



Rate Card 2011 Calendar Year

*Australia's leading national
magazine for route & convenience*

**Only C&I can drive your advertising message into the full breadth
of the \$22 Billion FMCG-based route & convenience market**

Sweeping Circulation (figures as at 1st January 2011)

	NSW/ACT	VIC	QLD	SA	WA	TAS	NT	O/S	TOTAL
Mini Marts	247	231	29	84	135	27	18	0	771
Convenience Stores	2,533	2,159	2,058	666	834	174	152	2	8,578
Newsagents/Corner Stores	2,441	2,061	2,007	514	816	337	71	0	8,247
Video/QSR	208	240	287	57	186	0	31	0	1,009
Tobacconists	353	268	175	23	23	24	8	0	874
Industry Suppliers	809	689	182	35	90	13	1	25	1,844
TOTAL	6,591	5,648	4,738	1,379	2,084	575	281	27	21,323

Convenience & Impulse Retailing Features List for 2011

February 2011

Carbonated Soft Drinks
In-store Bakery
Personal Care
Refrigerated Merchandisers

*Booking deadline 12/12/2010
Material deadline 20/12/2010
On sale 28/1/2011 to 7/2/2011*

April 2011

Tobacco - Budget Packs
Energy Drinks
Cough and Cold
Chocolate Bars

*Booking deadline 15/2/2011
Material deadline 25/2/2011
On sale 28/3/11 to 7/4/11*

June 2011

White Milk
Hot Coffee
Hot Food Merchandisers
Packaged Bread

*Booking deadline 15/4/2011
Material deadline 21/4/2011
On sale 28/5/2011 to 7/6/2011*

August 2011

Tobacco - Out of Stocks
Flavoured Milk
Sugar Free Confectionery
Car Wash

*Booking deadline 15/6/2011
Material deadline 25/6/2011
On sale 28/7/2011 to 7/8/2011*

October 2011

Juice
Frozen Carbonated Beverage
Sugar Confectionery
Ice

*Booking deadline 15/8/2011
Material deadline 25/8/2011
On sale 28/9/2011 to 7/10/2011*

December 2011

Tobacco Packaging
ATM
Enhanced Water
Telco

*Booking deadline 15/10/2011
Material deadline 25/10/2011
On sale 28/11/2011 to 7/12/2011*

Check your Category for Advertising Opportunities for 2011

Cold Beverage

Carbonated Soft Drinks: February
Energy Drinks: April
Juice: October
FCB: October
Enhanced Water: December

Forecourt

Carwash: August
Ice: October

Milks

White Milk: June
Flavoured Milk: August

Foodservice

In-store Bakery: February
Refrigerated Merchandisers: February
Hot Coffee: June
Hot Food Merchandisers: June

Confectionery

Chocolate Bars: April
Sugar Free: August
Sugar: October

On-Site services

ATM: December
Telco: December

Tobacco

Budget Packs: April
Out of stocks: August
Packaging: December

Other

Personal Care: February
Cough and Cold: April
Packaged Bread: June

For 23 years, the trusted information source for Australia's convenience retailers.

Published by: Berg Bennett Pty Ltd, 6/340 Darling Street, Balmain NSW 2041

Tel: +61 2 9555 1355 Fax: + 61 2 9555 1434 email: magazine@c-store.com.au www.c-store.com.au

Advertising Rates

2011 Calendar Year



VALUE ADVERTISING	2010 Main Body	Height mm	Width mm
Eighth Page horizontal	\$864	75	108
Eighth Page vertical	\$864	152	54
Quarter Page horizontal	\$1,687	75	220
Quarter page vertical	\$1,687	152	108
Prime Time (first editorial page)	\$1,782	100 words + pic	
Editorial spot (Run of paper)	\$1,782	100 words + pic	
Half page horizontal	\$3,299	152	220
Half page horiz (bleed)	\$3,496	170	240
Half page vertical	\$3,299	310	108
HIGH IMPACT			
Half DPS	\$5,995	152	460
Full page	\$5,995	340	240
Outside Back Cover	\$7,159	340	240
Double page	\$9,770	340	480
MAJOR PRESENCE			
Front cover	\$11,668	340	240
Inside cover double page	\$11,668	340	480
Market Blaster (front cover plus inside double page)	\$21,324	340	240/480
3 Page Gate fold	\$11,345	340	480/240
4 Page Gate fold	\$13,677	340	720/240
6 Page Gate fold	\$20,516	340	1440/240
Flysheet (printed both sides)	\$12,382	340	240

ADD SPECIAL EFFECTS TO YOUR ADVERTISING

C&I can provide any and all printable special effects, from special textured or foil coatings and varnishes, to embossing and die cutting. Please call for a Special Effects Catalogue and price list.

Inserts (conditions apply)

National	\$230 per 1,000
Selected States	\$300 per 1,000

CAB Audited figures are available but will not reflect the changed circulation until the mid year audit is released in mid 2011.

Proud members of:



Data Partners:



Supplying Files

Files can be supplied on CD, DVD or by email. Our email file size limit is 20 Mb.

Formats. Pdf only.

PDFs must be produced to press-ready settings (e.g. 3DAP). If you are unsure about how to do this, please refer to the 3DAP page on creating pdfs. (www.3dap.com.au/creatingpdfs.htm). Full page ads must include 5mm bleed all round and crop marks.

Fonts must be embedded, and colour CMYK format.

When preparing files, images should be 300dpi CMYK. All eps files should have ALL fonts converted to outlines, and all document and colour definitions should be CMYK.

NB: A colour proof of the ad should be supplied, to indicate how the output file should appear. If no proof is supplied then no guarantee can be made on the final printed image.

Please send discs to:

Convenience & Impulse Retailing
6/340 Darling Street,
Balmain, NSW 2041
Email files to:
magazine@c-store.com.au



Terms and Conditions

Rates and material. All bookings for the 2011 Calendar Year are billed at the rates contained in the 2011 Rate Card. GST is not included in the published rates. No responsibility will be assumed by the publisher for material which does not conform to specifications.

Confirmation. All advertising bookings must be confirmed in writing. Verbal bookings and material instructions not accepted.

Terms. Terms for all existing clients and their agencies are payment 7 days after the earliest On-Sale date. Terms for new clients are cheque with order for the first booking.

Cancellation. Cancellation before booking deadline attracts a 50% penalty. Cancellation between booking deadline and material deadline attracts a cancellation fee of 75% of the face value of the insertion. Cancellation after material deadline or failure to provide material before material deadline requires full payment for the space booked.

Consecutive insertions. Material for consecutive insertions will be repeated unless otherwise advised.

Suitability. The publisher reserves the right to refuse any booking if it believes the material supplied to be unsuitable or the client not creditworthy.

Errors by publisher. The publisher undertakes to repeat free of charge any advertisement which is not reproduced correctly, but accepts no other liability for errors or omissions.

www.c-store.com.au

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