

AUSTRALIAN FISHING TACKLE > RETAILER TRADE

The *Australian Fishing Tackle Retailer* is Australia's only publication dedicated to the promotion of the businesses and organisations that make up Australia's recreational fishing industries. The Magazine features new products and industry news.



Advertising Packages

PACKAGE ONE

Cost: \$4,900 plus GST

Includes:

- Double page advertisement in the Australian Fishing Tackle Retailer Magazine
- Double page editorial in the Australian Fishing Tackle Retailer Magazine
- Full page advertisement in Fishing Monthly Magazine
- 4 x Products featured in the Fishing Monthly Magazines 2021 New Products Guide
- Inclusion on the Tackle Junkie website and e-newsletter

PACKAGE TWO

Cost: \$2,900 plus GST

Includes:

- Full page advertisement in the Australian Fishing Tackle Retailer Magazine
- Full page editorial in the Australian Fishing Tackle Retailer Magazine
- Half page advertisement in Fishing Monthly Magazine
- 2 x Products featured in the Fishing Monthly Magazines 2021 New Products Guide
- Inclusion on the Tackle Junkie website and e-newsletter

PACKAGE THREE

Cost: \$1,900 plus GST

Includes:

- Half page advertisement in the Australian Fishing Tackle Retailer Magazine
- Half page editorial in the Australian Fishing Tackle Retailer Magazine
- Quarter page advertisement in Fishing Monthly Magazine
- 1 x Product featured in the Fishing Monthly Magazines 2021 New Products Guide
- Inclusion on the Tackle Junkie website and e-newsletter

Stand alone advertising sizes and rates available on request

Magazine Deadlines

Editorial deadline: 17 May, 2021
Advert artwork deadline: 31 June, 2021
Printed copies available: 25 June 2021

Artwork Specifications

Full Page AFTR: 297mm(h) x 210mm(w) + 5mm bleed
Half Page Horizontal: 130mm(h) x 190mm(w)
Half Page Vertical: 264mm(h) x 90mm(w)
Quarter Page: 130mm(h) x 90mm(w)

Full Page FMM: 350mm(h) x 260mm(w) + 5mm bleed
Half Page Horizontal: 165mm(h) x 242mm(w)
Half Page Vertical: 330mm(h) x 119mm(w)
Quarter Page: 165mm(h) x 119mm(w)
Format: High resolution (300dpi) print ready PDF

Editorial Specifications

1 x high resolution, deep etched image per featured product
 1 x MS word document (or email) with approx. 100-150 words
 + website, instagram and facebook links

A4 Trade magazine
 Larger FMM magazine

Your Featured Product

* Please note: Example only - layout may change due to demand



Your Product Editorial

Maximum 4 products per page

Your Socials

The **AFTR** is distributed to retail tackle stores across Australia, tackle wholesalers, government representatives and recreational fishing representative groups.

FMM is distributed to the general public therefore trade editorial will be modified to suit.

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