



## ADVERTISING RATES

Food for Thought COLOUR DISPLAY	Food for Thought COLOUR ADVERTORIAL	Mono Directory Pages
Double Page Spread \$3,780	Full Page 400 words + 3 images \$2,310	One-sixth Page Mono \$690
Full Page \$2,310	Half Page 220 words + 1 image \$1,610	One-twelfth Page Mono \$460
Half Page \$1,610	Quarter Page 110 words + 1 image \$1,040	
One-third Page \$1,270	Sixth Page 65 words + 1 image \$ 690	
Quarter Page \$1,040		
One-sixth Page \$ 690		

### DISTRIBUTION:

Free distribution to selected natural product retailers nationally and to advertisers featured in the book.

### READERSHIP:

#### NATURAL PRODUCT RETAILERS

Buyers, stock managers, general managers and proprietors at health food stores and organic stores nationally, as well as independent supermarket groups, pharmacy groups and other relevant retailers.

#### MANUFACTURERS

General managers, sales or marketing managers and proprietors at natural product manufacturing businesses.

#### IMPORTERS, DISTRIBUTORS, WHOLESALERS

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

### PRINTING / FORMAT:

A4 softcover book approximately 450+ pages printed on sustainable paper stock.

**ALL RATES ABOVE INCLUDE THE FULL FOODSOURCE PACKAGE:** Unlimited category listings throughout all relevant indexes of our directory plus a free copy of the next edition book. Directory indexes for your category listings include the following: Products Guide, Brand Names Index, Distribution Wanted, Manufacturing Resources, Distributor Guide & Suppliers Directory (which features your logo and full company details).

**PACKAGES:** Make sure you are everywhere you need to be! Put your own multi-advert package together: Full price for the first advert, then \$300 off any additional adverts.

**DISPLAY ADVERTISING:** Display adverts to be supplied as finished art according to our specs. We can also refer to a fantastic and trusted graphics company for special Foodsource-family rates.

**ADVERTORIALS:** Words and images to be supplied so that our team can format according to our standard design template.