

January  
—  
2023

# MGA INDEPENDENT RETAILERS



## Media Kit.

[WWW.MGA.ASN.AU](http://WWW.MGA.ASN.AU)

Independent  
**RETAILER**

## MGA NATIONAL SUPPORT OFFICE

Suite 5, 1 Milton Parade,

Malvern, Victoria, 3144

P: 03 9824 4111

E: admin@mga.asn.au • www.mga.asn.au

Freecall: 1800 888 479

## RETAILER DIRECTORS

**Lincoln Wymer** (President): Victoria

**Grant Hinchcliffe** (Vice President): Tasmania

**Ross Anile**: Western Australia

**Graeme Gough**: New South Wales

**Jeff Harper**: Victoria

**Ripple Parekh**: New South Wales

**Chris dos Santos**: South Australia

**Debbie Smith**: Queensland

**Terry Slaughter**: Queensland

## MGA CHIEF EXECUTIVE OFFICER

**David Inall**

03 9824 4111

E: david.inall@mga.asn.au

## CORPORATE PARTNERSHIP & MEDIA SALES

**Mark Paladino**

0417 264 331

E: mark.paladino@mga.asn.au

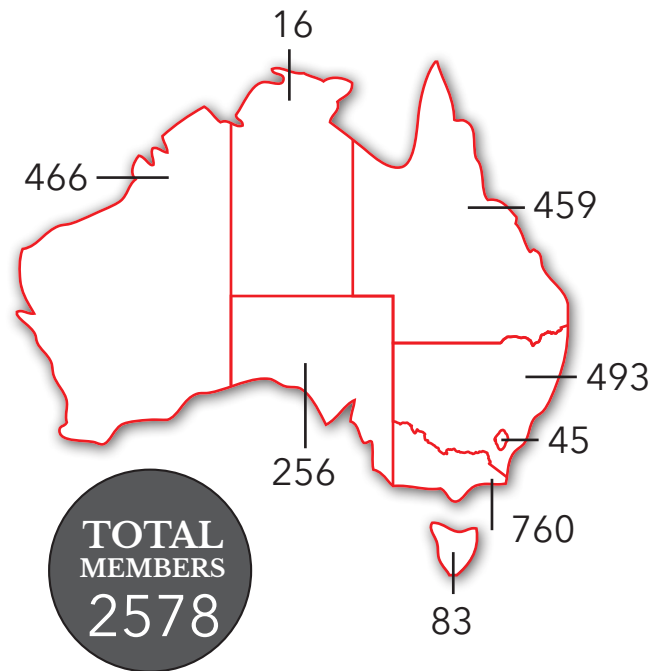
## EDITORIAL & PRODUCTION

**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](mailto:cindi@mga.asn.au)

## Magazine

# Publication Dates

COPY DEADLINE	DISTRIBUTION
7 Feb 2023	21 March 2023
14 April 2023	27 May 2023
1 June 2023	20 July 2023
25 July 2023	5 Sept 2023
13 Sept 2023	1 Nov 2023
27 Oct 2023	15 Dec 2023

### 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](mailto:communications@mga.asn.au)

# Advertising Artwork

**FULL PAGE**

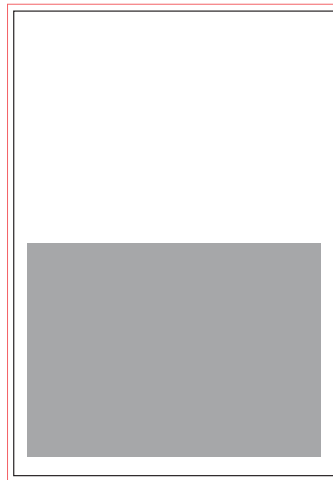


210mm x 297mm\*

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

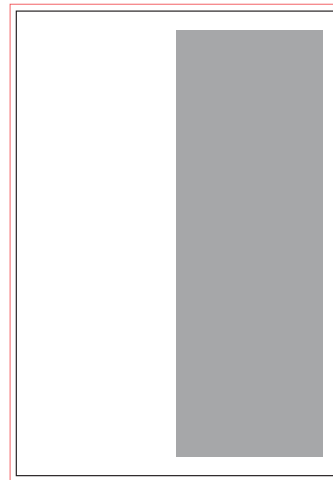
**HALF PAGE**

188mm x 120mm  
*No bleed required.*



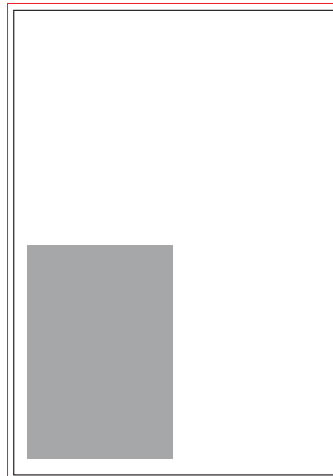
**HALF PAGE**

94mm x 240mm  
*No bleed required.*



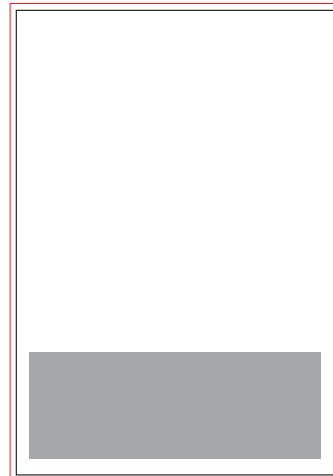
**QUARTER PAGE**

94mm x 120mm  
*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)

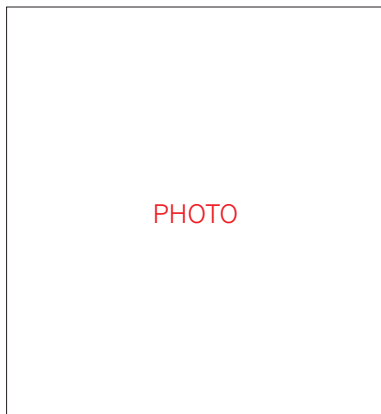
### Logo format

jpg, eps, pdf

## HALF PAGE EDITORIAL EXAMPLE

### Article heading

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Contact: 5555 9865  
Email: lorem@ipsum.com



# Full Page Editorial & Advertising

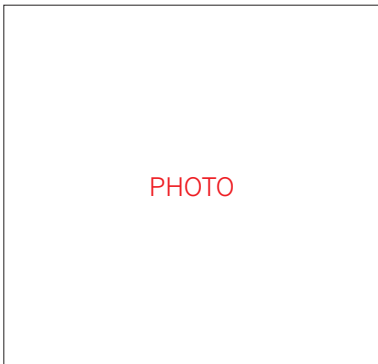
## FULL PAGE EDITORIAL EXAMPLE

### 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

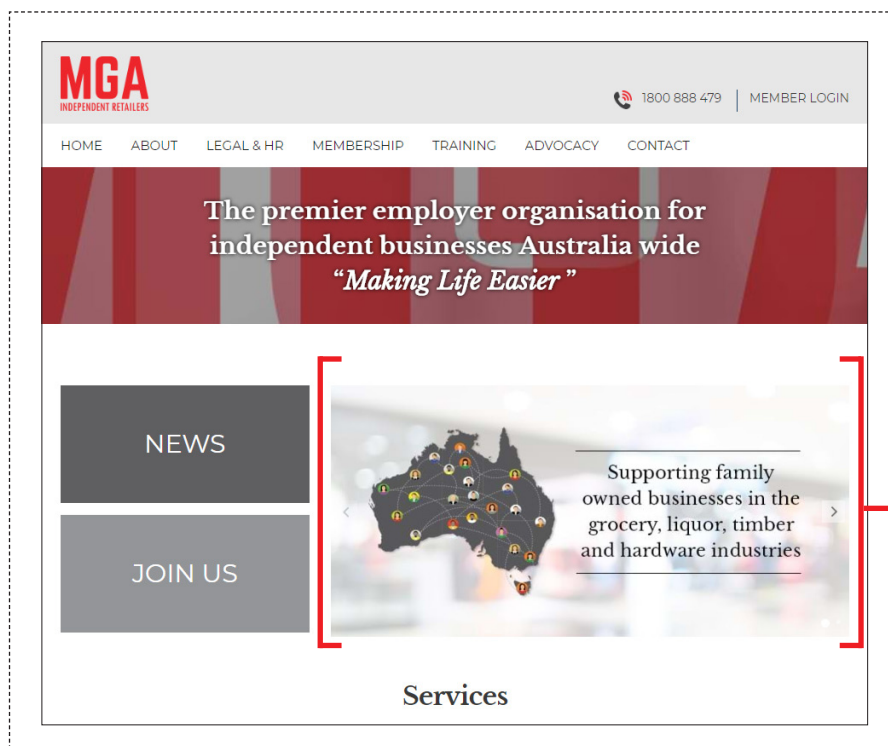
#### Image resolution

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.

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%

## 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



**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](http://mga.asn.au)