

THE Owner Builder

BE INSPIRED – REAL STORIES ABOUT REAL OWNER BUILDERS

MEDIA KIT

www.theownerbuilder.com.au

December 2019

The Owner Builder is a unique magazine. It is the only source of inspirational and technical information for owner builders as well as people and organisations interested in self building. It was established in 1981 and has developed a respected profile with its audience.

The magazine has a strong editorial drive, providing authoritative and unbiased articles with detailed technical content. We aim to cover as broad a market as possible, featuring everything from the strongly 'alternative' right through to the most up-to-date suburban projects. Readership loyalty is high, with many being proud of having been readers since the first issue.

Advertising with **The Owner Builder** targets a highly focussed niche market. Advertisers whose products and services are closely aligned with the themes of the magazine often find they reach buyers more directly than through more general 'alternative' publications.

Distribution:

6,000+ copies distributed nationally, available through over 1000 newsstands.
~1000 direct subscribers and libraries nationwide.

Publication period:

Quarterly, 4 issues each year.

Format:

116 pages, full colour throughout.
210mm wide x 278mm tall.

Cover price:

Australia \$12.50 (incl. GST).

Print dates

| Issue | Deadline | On sale |
|------------------|-------------|------------|
| 217 Mar-May 2020 | 14 Jan 2020 | 1 Mar 2020 |
| 218 Jun-Aug 2020 | 14 Apr 2020 | 1 Jun 2020 |
| 219 Sep-Nov 2020 | 14 Jul 2020 | 1 Sep 2020 |
| 220 Dec-Feb 2021 | 13 Oct 2020 | 1 Dec 2020 |



ADVERTISING OPTIONS

There are a number of different advertising options, from classified-style listings through to full page colour displays. We also have the options of inserts and address page advertising.

Advertising strategies

As a general rule, repeated placements will achieve a greater response than one-off adverts. The more times an advert is placed, the more there are out there working for you. Readers tend to be reassured by the consistent presence of an advertiser and often reread a reference library of **The Owner Builder** magazines over time, re-exposing themselves to your message.

Readers are drawn to adverts that are colorful, use clear typography and include photos.

Payment terms

First time advertisers must pay in advance with their booking. Thereafter, 14 day terms can be arranged. Invoices are issued when the magazine goes to print.

Website inclusion on

www.theownerbuilder.com.au

All print advertisers are included online for the duration of the issue their advert appears in. There is also an active social media presence, through which advertiser material is shared. There is no additional charge for this service.

DISPLAY ADVERTISING

Rate chart (all prices include GST)

| Size | Dimensions in mm (width x height) | Price |
|---|--------------------------------------|--------|
| 1/8th page* | 88 x 56 | \$250 |
| 1/4 page (vertical)* | 88 x 117 | \$450 |
| 1/4 page (horizontal)* | 182 x 56 | \$450 |
| 1/2 page (vertical)* | 88 x 240 | \$850 |
| 1/2 page (horizontal)* | 182 x 117 | \$850 |
| *Add 10% loading for placement on inside covers | | |
| Full page | 182 x 240 | \$1400 |
| Inside front cover | | \$1600 |
| Inside back cover | | \$1500 |
| Outside back cover | | \$2000 |
| Inside front cover spread | | \$2750 |
| Inside back cover spread | | \$2500 |
| Spread (other than IFC and IBC) | | \$2250 |
| Advertorial (in addition to advert) | | \$800 |

NOTE: Full bleed options are also available, for full page adverts only – please contact us for details, including dimensions.

Advertorials

Advertorials should provide the reader with useful and relevant information, in addition to promoting the product or service. For example; an advertorial for a post & beam designer/builder should include some general information relevant to post & beam construction in addition to promoting the services of that particular advertiser.

Advertorials should be a minimum of 300 words and a maximum of 500 words, and must be accompanied by photos/diagrams. Rough sketches are acceptable as they will be redrawn and returned to you for final approval.

A maximum of two advertorials will be included per issue and will be assigned on a 'first paid, first served' basis. The advertorial cost is lower than a full page advert; this reflects the fact that the content should provide the reader with useful and relevant information in addition to advertising the product or service. The advertorial must be IN ADDITION to a regular display advert placed elsewhere in the same issue, not in place of it.

Please contact us to discuss this option if you feel it will be of benefit to both yourself and our readers.

Note:

We send you a complimentary copy of each issue in which your display advert appears.

Discounts

Discounts are available for bulk (4 issues or more) prepaid bookings, or for 4-issue contracts using the automatic payment option detailed on the booking form.

How to supply material:

Details of technical requirements for advert artwork can be found in our Technical Specifications document.

Inserts

Inserts may be added to newsstand or subscriber copies. These can either be included in all copies or targeted by state.

Maximum size is 258mm x 190mm.

Maximum total weight per insert is 30 grams.

Costs

- \$250 per 1000, or part thereof, for newsagent copies.
- \$400 for inclusion in all subscriber copies.



CLASSIFIED-STYLE ADVERTISING

Directory of services

The Directory of services provides readers with a reference to architects, designers, builders and other service providers. It is an effective, inexpensive way to advertise your business. Many display advertisers also list in the Directory of services.

Directory of services advertising options

(see examples at right)

Prices below are per issue and include GST.

Regular listing

| | |
|--|------|
| Standard (6 lines to 46 characters each) | \$35 |
| Large (13 lines to 46 characters each) | \$65 |

Premium listing

| | |
|--|------|
| Premium Standard (6 lines to 46 characters each, plus one logo/image) | \$50 |
| Premium Large (13 lines to 46 characters each, plus up to two logos/images) | \$80 |



NOTE: Images in premium listings appear at 18mm wide. Vertical or square formats work best.

Bookings are placed for 2 issues (6 months) at a time and payment is to be made in advance. This minimises administration and keeps some consistency in the Directory of services for readers.

We send you a complimentary copy of each issue in which your listing appears.

Line Adverts

This is the classifieds section of **The Owner Builder**. It is suitable for advertising real estate, products, services and second-hand goods for sale or exchange.

Line adverts cost 80¢ per word. A photo can be added for \$15. A standard, non-customisable format is used. Payment is to be made in advance.

Coming Events

The Coming Events column advertises workshops, house tours, courses, fund raisers and community events. Commercial groups can also advertise here.

Coming Events cost 80¢ per word and a standard format is used. Payment is to be made in advance.

Tips of the Trade

Tips are invited from existing advertisers and will be credited at the end of the Tip. There is no additional cost to the advertiser for this extra promotion of their contact details.

The Tip should provide useful information to the readers, rather than just instructions or examples on how to use your product or service.

Regular listing – Standard

THE OWNER BUILDER MAGAZINE
www.theownerbuilder.com.au

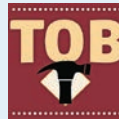
NSW

Independently published, TOB that has been inspiring and informing owner builders since 1981.
info@theownerbuilder.com.au
0402 428 123 (Mon and Thurs only, 10am–2pm)

Premium listing – Standard

THE OWNER BUILDER MAGAZINE
www.theownerbuilder.com.au

NSW



Independently published, TOB that has been inspiring and informing owner builders since 1981.
info@theownerbuilder.com.au
0402 428 123 (Mon and Thurs only, 10am–4pm)

Regular listing – Large

THE OWNER BUILDER MAGAZINE
www.theownerbuilder.com.au

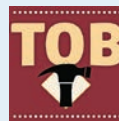
NSW

The Owner Builder is an independently published magazine – the first issue came out in 1981 and it has been informing and inspiring owner builders ever since. Whilst it has changed in appearance over that time, it still remains true to its origins – to produce a unique publication that is of value to those who choose to be involved in creating their own shelter and to share and celebrate their creativity and hard work.
info@theownerbuilder.com.au
0402 428 123 (Mon and Thurs only, 10am–3pm)

Premium listing – Large

THE OWNER BUILDER MAGAZINE
www.theownerbuilder.com.au

NSW



Owner Builder



The Owner Builder is an independently published magazine – the first issue came out in 1981 and it has been informing and inspiring owner builders ever since. Whilst it has changed in appearance over that time, it still remains true to its origins – to produce a unique publication that is of value to those who choose to be involved in creating their own shelter and to share and celebrate their creativity and hard work.

info@theownerbuilder.com.au
0402 428 123 (Mon and Thurs only, 10am–5pm)

For example: ways to fix skirtings to mud brick walls, preparation for painting surfaces, ways to ensure a clean burning fire.

Tips should be a minimum of 150 words and a maximum of 500 words. Wherever possible, these should be accompanied by a diagram or photograph, illustrating the Tip featured rather than a specific product. Rough sketches are acceptable as they will be redrawn and returned to you for final approval.

BOOKING FORM

Booking details

Company name ('The Advertiser') _____

ABN _____

Company address _____

Company website _____

Contact name _____

Contact number _____

Contact email _____

Material to be supplied as: _____

Additional notes: _____

Start issue _____

End issue _____

Advert type _____

Cost/issue _____

Do you want to be contacted for confirmation each issue?

Yes

No

Booking Conditions

- **The Owner Builder** reserves the right to refuse or withdraw advertising at our discretion.
- Adverts are only booked in once a signed booking form is received.
- Regular display adverts will be invoiced when the magazine goes to print, with payment terms of 14 days.
- New display adverts must be paid in advance.
- All other advertising types must be paid in advance.
- Cancellation after the booking deadline will be charged in full.
- Discounts apply to advance booking contracts of display adverts for 4 issues (10%), only if accompanied by a signed Credit Card Payment Authorisation form.
- Should the advertising contract for 4 issues be cancelled before completion, The Advertiser will be invoiced for the total discount received to date of cancellation.
- Whilst every effort is made to ensure adverts reproduce correctly, no responsibility is taken for errors in supplied files such as incorrect content or file components which are not in line with our technical requirements.

Booking acceptance

To book your advertising space, please sign and return this form.

I declare that I have read and understand the Booking Conditions at left.

Signature

Name

Date

CREDIT CARD PAYMENT AUTHORISATION FORM

Authorisation

I hereby authorise The Owner Builder magazine and its publisher, AfriCat Pty Ltd, to debit the Credit Card identified below:

For: _____

At the amount \$ _____

Start date _____ End date (if applicable) _____

Credit card information

Credit card type: VISA / MASTERCARD (Please circle)

Credit card N°: _____

Expiry date: ___ / ___ CVV: _____

Name on card (Please print): _____

Card holder's signature: _____

This is an agreement between 'The Advertiser' and *The Owner Builder* magazine, to allow for automatic payment of advertising in the bi-monthly issues of *The Owner Builder* magazine.

An invoice will be issued to the advertiser at the time of publication, and the debit will be applied when the invoice is due (14 days payment terms).

The Owner Builder

PO Box 64, Stockton NSW 2295
info@theownerbuilder.com.au
www.theownerbuilder.com.au

THE **Owner Builder**

BE INSPIRED – REAL STORIES ABOUT REAL OWNER BUILDERS

TECHNICAL GUIDELINES

For supply of advertising and editorial material for publication

Ways to supply your material

1. Print ready high resolution PDF

This is our preferred option, but it is important your PDF file meets certain standards to correctly import to our system and print without problems. Please use the checklist overleaf to make sure you are producing files compliant with our requirements. NOTE: these may not be the same as required for other print production environments, so please take the time to look at them.

2. Files from other software

We can accept files in some other formats but there are limitations. Please contact us if you are not sure if your advert will suit our system as there is often an alternative work-around.

- **Adobe InDesign** files with all fonts (Mac or OpenType only) and graphics supplied separately. Fonts will only be used for output of your advert, so there is no infringement of copyright.
- **Adobe Illustrator** files may also be acceptable. If imported graphics are used they will need to be supplied separately. Convert all fonts to outlines.
- **Other formats** – please contact us for advice.

We don't accept:

- Microsoft Word and Publisher, CorelDraw files or PDFs produced using these applications.
- Supplying an entire advert as a 300dpi graphic, such as from Photoshop – text will not reproduce crisply, especially if used at small sizes. Contact us for other options and assistance.

3. Supply text and images/logos

We can create your advert for you based on your suggested layout or we can design an advert in consultation with you.

- The components of the advert may include some digital and some non-digital material. e.g. you may send us text and a logo on disk, along with some colour photos and a rough layout of the advert. We can then put these components together for you.
- Most text formats can be used, but as a general rule, they cause the least amount of problems if they are saved as Word files or plain text (ASCII).
- We will return all disks, CDs, photos and original artwork if requested.

The Owner Builder magazine is produced using Adobe CS6 software on an Apple Mac system and supplied to our printers as high resolution PDF files.

To ensure smooth and trouble free output through our printers' system, we need to follow certain guidelines and print publishing standards.

Please use the guidelines in this document to make it easier for us to achieve the most reliable and best possible final printed result for your advertisement.

If you have any concerns or queries, please contact us for more information.



A note about fonts...

Fonts are one area most likely to cause problems.

- Postscript Type 1 and OpenType fonts give the most reliable results.
- TrueType, Multiple Master and old bitmap fonts can cause problems at our printers and are not acceptable.
- Make sure you don't use artificial menu styles for bold, italic etc. as these may not appear in print.
- If supplying native files and fonts, we can only use Mac versions or OpenType. PC fonts are not recognised and are unuseable in our workflow.
- Do not convert fonts to 300dpi bitmap images (eg. in Photoshop) – they will not reproduce crisply.

Images – photos, logos etc...

- **Photos and other halftones** are to be supplied at 300dpi when the image is at 100% of the size it is to appear. If your image is 72dpi (which is the resolution commonly used for onscreen viewing, websites etc), we can convert it to the 300dpi needed for print reproduction – but only if the file is large enough. Upscaling and re-saving a 72 dpi file to 300dpi will NOT make for a good quality image. If you're in doubt as to whether your image is of suitable resolution / quality, please contact us.
- RAW format: many digital cameras can now save in this format and is our preferred option, particularly for editorial images.
- TIFF format is also suitable (LZW compression OFF) and high quality JPEG is also acceptable.
- If you are not conversant with adjusting and correcting images for print reproduction, please supply the original uncorrected files and we can make the necessary adjustments for you to ensure the best possible result is obtained in our workflow.
- If you have prints, we can scan them for you or give guidelines as to the quality we require.
- **Logos and other vector-based line art such as plans / diagrams.** Adobe Illustrator (.ai, .eps or .pdf) is the preferred option, but we can also work with other formats such as .dwg and .wmf (such as from CAD applications). Please check with us first though.
- If you don't have a vector-based logo, you can send us a scan – minimum of 600dpi, 1200dpi is best.
- Hard copies of logos and other graphics can also be sent to us to scan, so please make sure the originals are clean, sharp and don't have a textured surface. Scanning is not suitable for artwork which already has dot screens, tints and half-tone patterns applied (such as images from books, magazines) as these produce unsightly moiré patterns when scanned. Please contact us for advice if taking this approach.

Producing good PDFs...

Producing good quality PDF files is important to ensure accurate and trouble free output.

Use this checklist to help your files go through our system more smoothly. Please contact us if you are unsure of requirements for print production.

IN YOUR PAGE LAYOUT APPLICATION

Fonts

- See notes at left

Images

- See notes at left
- Make sure all links are up to date
- Check resolutions: 300dpi for halftones, 600dpi or better for line art such as logo or diagram scans.
Note: this applies to images at their final size in the advertisement, not their original size.
- Resize, rotate graphics, photos etc. in your image editing application rather than your page layout programme.

As your advert is to appear in colour...

- All elements to be CMYK or RGB – no spot colours
- Make sure black text is black only, not Rich Black or a composite of CMYK
- Tints less than 10% may drop out
- Maximum ink coverage is 320% at 150 line screen

Other hints

- Don't use Microsoft Word / Publisher or CorelDraw as your page layout program – these don't generate good PDF files.
- Keep your file as clean as possible – remove additional versions of the advert, extra objects, text etc. on the page and pasteboard and any unused colour swatches.
- Don't leave colour swatches with the name "New color swatch" – give them a useful name.
- If using transparency (drop shadows etc.), check type or other elements such as rules are not placed underneath the transparent object or they may get distorted and hard to read when rasterized in the conversion to PDF.
- Don't use hairlines – set lines and rules at an actual value that is >0.25 pt

WHEN CREATING THE PDF FILE

- If in doubt, use Acrobat Distiller (via Postscript) for best results. Adobe InDesign and QuarkXpress also produce good quality PDFs via export.
- Don't use PDF Maker or MS Word to produce PDFs
- Embed all fonts
- PDF version 1.4 (Acrobat 5.0) or later
- Don't include colour management profiles
- Set transparency flattener to high resolution
- Printers marks are not required

The Owner Builder

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Display advertisement sizes

| Size | Dimensions in mm (width x height) |
|-----------------------|--------------------------------------|
| 1/8th page | 88 x 56 |
| 1/4 page (vertical) | 88 x 117 |
| 1/4 page (horizontal) | 182 x 56 |

| Size | Dimensions in mm (width x height) |
|-----------------------|--------------------------------------|
| 1/2 page (vertical) | 88 x 240 |
| 1/2 page (horizontal) | 182 x 117 |
| Full page | 182 x 240 |

NOTE: Full bleed options are also available, for full page adverts ONLY – please contact us for details.

