

The Australian

# BEAUTY

THE VOICE OF THE INDUSTRY

Therapist

MEDIA KIT

[www.aabth.com.au](http://www.aabth.com.au)

2009

**Reach savvy beauty industry professionals,**

hungry for the latest in beauty and lifestyle innovations both at home and overseas.

**Target professional, knowledgeable consumers,**

eager for the latest industry trends.

**Connect with motivated readers in salons,**

spas and retreats across every avenue of the beauty industry in Australia.

The Australian Beauty Therapist Magazine |

# the voice of the industry



Published by the Advanced Association of Beauty Therapists (AABTH) – Australia's leading and most prestigious association of practicing professional beauty therapists. This professional body is committed to defining and promoting professional ethics and standards and is the only Australian Association to qualify for membership to CIDESCO – the world's major international beauty therapy association.

The Australian Beauty Therapist Magazine is the magazine for the serious beauty professional. Our readers are savvy beauty industry professionals, hungry for the latest in beauty and lifestyle innovations both at home and overseas.

The Australian Beauty Therapist Magazine is published quarterly, distributed to subscribers and members. The magazine brings the latest in news, product and treatment innovations, overseas trends, training courses, interior design and business advice not only for professionals working in the Australian beauty industry but to their colleagues and customers. An essential read for more than 2,500 subscribers, The Australian Beauty Therapist Magazine also provides expert advice on marketing techniques, merchandising and store operations.

Our readership base includes professional, knowledgeable consumers, eager for the latest industry trends. Special features allow the magazine to focus on specific industry developments and lifestyle trends to keep our readers up to date with the latest innovations.

The magazine's readership extends far beyond individual

subscribers, with each copy being read by multiple readers', from salon staff to customers. Our publications have an extended shelf life as the copies are often kept in salons for customers to read as the editorial is stimulating and relevant. Through advertising in The Australian Beauty Therapist Magazine you can be sure your advertising is reaching motivated readers in salons, spas and retreats across every avenue of the beauty industry in Australia.

A features list is available for advertisers to link their products and services directly with the editorial lead stories. Additionally we welcome editorial contributions to keep our members abreast with the latest developments within the industry.

*\*publishers claim*



# advertising rates 2009/2010

## PREMIUM POSITIONS

Front Cover	\$3,930
Outside Back Cover (OBC)	\$2,770
Inside Front Cover (IFC)	\$2,310
Inside Back Cover (IBC)	\$2,190

10% loading on all other Premium Positions (all rates exclusive of GST)

## STANDARD POSITIONS

	Casual	2x	4x
Double Page	\$3,750	\$3,390	\$3,220
Full Page	\$1,890	\$1,710	\$1,625
Half Page	\$1,130	\$1,025	\$945
Third Page	\$890	\$805	\$765
Quarter Page	\$780	\$710	\$675
Marketplace	\$300 Flat rate		

(all rates exclusive of GST)

## A4 INSERTS

2pp – 8pp (up to 40g) \$1,200 + GST

Anything over, subject to weight and quote

## MATERIAL SPECIFICATIONS

High Resolution PDF only (300 DPI) with all fonts embedded. We do not accept ads in Word, Powerpoint, Publisher or any Microsoft software. Supply all material on CD in Mac format or email to [info@oow.com.au](mailto:info@oow.com.au)

## ADVERTISING SALES

Sue Hannell **Phone:** 0412 742 094 **Email:** [s\\_hannell@optusnet.com.au](mailto:s_hannell@optusnet.com.au)

## EDITORIAL ENQUIRIES

Belinda Mayor **Phone:** 9415 4633 **Email:** [info@aabth.com.au](mailto:info@aabth.com.au)

# deadlines 2009/2010

EDITION	EDITORIAL	ADVERTISING	MATERIAL	ONSALE
Autumn 2009	9 February 2009	16 February 2009	23 February 2009	16 March 2009
Winter 2009	8 June 2009	15 June 2009	22 June 2009	13 July 2009
Spring 2009	17 August 2009	24 August 2009	31 August 2009	21 September 2009
Summer 2009/2010	2 November 2009	9 November 2009	16 November 2009	7 December 2009
Autumn 2010	29 January 2010	5 February 2010	12 February 2010	5 March 2010



# material dimensions

	<p><b>FRONT COVER</b></p> <p><b>Bleed Area:</b> 220mm (w) x 240mm (h)</p> <p><b>Trim Area:</b> 210mm (w) x 230mm (h)</p> <p><b>Type Area:</b> 190mm (w) x 210mm (h)</p>		<p><b>DOUBLE PAGE SPREAD</b></p> <p><b>Bleed Area:</b> 430mm (w) x 307mm (h)</p> <p><b>Trim Area:</b> 420mm (w) x 297mm (h)</p> <p><b>Type Area:</b> 400mm (w) x 277mm (h) <i>(allow 20mm gutter)</i></p>		
	<p><b>FULL PAGE</b></p> <p><b>Bleed Area:</b> 220mm (w) x 307mm (h)</p> <p><b>Trim Area:</b> 210mm (w) x 297mm (h)</p> <p><b>Type Area:</b> 190mm (w) x 277mm (h)</p>		<p><b>HALF PAGE HORIZONTAL</b></p> <p>190mm (w) x 136mm (h)</p>		<p><b>HALF PAGE VERTICAL</b></p> <p>93mm (w) x 277mm (h)</p>
	<p><b>THIRD PAGE HORIZONTAL</b></p> <p>190mm (w) x 89mm (h)</p>		<p><b>THIRD PAGE VERTICAL</b></p> <p>60mm (w) x 277mm (h)</p>		<p><b>QUARTER PAGE VERTICAL</b></p> <p>93mm (w) x 136mm (h)</p>
					<p><b>MARKETPLACE</b></p> <p>93mm (w) x 60mm (h)</p>

# terms and conditions

- 1 No cancellations of space can be accepted after the published booking deadline.
- 2 If copy is not received by deadline date, the AABTh (The Publisher) reserves the right to insert copy previously published.
- 3 The positioning or placing of an advertisement is at the publisher's discretion, except where specifically agreed to by the Publisher and a loading is paid by the Advertiser.
- 4 Space cancelled within a contract period, thereby affecting a discounted rate, will result in the advertising under that contract reverting to the appropriate rate for the number of insertions.
- 5 The Publisher will invoice the Advertiser for the secured advertisement on date of publication.
- 6 The advertiser cannot make alterations to dates marked on this booking form unless authorised by the Advertising Accounts Manager.
- 7 The Advertiser warrants that the advertisements to be placed pursuant to this order will:
  - (a) contain no defamatory, obscene or otherwise unlawful matter;
  - (b) not infringe any rights, including copyright, or any third parties;
  - (c) comply with Standards of The Media Council of Australia, The Advertising Standards Council, all other relevant regulatory bodies and;
  - (d) not in any way be false, misleading or deceptive or otherwise breach any provision of the Trade Practices Act 1974.
- 8 The Advertiser acknowledges that the Publisher in its discretion shall be entitled to place the word 'advertisement' or 'advertorial' on any copy which in the Publisher's opinion too closely resembles editorial matter.
- 9 Indemnity Clause: The attention of the advertisers is drawn to the Trade Practices Act 1974 and the provisions in the Act which apply to advertising. The AABTh does not accept any responsibility for ensuring that advertisements placed within The Australian Beauty Therapist publication comply with the provisions of the Act. By placing advertisements in this publication, advertisers agree to indemnify and to keep indemnified the AABTh and its publication, The Australian Beauty Therapist, against all liability which may arise against the AABTh and its publication, The Australian Beauty Therapist in respect arising out of or in connection with the acceptance by the AABTh and its publication, The Australian Beauty Therapist of the advertisement.