

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, industry news and a comprehensive brand and wholesaler directory.

OFFICIAL PROGRAM OF THE 2024 AFTA TACKLE SHOW

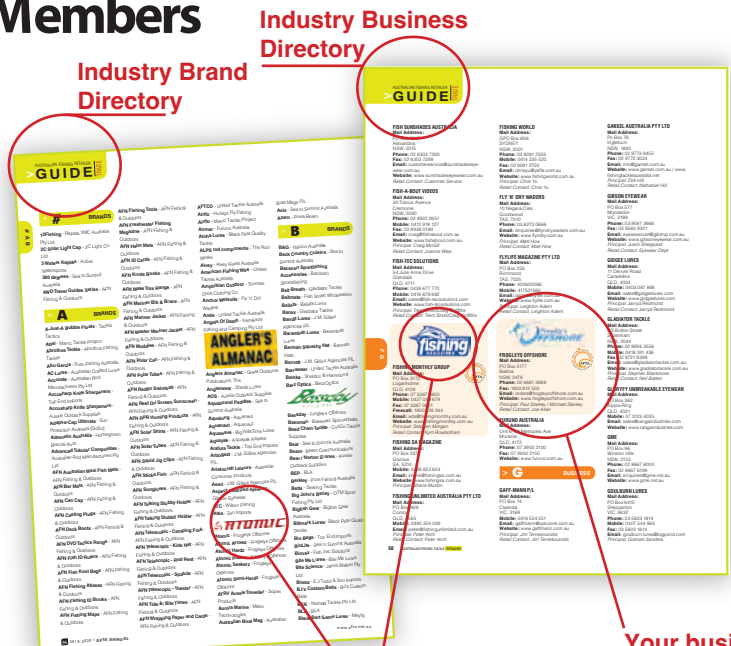
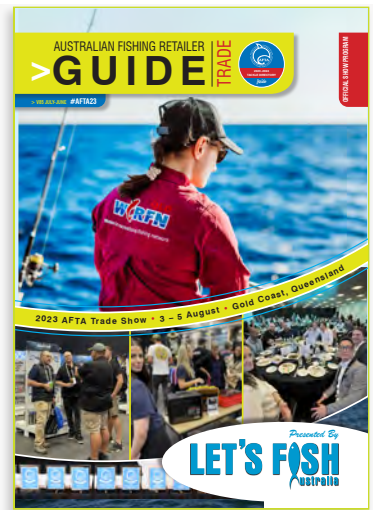
Advertising Rates for AFTA Members

| | |
|--|-----------------|
| Full Page inc. 4 Product Editorials | \$1200 plus GST |
| Double Page inc. 8 Product Editorials | \$2200 plus GST |
| Inside Cover Double Page | \$2750 plus GST |
| 1/2 Page inc. 2 Product Editorials | \$900 plus GST |
| 1/4 Page inc. 1 Product Editorials | \$485 plus GST |
| Supplied advertorial starts from \$500 plus GST per full page. | |

Directory Logo Rates

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|-----------------------|---------------------|
| Business Listing Logo | \$150 plus GST |
| 1 to 3 brand logos | \$150 each plus GST |
| 4 to 8 brand logos | \$120 each plus GST |
| 9+ brand logos | \$100 each plus GST |

Full page and double page advertisements will receive a complimentary business listing logo as part of their booking.



Industry Business Directory

Industry Brand Directory

Your business and brand logo.

Your business contact listing - AFTA members highlighted.

A4 Trade magazine

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

Magazine Deadlines

- Editorial deadline: 28 June 2024
- Advert artwork deadline: 28 June 2024
- Printed copies available: 5 August 2024

Artwork Specifications

- Full Page: 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)

New Product Editorial Specifications

- Editorial supplied by advertisers is prioritised.
- 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

Your Featured Product

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.