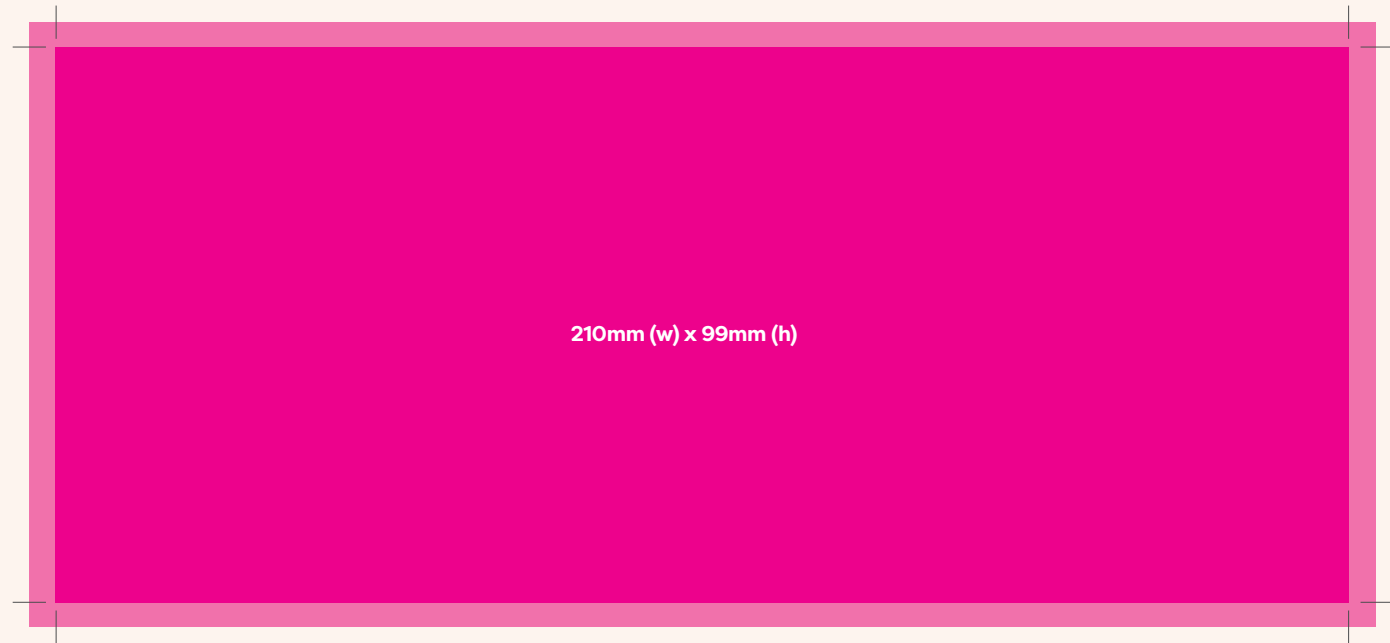


Image Requirements

- Packaged design files including fonts and links or a high res pdf
- Images must be 300dpi at 100%
- CMYK required
 - no spot colours
- Crops marks and 3mm bleed all round

Event Catalogue 2021

Printed

Distribution: 85,000*

Full page
210mm x 275mm + 3mm bleed

1/2 page
210mm w x 190mm

Image Requirements

- Packaged design files including fonts and links or a high res pdf
- Images must be 300dpi at 100%
- CMYK required
 - no spot colours
- No crops/bleed marks

Individual brand edm

GWPs, Major launch etc.

Maximum Distribution:

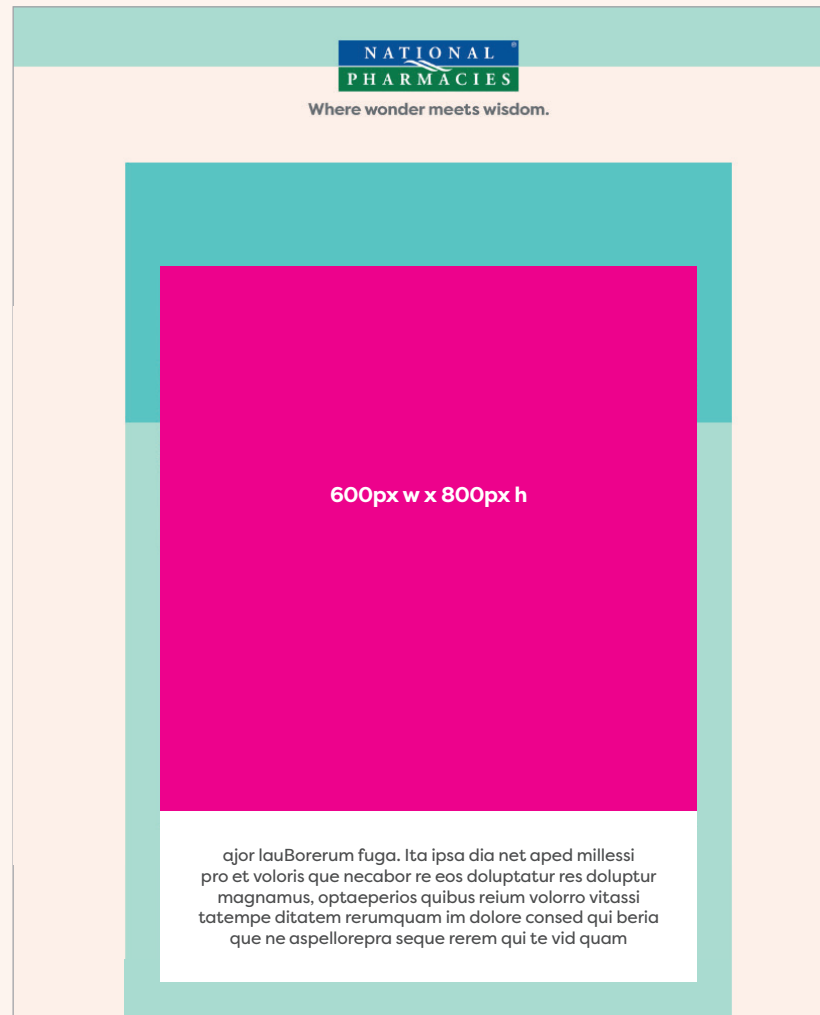
90,000 subscribers Australia-wide

Database: Based on member interests / shopping history.

*Strongly subject to approval

Image Requirements

- Images must be supplied as a png, jpeg or gif
- Images must be 150dpi at 100%
- RGB required - no spot colours



Social media

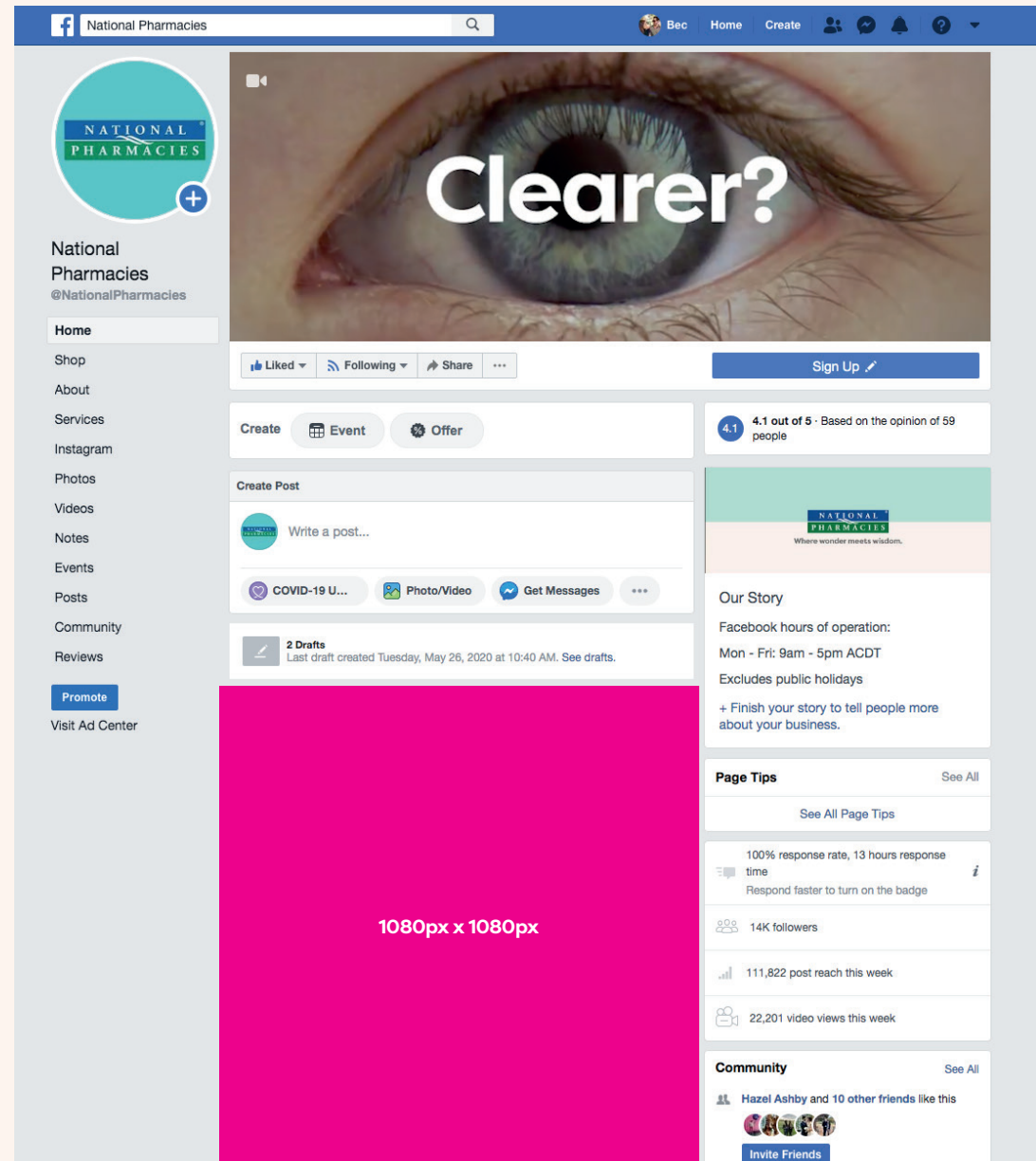
Facebook – 14,000 Followers

Brand posts available to communicate brand availability, new product/range, product benefits etc. Posts not available for price promotion.

Run as part of paid promotion or supply stylised product imagery to appear at our discretion.

Image Requirements

- Images must be supplied as png, jpg, gif or mp4
- Images must be at least 150dpi at 100%
- RGB required - no spot colours



Social media

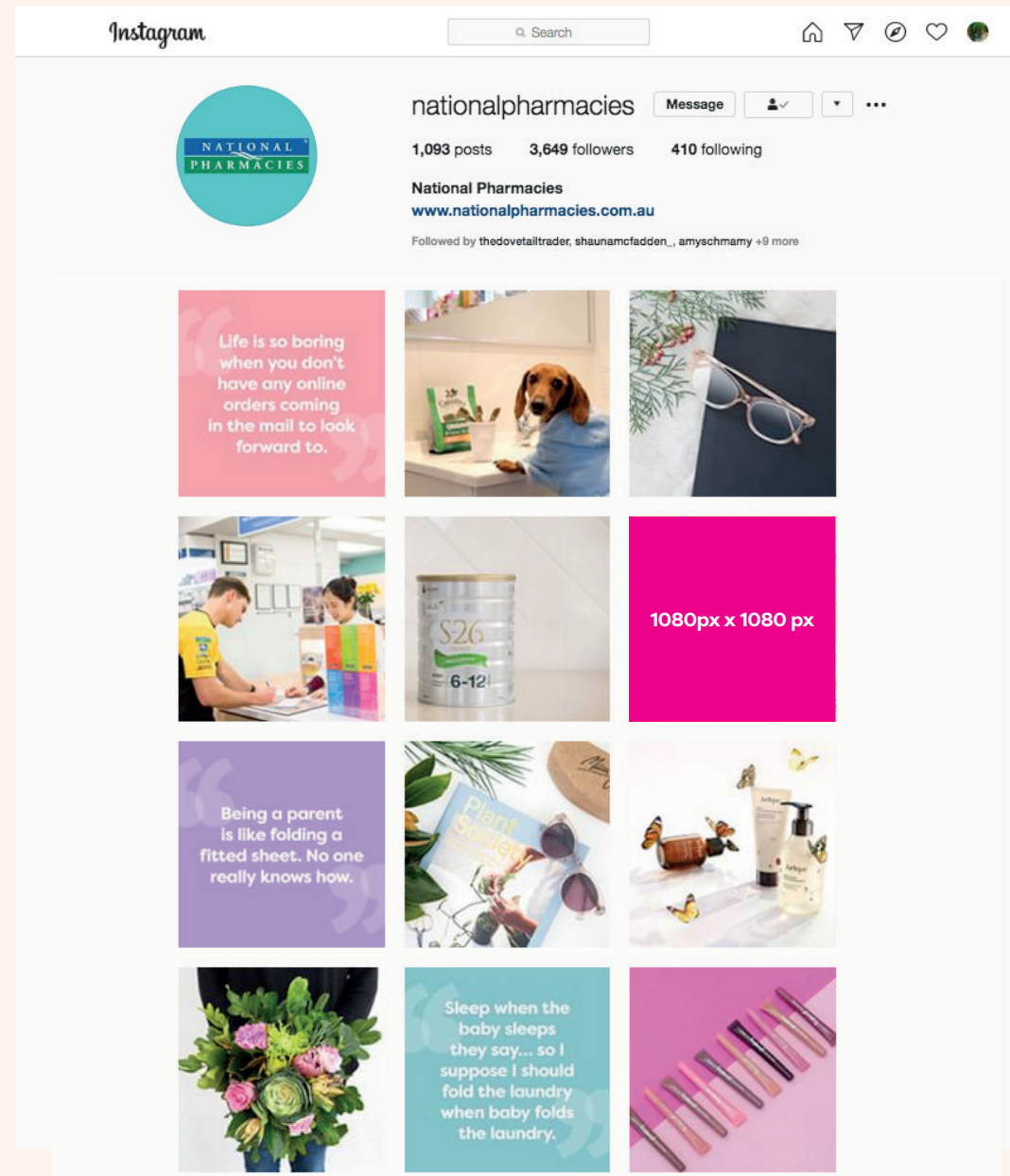
Instagram – 3,600 Followers

Product + brand imagery only

Run as part of paid promotion or supply stylised product imagery to appear at our discretion.

Image Requirements

- Images must be supplied as a png, jpeg or MP4
- Images must be 150dpi at 100%
- RGB required - no spot colours



In-store

Window display

Window posters*:

Adelaide

North Adelaide

*Subject to availability

Image Requirements

- Packaged design files including fonts and links or a high res pdf
- Images must be 150dpi at 100%
- CMYK required - no spot colours
- 3mm bleed
- Printers marks (if supplying pdf)

