

Vital Media

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“This past month with the release of Foodsource we have had our biggest month in sales ever. The beauty for us is, of course, that the extra business originates with retailers and a good percentage can turn into regular repeat business.”



Become a part of the resource that's got the industry talking!

advertising rates 09/10

10% discount applies for upfront payment!

| food for thought colour display | Annual costs (inc GST) <i>Price includes free Directory listings and free copy of Foodsource</i> | food for thought colour advertorial or product trial feature | Annual costs (inc GST) <i>Price includes free Directory listings and free copy of Foodsource</i> | mono directory pages | Annual costs (inc GST) <i>Includes free listings and copy of Foodsource</i> |
|---------------------------------|---|---|---|---|--|
| outside front cover | \$3 600 | 440 words + 3 pics (full pg) | \$2 200 | one-sixth page mono | \$660 |
| outside back cover | \$3 300 | 330 words + 2 pics (¾ pg) | \$1870 | one-sixth page mono (repeated in 3 categories) | \$1320 |
| inside front cover dbl pg | \$4 300 | 220 words + 1 pic (half pg) | \$1 540 | one-twelfth page mono | \$440 |
| inside back cover | \$2 800 | 110 words + 1 pic (1/4 pg) | \$990 | one-twelfth page mono (repeated in 3 categories) | \$880 |
| opp. title page | \$2 600 | product trial feature | \$660 | suppliers directory listings | Annual costs (inc GST) |
| opp. credits page | \$2 600 | <p>* Booking a stand-out position is recommended for dramatically increasing the number of times your advert is noticed and for being able to provide better detail about the benefits of your products</p> <p>* All display adverts to be supplied as finished art according to our specs</p> <p>* Copy and images to be supplied for advertorials, with final design formatted by our team</p> <p>* Product samples & images to be supplied for Product Trial Features, with final design formatted by our team</p> | | suppliers directory listings + copy of Foodsource | \$385 |
| opp. foodsource editorial | \$2 600 | | * All rate card prices are for packages which include unlimited listings throughout all relevant categories and indexes in the Foodsource book, plus a free copy of Foodsource 2010 Year Book | | |
| opp. contents page | \$2 600 | | * Suppliers Directory listings include business name listing under unlimited categories in Products Guide, Distribution Wanted or Distributor Guide, Brand Names Index & full business listing with logo, company description etc in Suppliers Directory section | | |
| double page spread | \$3 600 | | | | |
| full page | \$2 200 | | | | |
| half page | \$1 540 | | | | |
| one-third page | \$1 210 | | | | |
| quarter page | \$990 | | | | |
| one-sixth page | \$660 | | | | |

distribution:

Distributed free to selected health retailers nationally, to the specific person in charge of stock selection and ordering, and free also to all advertisers featured in the book. Available otherwise via subscription.

readership:

health retailers:
Buyers, stock managers, general managers and proprietors at health food shops, independent supermarkets, health food supermarkets, and on-line health shops

manufacturers:
General managers, sales or marketing managers and proprietors at health product manufacturing businesses

importers, distributors & wholesalers:

General managers, sales or marketing managers and proprietors at health product distribution companies

printing/format:

Annual printing commencing April 2010. A4 soft-cover book, reference-style format, recycled colour and mono pages

See next page for Foodsource Package Deals!

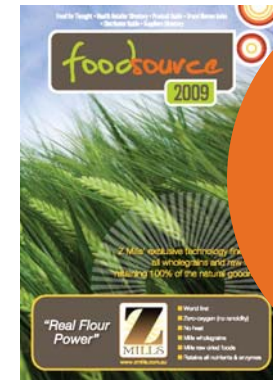
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"This book works. The layout is pristine and clear. I had very classy advertising in a very classy book and I'm getting heaps of enquiries. Now that's what advertising is *supposed* to do! Foodsource pays homage to the industry."



Can't find a package deal to suit? Let us build you a custom package!

advertising packages 09/10

all prices include GST

10% discount applies for upfront payment!

Finally a fuss-free, direct, effective and affordable way to promote your products to the health retailers across Australia!

You know how important they are: they're the ones with the direct consumer contact, the source of your product circulation and exponential sales growth, helping you to spread the word (and sales!) about the products you're passionate about.

We spend the year doing the research you don't have time for, making contact with countless of these retailers, so that when our Year Book is printed we can deliver it straight into the hands of the very people you need to showcase your products to: buyers, stock managers, proprietors and general managers at health retail outlets Australia-wide.

And because we target this publication so thoroughly, there are no wasted printing or distribution costs so you can finally get your hands on some very smart, very affordable advertising options!

Don't delay – positions are limited and sold on a first-in best-dressed basis. Fax your booking to us ASAP to secure your position!

package 1: have your cake & eat it too \$1 250 annual cost INC GST (TOTAL PACKAGE VALUE \$2035)

- colour quarter pg display ad OR colour quarter page advertorial
- mono sixth pg in Suppliers Directory Index OR colour product trial feature

- Ensure your audience notices you with colour advertising at the front of the Year Book – advertorial OR display advert
 - Stand out in the product category you specialise in with a mono sixth page ad in your nominated category in one of the directory indexes
- OR • Give the reader an insight into consumer opinion via Product Trial Feature road tests (only positive opinions shared)
- Make sure potential clients can find you in the Suppliers Directory indexes: listing included in all relevant indexes, unlimited categories/themes
- Make direct contact with potential clients & network with manufacturers/distributors via your free subscription to the Foodsource Year Book

package 2: three course meal \$1 705 annual cost INC GST (TOTAL PACKAGE VALUE \$2695)

- colour one-third pg display ad • product trial feature • one-twelfth pg mono display

- Ensure that you get your audience's attention with a one-third page colour ad at the front of the Year Book
- Give the reader an insight into consumer opinion via the Product Trial Feature road tests (only positive opinions shared)
- Stand out in the product category you specialise in with a mono one-twelfth page ad in your nominated category in one of the directory indexes
- Make sure potential clients can find you in the Suppliers Directory indexes: listing included in all relevant indexes, unlimited categories/themes
- Make direct contact with potential clients & network with manufacturers/distributors via your free subscription to the Foodsource Year Book

package 3: foodsource platter \$2 500 annual cost INC GST (TOTAL PACKAGE VALUE \$3685)

- colour quarter pg display ad • 110 word colour advertorial • product trial feature • sixth pg mono in a Suppliers Directory index

- Ensure your audience sees you regardless of their purpose for referencing the directory with a colour quarter pg advert at the front of the book
- Tell a brief story about your product in the Food For Thought colour section with advertorial 110 words + 1 pic (roughly equal to a quarter page)
- Give the reader an insight into consumer opinion via Product Trial Feature road tests (only positive opinions shared)
- Stand out in the product category/theme you specialise in with a mono sixth page ad in your nominated category in one of the directory indexes
- Make sure potential clients can find you in the Suppliers Directory indexes: listing included in all relevant indexes, unlimited categories/themes
- Make direct contact with potential clients & network with manufacturers/distributors via your free subscription to the Foodsource Year Book