

MGA NATIONAL SUPPORT OFFICE

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Malvern, Victoria, 3144
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Freecall: 1800 888 479

RETAILER DIRECTORS

Debbie Smith (President): Queensland
Grant Hinchcliffe (Vice President): Tasmania
Graeme Gough: New South Wales
Ripple Parekh: New South Wales
Ross Anile: Western Australia
Terry Slaughter: Queensland
Chris dos Santos: South Australia
Lincoln Wymer: Victoria
Jeff Harper: Victoria

MGA CHIEF EXECUTIVE OFFICER

Jos de Bruin
03 9824 4111
E: jos.debruin@mga.asn.au

CORPORATE PARTNERSHIP & MEDIA SALES

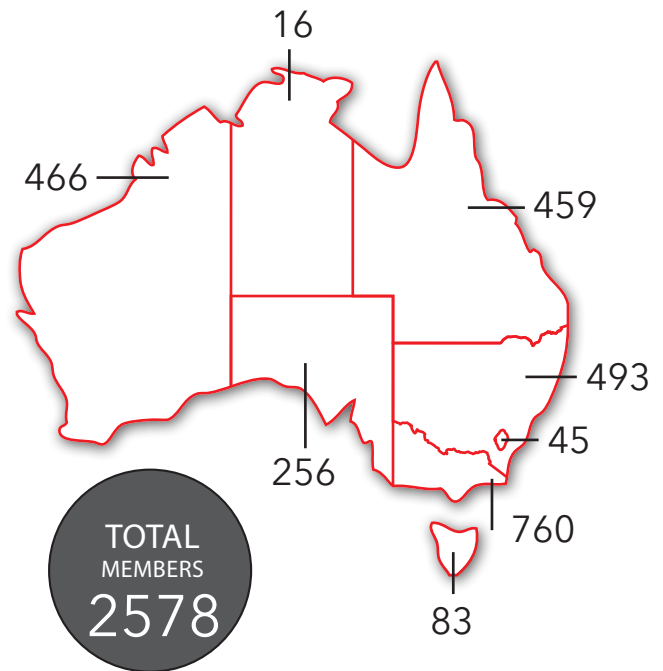
Mark Paladino
0417 264 331
E: mark.paladino@mga.asn.au

EDITORIAL & PRODUCTION

Cindi Damian
E: cindi@mga.asn.au

Our Mission

The mission of MGA Independent Retailers is to deliver the best possible industry specific business support services to independent grocery, liquor, hardware and associate store members.



Members

SUPERMARKETS

Farmer Jacks (WA),
Foodland (SA), FoodWorks,
Friendly Grocers, IGA, SPAR

LIQUOR

Bottlemart, Cellarbrations, Duncans,
IBA, Local Liquor, The Bottle O

HARDWARE

Mitre10

Independent Retailer Magazine

For over 100 Years Australia's Independent Supermarkets and Liquor Stores have relied on MGA Independent Retailers' informative magazine.

Independent Retailer is the official magazine of MGA Independent Retailers. Circulation is eight times per year to over 2,000 leading independent supermarket, liquor and timber & hardware store members across the country.

The readers of Independent Retailer are a vital audience to target your advertising message. Independent Retailer is regarded as a "must read" publication by our members, corporate partners, suppliers to the trade and government bodies interested in the vibrant and growing independent retail sector.

Corporate partnership of MGA is growing at a rapid rate, further strengthening the Independent Retailer magazine's relevance in the market place.

With input from the experienced team at MGA, all editorial content is relevant and is presented to our readers in a format that is appropriate for their business.

Artwork

Specifications

ARTWORK SPECIFICATIONS

- Files for print must be high resolution
(at least 300dpi) JPG or Adobe PDF
- Files for digital must be medium resolution
(at least 150dpi) JPG or PNG
- All fonts are to be embedded or outlined
- Print colours must be CMYK, no spot colours
- Digital colours must be RGB
- Full Page artwork must **include a 5mm bleed**

SUPPLYING FILES

All files are to be supplied in the correct format no later than 5pm of the copy deadline date to the Communications Team.

Cindi Damian

E: cindi@mga.asn.au

Magazine

Publication Dates

COPY DEADLINE	DISTRIBUTION
24 Jan 2022	28 Feb 2022
7 March 2022	27 April 2022
26 April 2022	15 June 2022
27 June 2022	5 Aug 2022
15 Aug 2022	29 Sep 2022
31 Oct 2022	16 Dec 2022

PLEASE NOTE

Due to printing deadlines, all copy dates must be strictly adhered to. In fairness to all of our advertising partners, MGA cannot be held responsible for any late submissions beyond the dates specified. MGA will make every effort to accommodate late material, however, we are not able to offer any "make good" advertising in the event of deadlines not being adhered to.

Submissions for Editorials

EDITORIAL SUBMISSIONS

MGA Independent Retailers is an advisory body giving guidance to our retailers. We welcome the opportunity to include any relevant news that can deliver benefit to our members.

Our members from around Australia like to read and learn about other retailers' experiences. Stories about new store openings, refurbishments, in-store events and community involvement (including photos) are always welcome additions.

REGULAR FEATURES

- Industry News
- Industry Representation
- Store News
- Events
- Legal and HR
- Training News
- Liquor News

PLEASE CONTACT US IF YOU WOULD LIKE TO CONTRIBUTE

Freecall: 1800 888 479

E: communications@mga.asn.au

Advertising Artwork

FULL PAGE



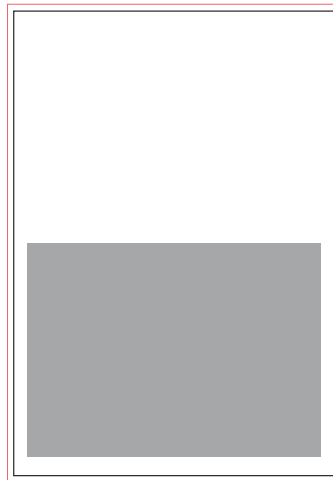
210mm x 297mm*

* Ensure 5mm is added on all sides for bleed.

HALF PAGE

188mm x 120mm

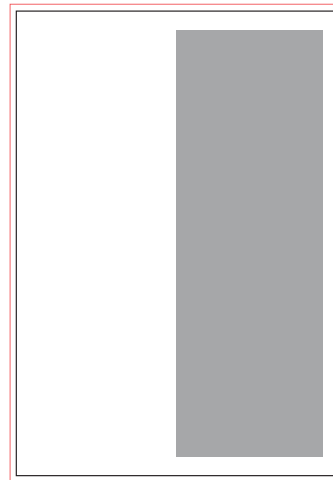
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HALF PAGE

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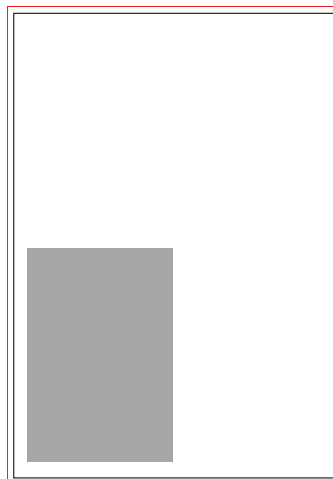
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QUARTER PAGE

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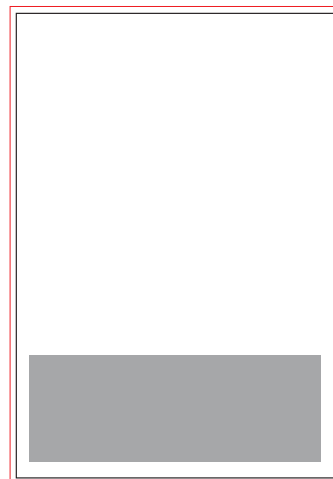
No bleed required.



QUARTER PAGE

188mm x 60mm

No bleed required.



Half Page Editorial & Advertising

HALF PAGE

Editorial without image

Approx 350 words

Editorial with image

Approx 220 words

Image

High resolution (300dpi)

Image format

jpg

Logo

High resolution (300dpi)

Logo format

jpg, eps, pdf

FULL PAGE

Editorial without image

Approx 700 words

Editorial with image

Approx 450 words

Image

High resolution (300dpi)

Image format

jpg

Logo

High resolution (300dpi)

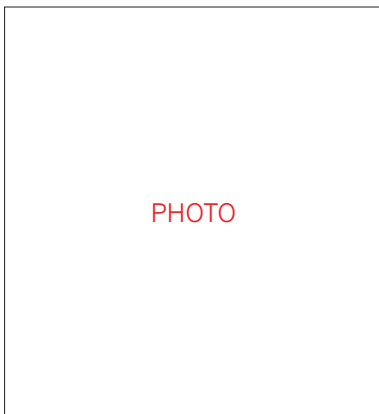
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jpg, eps, pdf

HALF PAGE EDITORIAL EXAMPLE

Article heading

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Contact: 5555 9865
Email: lorem@ipsum.com

Full Page Editorial & Advertising

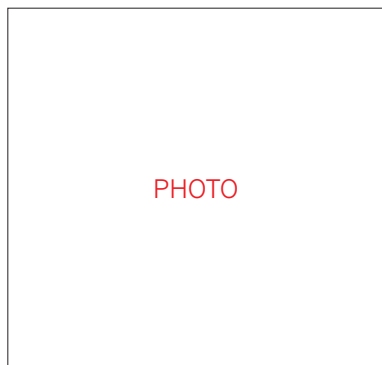
FULL PAGE EDITORIAL EXAMPLE

Article heading

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Contact: 5555 9865
Email: lorem@ipsum.com

Web & Email

Advertising

CORPORATE PARTNER LOGOS

Corporate partner benefits include contact details on the MGA website. Linked from the company logo, direct contact details are available by clicking through from the business card directing users to the corporate partner's website.

- Average monthly page views: 1,891
- Average monthly unique visitors: 1,426

WEBSITE ADVERTISING

Web ads are displayed in the main banner on the MGA website homepage.

Image dimensions

1400 x 678px

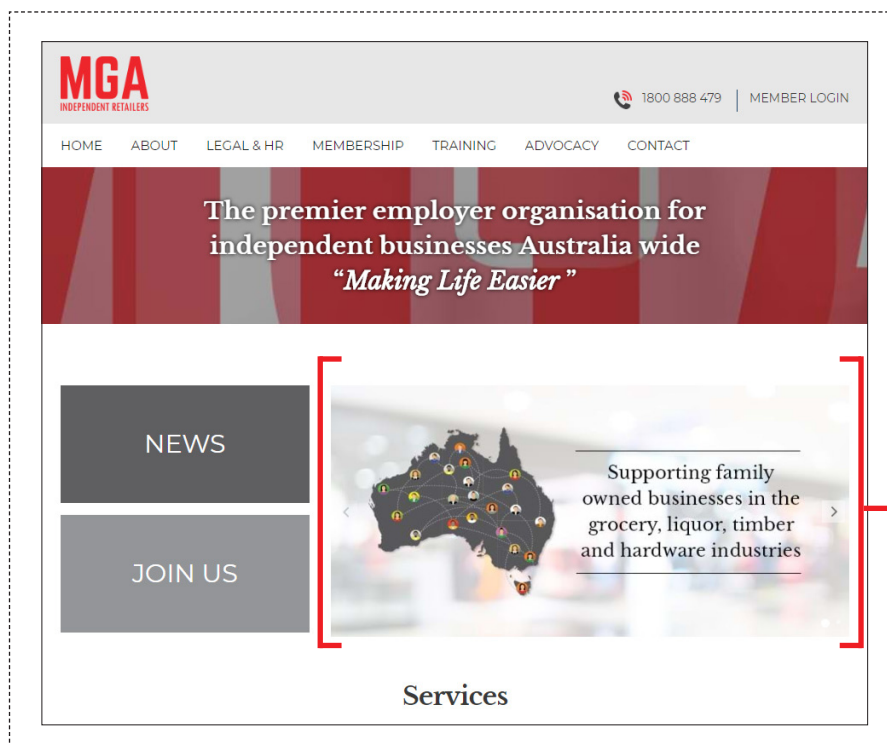
Image resolution

Medium resolution (150dpi)

Image format

jpg, png

Please include the destination URL where you would like the advert to be directed.



Direct Email

Marketing

Utilitise our e-Alerts to provide MGA members with informative and useful information relevant to the independent supermarket and liquor industry. They can be used to introduce your business or product to members, or for promotions, events, important news etc.

ARTWORK SPECIFICATIONS

Files must be supplied as .JPG or .PNG in one of the following formats:

Supply a full image

Image size: 1300px (w) x 2072x (h)

Image resolution: 150 dpi

Or supply an image along with text

Image size: 1300px (w) x 400—800px (h)

Image resolution: 150 dpi

Text format: Supplied in word doc

SUPPLYING FILES

All files are to be supplied in the correct format 5 days before scheduled sending.

E: cindi@mga.asn.au

The mailing list can be broken down by state, region and banner to effectively target your required audience.

- Current membership list: 1,500
- Average open rate: 42%



NEW

BLOSSOM HILL

BURSTING WITH FLAVOUR

find your favourite today

— LET IT BLOSSOM —

Get the facts
DRINK WISE
SPECIALLY

Blossom Hill, the UK's number two wine brand has just launched in Australia in independent retailers and is set to attract a new generation of millennial consumers to the wine category.

Established in California in 1992, Blossom Hill is a multi-million case brand*, and is the leading white wine and Rosé wine, and number two red wine, sold in the UK**.

Blossom Hill is now available through the independent channels and Australia is the first market where Blossom Hill bottles will feature fresh, new global packaging designs for the brand.

Bursting with flavour, these wines are all about sumptuous, mouth-watering tastes. Find your favourite today. Let it Blossom.

To speak to a TWE representative about Blossom Hill call 134 893.

* Nielsen Scantrack MAT to 30/1/16
** Nielsen Scantrack MAT to 30/1/2016 – Blossom Hill Classic White is the #1 white wine by volume and value in the UK, Blossom Hill White Zin is the #1 Rose by volume and value in the UK, Blossom Hill Classic Red is the #2 red wine by value and volume in the UK

PLEASE CONTACT US TO DISCUSS SENDING SCHEDULES & ADVERTISING RATES

Freecall: 1800 888 479

E: cindi@mga.asn.au



MGA

INDEPENDENT RETAILERS

mga.asn.au