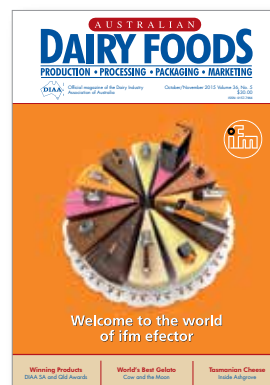


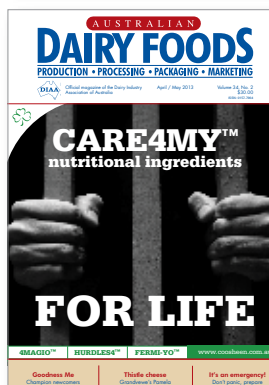
Tap into the most valuable news and information network in the Australian dairy industry



AUSTRALIAN DAIRY FOODS

PRODUCTION • PROCESSING • PACKAGING • MARKETING

MEDIA KIT 2017



Official magazine of the:

DIAA Dairy Industry Association of Australia

MAGAZINE PROFILE



**Dairy Industry
Association
of Australia**

Australian Dairy Foods is the official magazine of the Dairy Industry Association of Australia (DIAA), the Australian dairy industry's professional organisation.



Our membership reflects the diversity of the industry. It includes people in processing, marketing, administration, education and training, product development, engineering, technology, promotion and scientific research.



The DIAA is a member services organisation. It aims to promote excellence in the Australian dairy industry by providing a forum for communication, continuing education, professional growth, recognition and fellowship for all members, sectors and organisations involved with the dairy industry.



Australian Dairy Foods has a well-deserved reputation for quality and integrity. This provides a highly credible and respected platform to maximise value to our advertisers.

Decades of industry knowledge

For more than three decades years, *Australian Dairy Foods* has been the only magazine specifically targeting the news and information needs of dairy product manufacturers and service providers to the dairy industry in Australia.

A large-scale independent survey of the magazine's readers has confirmed that *Australian Dairy Foods* is a respected and sought-after source of information about industry trends, innovations and news that influences the readers' strategic planning and decision-making.

Australian Dairy Foods has also received high accolades for the quality and breadth of its industry news coverage at the Tabbies, an international business and industry magazine competition run by the US-based Trade, Association and Business Publications International (TABPI).



Credible content

Australian Dairy Foods has a strong reputation for providing independent, credible and in-depth editorial coverage. Our reputation and position in the industry provide a solid platform for the delivery of our advertisers' messages.

Readers have described the magazine as "very well done," "worth reading" and "THE industry mag." Sponsors and advertisers have called it "very important," "easy to read," "good value" and "high quality." We are consistently ranked as "extremely useful" or "very useful" by our readers and enjoy an enviable reader satisfaction rating of 96.5%.

Industry involvement

The magazine is published by the Dairy Industry Association of Australia (DIAA) as a service to its members and to the industry. *Australian Dairy Foods* provides a communication and information forum for the post-farmgate dairy industry. Its mission is to deliver accurate and relevant information that contributes to its readers' industry knowledge and expertise. The magazine is also a showcase for the best and brightest in the Australian dairy industry, with the results of DIAA's National and State dairy product competitions announced in the magazine throughout the year. Innovators from all sectors of the industry are regularly profiled.

OUR READERS

Australian Dairy Foods is individually addressed and posted to about 1,500 recipients, providing a targeted and receptive audience extending across all sectors of the dairy industry.

With a circulation of about 5,000, *Australian Dairy Foods* is the most effective way to reach the post-farmgate dairy industry in Australia. Our readers consistently tell us that the magazine is their preferred source of information on the latest innovations, new products and services, industry statistics, market updates, company profiles and coming events.

Australian Dairy Foods readers cover three main groups – dairy product manufacturers, allied trades and those working in industry organisations. The majority are decision-makers in upper and middle management in areas such as dairy processing, R&D, packaging, marketing, engineering, ingredients, training, hygiene and safety, logistics and quality assurance.

Australian Dairy Foods gives advertisers a unique opportunity to reach both the traditional large-scale manufacturers and the emerging 'artisan' and specialist dairy producers.

Reach them online

Advertising on the DIAA website (www.diaa.asn.au) can help your company and your brands reach a targeted dairy audience.

Banner advertising is available on the DIAA home page and within the popular searchable online *Australian Dairy Listing*.

We would be glad to develop a bundled print/web advertising package that suits your specific needs. If required, we can help you design an effective web banner that would drive traffic to your website.

Return on your investment

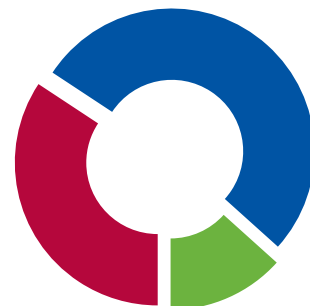
The DIAA website is well-used by the Australian post-farmgate dairy industry. The site receives on average 150 unique visitors per day, with double that number in peak times.

In the past year, companies who advertised on the DIAA website have received a lot of attention from DIAA members and other visitors to the website, with the average banner ad receiving about 80,000 impressions and 600 clicks.

If you want even more prominence online, why not upgrade your company's entry in the *Australian Dairy Listing*? An upgrade will see your logo, contact details, website and a 100-word paragraph about your goods and services prominently displayed in your chosen section, and it's very affordable too.



Where our readers work



- Manufacturers 50%
- Service Providers 36%
- Industry and Research 14%

What our readers do



- CEO/Director/GM/Owner 32%
- Upper Management 25%
- Middle Management 17%
- Technologist 11%
- Researcher/Scientist 7%
- Other 8%

Where our readers are



- Victoria 44%
- New South Wales 18%
- Queensland 15%
- South Australia 8%
- Western Australia 8%
- Tasmania 7%

2017 ADVERTISING RATES

AUSTRALIAN DAIRY FOODS

PRODUCTION • PROCESSING • PACKAGING • MARKETING

Australia's only magazine for the post-farmgate dairy industry, published six times a year by the Dairy Industry Association of Australia.

Print advertising space and rates

Effective January 2017. GST not included.

Size	Casual \$	2 x rate \$	4 x rate \$	6 x rate \$
Front cover	3,108	2,952	2,796	2,487
Full page	2,590	2,460	2,330	2,072
Half page (horizontal/vertical)	1,555	1,477	1,399	1,244
Third page (horizontal/vertical)	1,191	1,130	1,071	953
Quarter page (horizontal/vertical)	858	815	772	686
Insert	\$850 single-page insert; inquire about multipage insert pricing. Inserts to be produced and supplied by advertiser.			

Preferred position loading:

Cover (front, outside back, inside front or back) – add 20%









Specific placement (section, right-hand page) – add 10%

2017 magazine production dates

Issue	Bookings by	Material due
February issue	December 12	December 19
April issue	March 1	March 10
June issue	May 5	May 10
August issue	July 4	July 11
October issue	September 4	September 8
December issue	October 27	November 6

Issues are usually posted in the first week of February, April, June, August, October and December.

Technical specifications

Front cover Trim 210 x 195 mm Bleed 216 x 201 mm 	Full page Trim 297 x 210 mm Bleed 303 x 216 mm 	Half page horizontal 120 x 180 mm 	Half page vertical 238 x 86 mm 
Third page horizontal 78 x 180 mm 	Third page vertical 236 x 56 mm 	Quarter page horizontal 78 x 180 mm 	Quarter page vertical 120 x 86 mm 

Material requirements (print)

Press-quality .pdf with all fonts and high-resolution (300 dpi) images embedded, and 5 mm bleeds from the edge of the document, if required.

Material requirements (web)

Banner ads must be vertical boxes in .png, .jpg, .tiff formats, web resolution (72 dpi). Flash ads are not accepted.

Material that is not provided in a press-quality format or in the correct size will not be accepted. Please ensure that all material supplied is the final, correct version, ready for publishing. The cost incurred to correct electronic or content errors will be on-charged to the advertiser.

Discount for DIAA members

DIAA members get a special discounted rate on display advertising in *Australian Dairy Foods*. Ask us when making your booking. Not a member? Membership is only \$165/year. Find out more or join online at www.diaa.asn.au

Website banner ad space/rates

Effective January 2017. GST included.

Width and depth (mm)	Width and depth (pixels)	Resolution	Rate
127 mm wide 234.6 mm tall	360 pixels wide 665 pixels tall	72 dpi	\$299

Advertising inquiries

Janos Kaldy, DIAA Business Development Manager

Mobile: 0417 348 229, Email: janos.kaldy@diaa.asn.au

www.diaa.asn.au