

# Herald Sun homeshow

## ADVERTISE IN THE OFFICIAL BUYERS GUIDE



**LUXURY HOME design**  
AUSTRALIA

*Colour for your home*  
Inspiration for your home design and decor.

Come and visit the *Luxury Home Design Magazine* stand today in the Design Precinct of the IHA Home Show

## Buyers Guide Facts

Introduced in 2007, the Buyers Guide reinforces and extends your involvement in the Home Show, driving buyers to you after the Show has ended. With information on exhibitors and detailed category listings, it provides a simple reference point for visitors to purchase post-show. **95%** of all visitors will take a Guide at the Show and **45%** hold onto it for up to 12 months following the Show – giving your company prime exposure to a key renovating audience.

Complement your exhibitor listing by adding a targeted advertisement for renovating consumers. With **86.6%** of visitors planning a renovation and/or building project, and average renovation budget of **\$135,555**, demonstrate what unique benefits you can offer and remind them of your products and services after the Show.

Over **25,000 copies** are handed to visitors on entry to the show. The Buyers Guide gives a complete insight into the Show combining, useful Show information, feature editorial pages, new products, show floor plans, the latest trends, and industry news.

### Mechanical Specifications

**DIGITAL ARTWORK:** Please provide all advertising material in a digital format. Finished artwork should be supplied as finished PDF artwork, or Illustrator files with images and fonts embedded. If using high resolution scans, supply at 300 dpi (minimum) in TIFF or EPS format. Acrobat PDF files may be supplied (but must show crop marks and bleed for full page ads). Please provide all fonts and links with all documents, if using Illustrator; please convert all fonts to paths. Files can be supplied on CD, DVD, or by e-mail.

**PROOFS:** Please be aware the advertiser is responsible for checking the accuracy of the information contained in the PDF proof version of the advertisement and approving material for production. PDF proofs are not 100% colour accurate and whilst EEA and its production house take all care in terms of colour accuracy and colour reproduction, actual printed results may vary.

Please send finished artwork to [shelleytilbrook@eea.net.au](mailto:shelleytilbrook@eea.net.au)

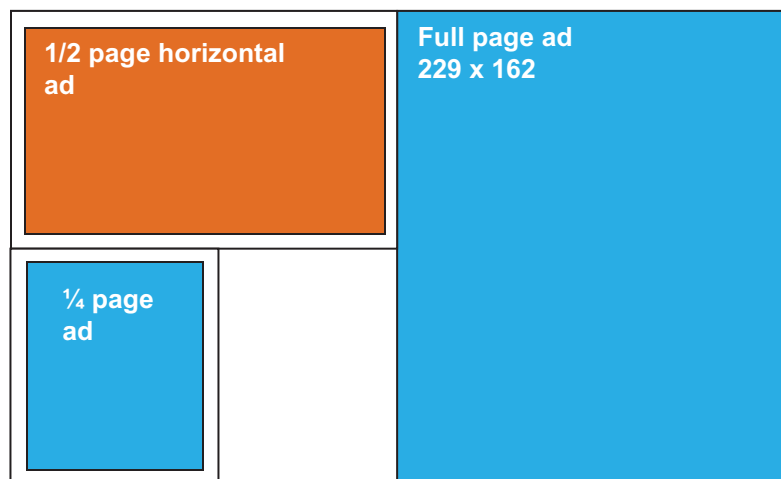
**All measurements are in mm (h x w)**

Advertising sizes	Bleed size	Trim size	Type area
Double page spread	239 x 334	229 x 324	223 x 318
Full page	239 x 172	229 x 162	223 x 156
½ page (horizontal)		104 x 152	98 x 146
½ page (vertical)		219 x 76	213 x 70
¼ page (vertical)		104 x 76	98 x 70

### Deadlines:

**BOOKING: Monday 9 July 2012**

**MATERIAL: Friday 20 July 2012**

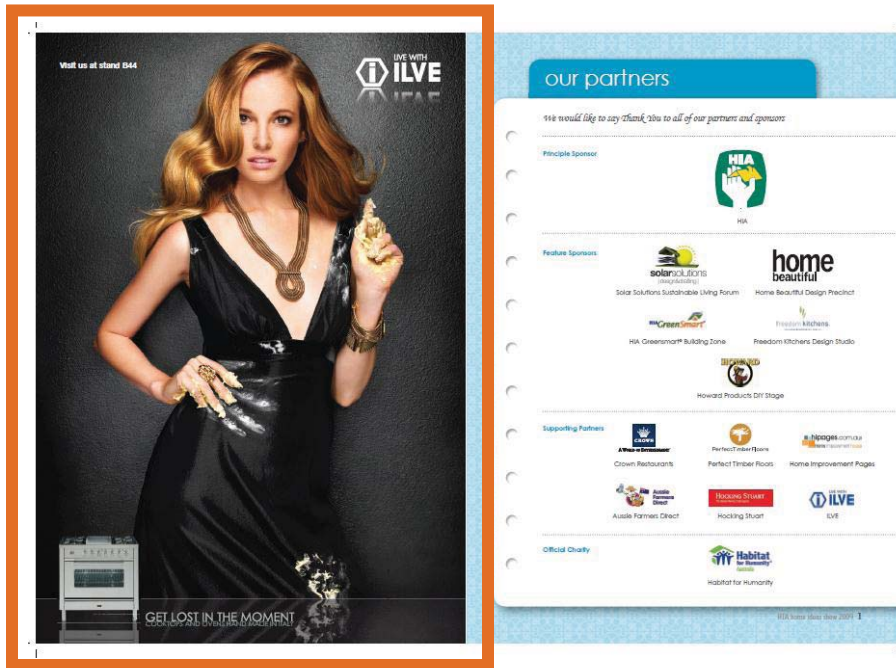


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## Rates

Inside front cover	\$3,510	Inside back cover	\$2,690
Double page spread	\$4,490	Full page	\$2,070
Back cover	\$3,150	Half page	\$1,280
A5 / DL Insert	\$2,690	Quarter page	\$720

*\*\*Prices above include GST. Non Exhibitors add 30% loading.*



Inside Front Cover



Full Page



1/2 Page



1/4 Page

## Advertising Booking Form

Company name: \_\_\_\_\_

Contact person: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

- |   |         |   |         |
|---|---------|---|---------|
| <input type="checkbox"/> Inside front cover | \$3,510 | <input type="checkbox"/> Full page      | \$2,070 |
| <input type="checkbox"/> Inside back cover  | \$2,690 | <input type="checkbox"/> Half page      | \$1,280 |
| <input type="checkbox"/> Double page spread | \$4,490 | <input type="checkbox"/> A5 / DL Insert | \$2,690 |
| <input type="checkbox"/> Back cover         | \$3,150 | <input type="checkbox"/> Quarter page   | \$720   |

Please indicate your advertising space preference for the 2012 Herald Sun Home Show Buyers Guides and fax back to 03 9855 2916, or email shelleytilbrook@eea.net.au. Prices above include GST. Non Exhibitors add 30% loading.

### Credit Card Payment

**Customer booking authorisation:** I, the undersigned confirm that I am an authorised representative of the company listed above and have the authority to sign this order form. I authorise 100% payment with the below credit card details on behalf of the company/advertiser.

Signed \_\_\_\_\_ Position \_\_\_\_\_

Name \_\_\_\_\_ Date \_\_\_\_\_

Card Details	<input type="checkbox"/> Visa	<input type="checkbox"/> MasterCard	
<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
Card Holder's Name:	Payment Amount: \$		
Expiry Date: /	Card Holder contact Number:		

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