



Toy & Hobby Retailer is the premier publication for the dynamic toy and hobby retail industry. Providing a compelling combination of news, in-depth features and product reviews, Toy & Hobby Retailer has rightfully earned a reputation as a must read amongst retailers both large and small. The publication is also regarded as a highly effective tool amongst toy and hobby manufacturers looking to promote their products to this dynamic retail sector. Toy & Hobby Retailer is published 11 times per year and is complemented by a hugely popular and highly regarded annual directory, which is published in December.

E-NEWSLETTER



To subscribe to our e-newsletter go to www.toyhobbyretailer.com.au to sign up.

4 COLOUR	CASUAL	3X	6X	11X
Full page	3,060	2,740	2,640	2,550
1/2 page	2,270	2,080	2,030	1,970
1/3 page	1,960	1,800	1,650	1,490
1/4 page	1,240	1,080	930	770
F. Cover	4,360			

COVER DATE	BOOK/CANCEL DEADLINE	AD MATERIAL DEADLINE	PUBLISH/MAIL DATE
Feb	6 Jan	13 Jan	7 Feb
Mar	16 Jan	23 Jan	22 Feb
Apr/May	16 Mar	23 Mar	20 Apr
Jun	9 May	16 May	8 Jun
Jul	7 Jun	14 Jun	9 Jul
Aug	9 Jul	16 Jul	10 Aug
Sept	7 Aug	14 Aug	7 Sep
Oct	7 Sep	14 Sep	10 Oct
Nov	11 Oct	18 Oct	12 Nov
Dec	6 Nov	13 Nov	12 Dec

AD AGENCY COMMISSION

10% agency commission allowed to approved advertising agencies.

NOTE: These prices do not include GST.

SPECIAL COLOURS

Special matched colours (PMS or TOYO) will be charged at an extra \$500 per colour.

SPECIAL POSITIONS

OBC plus 30%. All others - 20%.

COVER ADVERTISEMENTS AND INSERTS

All are subject to publisher's design and specifications approval prior to acceptance.

TOY & HOBBY RETAILERS BUYERS' GUIDE

In addition to the magazine the Toy & Hobby Retailers Buyers' Guide is published each December. This is a comprehensive computer-based source book of products, suppliers and services for the toy and hobby industry. Advertising rates and specifications are identical to the magazine and contract advertisers can advertise in the Buyers' Guide at their magazine contact rate.

INSERTS

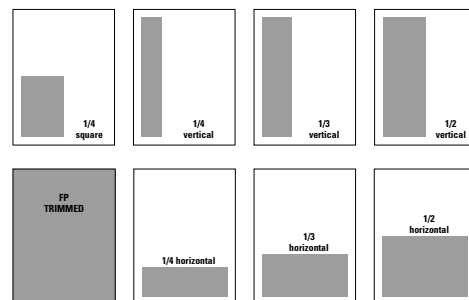
All are subject to publisher's approval prior to acceptance. Rates on application.

PRODUCTION CHARGES

Artwork and electronic files can be prepared by the Publisher and will be charged to the advertiser at trade house rates. Any changes made to repeat material or

MATERIAL SIZES	DEPTH (MM)	WIDTH (MM)
DPS trimmed*	297	440
FP trimmed*	297	220
1/2 page vertical	277	95
1/2 page horizontal	135	195
1/3 page vertical	277	60
1/3 page horizontal	85	195
1/4 page horizontal	60	195
1/4 page square	135	94

* please include 5mm bleed on FP and DPS ads



changes made to electronic files will also be charged at trade house rates. For more information and a guide to our charges please call the Production Coordinator on (02) 9281 2333.

MATERIAL DELIVERY

Yaffa Publishing, 17-21 Bellevue Street, Surry Hills, NSW 2010. Attention: Production Department.

MATERIAL REQUIREMENTS

- » Digital files can be electronically transferred via Adstream or Websend.
- » You can email your PDF file to production@yaffa.com.au where your production co-ordinator will pass the high resolution PDF through an Adstream approved flight check.
- » Material supplied on CD/DVD and not saved as a PDF must be in Mac format, as an InDesign document. A colour or black and white proof must be supplied. We will reject raw PC files including Excel, Word and Publisher.
- » Please ensure all fonts, scans and EPS/TIFF files are supplied with all colours created in CMYK. Yaffa will reject files that contain True Type fonts. All spot colours will be automatically converted to CMYK.
- » Scanned images must be in CMYK with a minimum resolution of 280-300dpi at their final print size.

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