

# RATES and DATA



## LOADINGS FOR SPECIAL POSITIONS

|                         |     |
|-------------------------|-----|
| Front Cover             | 20% |
| Inside Front Cover      | 20% |
| Outside Back Cover      | 15% |
| Facing First Page       | 15% |
| Other Special Positions | 10% |

## ISSUES AND FREQUENCY

Every Two Months

## CLOSING DATES

Issue Date 14th January, 1st March, 1st May, 1st July, 1st September, 1st November.

Space Reservation 1st of preceding month (e.g. February 1st for March issue)

Advertising Material 7th of preceding month (e.g. February 7th for March issue)

Inserts to be delivered 14th of preceding month

## COPY REQUIREMENTS

Four-colour process

Complete assembled artwork on file on disc (Photoshop, InDesign, High-quality PDF or JPG 300dpi).

We recommend you supply a high-res proof with your artwork for colour consistency.

All font files must be provided. Advertisers will be charged for any other work at cost, plus 20% for handling.

## COPY PREPARATION CHARGES

|                                      |      |
|--------------------------------------|------|
| Four-Colour advertisements           |      |
| Typesetting/Layout - Standard Charge | \$40 |
| Each four-colour scan:               | \$45 |

Window Furnishings Australia Classifieds  
From \$90/entry.

PLEASE NOTE: all ads other than those appearing in the classified section must not display any prices.

## MAILING/SHIPPING TO:

Kate Davies  
Boston Publishing, PO Box 2371, Richmond  
South, Victoria, 3121, Australia  
kate@bostonpublishing.com.au

| 4 COLOUR | ONCE   | 3 TIMES | 6 TIMES |
|----------|--------|---------|---------|
| One Page | \$2100 | \$1850  | \$1700  |
| 1/2 Page | \$1500 | \$1400  | \$1300  |
| 1/3 Page | \$1200 | \$1175  | \$1100  |
| 1/4 Page | \$1000 | \$925   | \$850   |
| 1/6 Page | \$750  | \$700   | \$650   |
| 1/8 Page | \$550  | \$525   | \$500   |

Four Colour Spread: \$3200

\* In Australia all charges are subject to GST.

## MECHANICAL DATA

Trim Size 29.7cm x 21.0cm

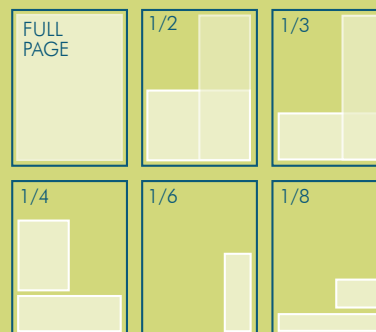
Printing Sheet-fed offset

Inks 2-colour--P.M.S

4-colour--Standard

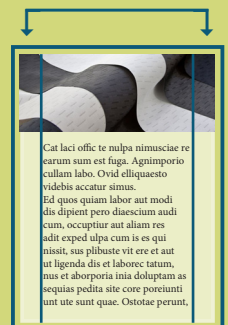
4-colour rotation (wet)--yellow, red, blue, black

Burst Bound



ALWAYS LEAVE  
10MM OF SPACE  
BETWEEN THE  
COPY AND CUT  
OF PAGE, DUE  
TO BURST BIND  
PROCESS

| SIZE                | WIDTH  | DEPTH  |
|---------------------|--------|--------|
| Full-page bleed     | 21.6cm | 30.3cm |
| 1/2 Page Vertical   | 9.2cm  | 28.0cm |
| 1/2 Page Horizontal | 19.0cm | 13.6cm |
| 1/3 Page Vertical   | 6.0cm  | 28.0cm |
| 1/3 Page Horizontal | 19.0cm | 9.0cm  |
| 1/4 Page Vertical   | 9.2cm  | 13.6cm |
| 1/4 Page Horizontal | 19.0cm | 6.7cm  |
| 1/6 Page Vertical   | 6.0cm  | 13.6cm |
| 1/8 Page Vertical   | 9.2cm  | 6.7cm  |
| 1/8 Page Horizontal | 19.0cm | 3.2cm  |



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# EDITORIAL PROGRAM



JULY 2011  
PUBLICATION  
DATE: **1 JULY**  
COPY DEADLINE:  
**1 JUNE**

## FEATURE ARTICLES

Systems - Vertical  
Blockout Fabrics  
*Also a look into*  
Fire Retardancy Standards  
Energy Rating

## PRODUCT FOCUS

Panel Glides  
Curtain tracking  
**COVERAGE**  
DesignEx - Melbourne Report  
International Window Coverings  
Expo Report  
Commercial Case Study

SEPTEMBER 2011  
PUBLICATION DATE:  
**1 SEPTEMBER**  
COPY DEADLINE:  
**1 AUGUST**

## FEATURE ARTICLES

*The Marketing Issue*  
Curtain Fabric  
*Also a look into*  
Awning Systems  
Marketing -  
Photography & Promotion  
Fabric Coating

## PRODUCT FOCUS

Awning Fabrics  
Timber Venetians  
Motorisation - Automation  
**COVERAGE**  
Furnitex and Decorate + Design  
Residential Case Study  
WCAA Show Report

NOVEMBER 2011  
PUBLICATION DATE:  
**1 NOVEMBER**  
COPY DEADLINE:  
**1 OCTOBER**

## FEATURE ARTICLES

*The Green Issue*  
Retail Software (POS)  
Exterior Shutters  
Sales Trends  
Solar Optic Properties  
External Blinds  
Machinery - Curtains

## PRODUCT FOCUS

Roller Systems/Compnentry  
Louvres  
Sheers  
**COVERAGE**  
Commercial Project Case Study  
Training

JANUARY 2012  
PUBLICATION DATE:  
**14 JANUARY**  
COPY DEADLINE:  
**1 DECEMBER**

## FEATURE ARTICLES

The Australian-Made Issue  
Venetian Blinds - Aluminium  
*Also a look into*  
Marketing - Retail -  
Merchandising  
Environmental Certification

## PRODUCT FOCUS

Curtain Trimmings & Tie Backs  
Sunscreen Fabrics - Internal  
**COVERAGE**  
Interior Design Software  
Residential Case Study

# EDITORIAL PROGRAM

MARCH 2012  
PUBLICATION DATE:  
**1 MARCH**  
COPY DEADLINE:  
**1 FEBRUARY**

## FEATURE ARTICLES

*The Trend Issue*  
Motorisation and Solar Control  
Curtain Fabric  
Shutter Retail  
*Also a look into*  
Warranties

## PRODUCT FOCUS

External Blinds  
Interior Decorator Service

## COVERAGE

Heimtextile Review  
Residential Case Study

MAY 2012  
PUBLICATION DATE:  
**1 MAY**  
COPY DEADLINE:  
**1 APRIL**

## FEATURE ARTICLES

*Manufacturing Issue*  
Blind Machinery  
Pleated & Honeycomb Fabrics  
Curtain Retail  
*Also a look into*  
Web Marketing

## PRODUCT FOCUS

Sun Screen Fabrics - External  
Roman Blinds  
Curtain Linings  
Curtain Hardware

## COVERAGE

R+T Shanghai Review  
Commercial Case Study

**window**  
FURNISHINGS  
A U S T R A L I A



WINDOW FURNISHINGS AUSTRALIA is the only business-to-business magazine specifically serving the interior window furnishings market in Australia. The circulation (5100) goes to retailers, manufacturers, suppliers, interior designers and architects – and covers all facets of the industry – including commercial and consumer blinds and shutters, curtains, fabrics, accessories, motorisation and solar control, blind making machinery as well as software.

Our editorials emphasise the business of window furnishings as seen within the industry itself. Each issue contains several company features involving analysis of the strategic direction, product development, technology, marketing, commercial factors, etc, associated with the businesses.

We also discusses technical advances in both fabrics and components, design trends, retail issues, planning and

environmental, health and safety issues.

Window Furnishings Australia is an independent title, and provides the most reliable source of information about the industry available. The Window Furnishings industry in the Australia covers a broad spectrum, from decorative to functional, domestic to commercial, and all are served by just one magazine.

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