



**Convenience  
& Impulse  
Retailing**

# RATE CARD

## 2010 Calendar Year

*The national magazine  
for route & grocery*

**Reach all retailers in the food-based FMCG market in one major National trade magazine**

### Sweeping Circulation\* Figures as at January 2010

	NSW/ACT	VIC	QLD	SA	WA	TAS	NT	O/S	TOTAL
Grocery Big Two	539	386	333	126	159	42	17	0	1,602
Grocery Indep chains	684	544	772	216	241	24	25	0	2,506
Grocery no banner	642	299	252	107	148	61	26	0	1,535
Mini Marts	249	234	233	89	141	29	20	0	995
Convenience Stores	969	1,037	925	264	365	64	61	0	3,685
Service Stations	1,340	931	951	343	395	95	78	2	4,135
Newsagents/Corner Stores	2,304	1,927	1,919	498	784	327	69	0	7,828
Video/QSR	205	245	285	55	185	0	29	0	1,004
Tobacconists	392	298	194	26	26	27	9	0	972
Stand-alone Liquor	214	245	381	33	88	0	15	0	976
Industry Suppliers	810	689	182	35	90	13	1	25	1,845
<b>TOTAL</b>	<b>8,348</b>	<b>6,835</b>	<b>6,427</b>	<b>1,792</b>	<b>2,622</b>	<b>682</b>	<b>350</b>	<b>27</b>	<b>27,083</b>

### Convenience & Impulse Features List 2010 Calendar Year

#### February 2010

Sports drinks  
Sugar Confectionery  
The small grocery offer  
Instore café

*Booking deadline 12/12/2009  
Material deadline 20/12/2009  
On sale date 28/1/10 to 7/2/10*

#### August 2010

Tobacco display  
ATM  
Hot food offers  
Retail automation  
Dog wash

*Booking deadline 15/6/2010  
Material deadline 25/6/2010  
On sale date 28/7/10 to 7/8/10*

#### April 2010

Juices  
Frozen foods  
Cough & cold  
What's happened to tobacco sales?  
Forecourt OH&S

*Booking deadline 15/2/2010  
Material deadline 25/2/2010  
On sale date 28/3/10 to 7/4/10*

#### October 2010

Pies & sausage rolls  
Confectionery category management  
Slush  
Health snacks  
BBQ Fuel

*Booking deadline 15/8/2010  
Material deadline 25/8/2010  
On sale date 28/9/10 to 7/10/10*

#### June 2010

Microwavable foods  
White milk  
Breath fresheners & gum  
Salty snacks  
Environmental regs for forecourts

*Booking deadline 15/4/2010  
Material deadline 25/4/2010  
On sale date 28/5/10 to 7/6/10*

#### December 2010

RYO & Cigars  
Ice cream  
Telco  
Bottled water  
Leak detection

*Booking deadline 15/10/2010  
Material deadline 25/10/2010  
On sale date 28/11/10 to 7/12/10*

### Check your Category for Advertising Opportunities for 2010

#### Cold beverage

Sports drinks: February  
Juices: April  
White milk: June  
Bottled water: December

#### Confectionery

Sugar Confectionery: February  
Breath fresheners & gum: June  
Confectionery category management: October

#### Foodservice

Instore café: February  
Microwavable foods: June  
Hot food offers: August  
Pies & sausage rolls: October  
Slush: October

#### Grocery

The small grocery offer: February  
Frozen foods: April  
BBQ fuel: October

#### Ice cream

Ice cream: December

#### Onsite services

ATM: August  
Dog wash: August  
Telco: December

#### Personal care

Cough & cold: April

#### Snack foods

Salty snacks: June  
Health snacks: October

#### Tobacco

What's happened to tobacco sales: April  
Tobacco Display: August  
RYO & Cigars: December

#### Petroleum forecourt

Forecourt OH&S: April  
Environmental regs for forecourts: June  
Leak detection: December

#### Operations

Retail automation: August  
Nielsen Convenience Report 2010: June

**Your ad will reach ALL of Australia's grocery, convenience & route retailers**

# Advertising Rates Calendar Year 2010



www.c-store.com.au

VALUE ADVERTISING	2010 Main Body	2010 Forecourt	Height mm	Width mm
Eighth Page horizontal	\$864	\$674	75	108
Eighth Page vertical	\$864	\$674	152	54
Quarter Page horizontal	\$1,687	\$1,316	75	220
Quarter page vertical	\$1,687	\$1,316	152	108
Prime Time (first editorial page)	\$1,782	\$1,390	100 words + pic	
Editorial spot (Run of paper)	\$1,782	\$1,390	100 words + pic	
Half page horizontal	\$3,299	\$2,573	152	220
Half page horiz (bleed)	\$3,496	\$2,727	170	240
Half page vertical	\$3,299	\$2,573	310	108
HIGH IMPACT				
Half DPS	\$6,438	\$5,022	152	460
Full page	\$6,438	\$5,022	340	240
Outside Back Cover	\$7,159	N/A	340	240
Double page	\$9,770	\$7,815	340	480
MAJOR PRESENCE				
Front cover	\$11,668	N/A	340	240
Inside cover double page	\$11,668	N/A	340	480
Market Blaster (front cover plus inside double page)	\$21,324	N/A	340	240/480
3 Page Gate fold	\$11,345	N/A	340	480/240
4 Page Gate fold	\$13,677	N/A	340	720/240
6 Page Gate fold	\$20,516	N/A	340	1440/240
Flysheet (printed both sides)	\$12,382	N/A	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

## 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](http://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 output of the file.

Please send discs to:  
**Convenience & Impulse Retailing**  
6/340 Darling Street,  
Balmain, NSW 2041  
Email files to:  
[magazine@c-store.com.au](mailto:magazine@c-store.com.au)



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## Terms and Conditions

Rates and material. All bookings for the 2010 Calendar Year are billed at the rates contained in the 2010 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 no penalty. Cancellation between booking deadline and material deadline attracts a cancellation fee of 50% 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.