

generationsrates

GENERATIONS MAGAZINE – THE MAGAZINE FOR FAMILY BUSINESS AUSTRALIA

Family Business Australia is a national not-for-profit organisation for family business owners and their professional advisors. FBA recognises that family businesses are unique and make a significant contribution to the life, culture and economy of Australia.

WHAT MAKES FBA UNIQUE?

Many businesses, trade and professional organisations have a clear purpose but none exist like FBA which specialises in issues unique to family business.

GENERATIONS MAGAZINE

FBA recognises the need to be able to communicate with its members via a magazine that delivers specific information.

Research has shown that family businesses like to work with other family businesses.

RESEARCH CONDUCTED BY THE NATIONAL MUTUAL FAMILY BUSINESS RESEARCH UNIT SHOWS THAT:

- 80% of Australian firms can be regarded as family businesses
- they collectively have an estimated overall wealth of \$1.3 trillion
- they represent three times the capitalisation of the entire Stock Exchange of listed domestic companies

The compositions of the members of Family Business Australia are:

- owners and operators 83.5% and
- professionals who advise family business 16.5%

FBA members are businesses of all sizes, in all types of industry sectors and range from first generation to fifth generation.

OVER 50% OF THE MEMBERSHIP IS INVOLVED WITH THE FOLLOWING INDUSTRIES:

- Insurance
- Transport
- Building construction
- Engineering
- Timber/Hardware
- Real Estate, Property Development & Investment
- Legal Services

- Management Consulting
- Finance
- Manufacturing
- Accounting Services

The remaining 50% cover over 93 different industries including Food Manufacturing, Farms, Retirement Villages, Optometry, Funeral Directors, Textile Clothing and Footwear Industry, Building Supply Services, Printing, Plumbing, Furniture Manufacturing, Scientific Industries, Sportsfield Manufacturing, Telecommunications, Electrical Appliance Manufacturing, Automotive Industries, Ceramic, Plastics, Rubber and Chemical Products Manufacturing.

WHY ADVERTISE IN GENERATIONS?

Advertising in *Generations* magazine reaches over 2,800 members and advisor organisations. You are able to form networking opportunities by advertising.

- *Generations* magazine is read by business owners. Highly targeted market.
- Dedicated readership of *Family Business Australia* members and professional advisers.
- *Generations* magazine is published every three months and is kept by members as a reference tool.

VITAL STATISTICS

Turnover

Turnover	%	% of Member Companies with	
Under 1 million	18%	1-25 employees	50%
1 - 5 million	35%	26-50 employees	23%
6 - 10 million	4%	51-100 employees	14%
11 - 50 million	24%	100-500 employees	13%
51 - 100 million	9%	500-plus employees	0%
101 million plus	6%		
Unknown	4%		

RATES CURRENT AS AT JUNE 2009

Display Ads

Inside Front Cover	\$2880
Outside Back Cover	\$3000
Double Page Spread	\$4300
Full Page	\$2400
Half Page	\$1440

Further packages available upon request. All rates quoted are exclusive of GST.

Contact **Tony May** on **02 8923 8001** or **Alexandra Megas** on **03 9867 5322**

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ISSUES, DATES & DEADLINES 2009/2010

Issue	Booking & Material Deadline	Publication Date
Autumn 2009	20 February	15 March
Winter 2009 (Conference & Awards Issue*)	15 June	8 July
Spring 2009	21 August	14 September
Summer 2009	20 November	14 December

* Note: Family Business Australia - National Conference & Awards 2009, 13-15 August, Darwin

SUPPLIED ARTWORK SPECIFICATIONS

It is highly recommended that your advertisement be designed by a professional graphic designer. Artwork must be supplied as per the technical requirements below.

TECHNICAL REQUIREMENTS

Digital files

- Print ready high resolution PDF is the preferred format.
- All files must be separated as process colour (CMYK). No RGB, Pantone or spot colours to be used.
- A minimum of 4mm bleed is to be included.
- Trim and registration marks should be added and must not encroach into the bleed area.

Images

- Supply any photo/bitmapped images as Photoshop EPS or TIFF with a minimum resolution of 300dpi when placed at 100%.
- Ink density of all images must not exceed 280 UCR (Under Colour Removal).
- Supply all vector files (logos and illustrations) as Illustrator EPS MAC and outline all fonts. Embed rather than link images.

Text/copy

- Allow at least 5mm margin from the page edge for ads bleeding off the page.
- All fonts must be embedded into flattened files.
- Only Type 1 fonts (fonts with postscript file) are acceptable. No True Type fonts.
- Reversed type should be no less than 10pt; avoid reversing small type with fine serifs.

PDF files

Must be print ready – press quality and supplied with trapping, fonts, trims, 5mm bleed and graphics embedded.

Supplied files

We accept final PDF files via email or on a CD.

Colour proofs

We recommend that all material be supplied with a digital calibrated colour correct proof of complete ad.

Note: We cannot guarantee the quality or content of your advertisement if you do not supply digital hard copy proofs within the specified time-frame.

AD SIZE

If an ad is submitted at the wrong size, it will be resized at our discretion to fit.

CHANGES

Ads that require changes by our agency will incur a correction fee.

CONTACT

For further information or to make a booking contact Tony May on Tel 02 8923 8001 or email tony.may@halledit.com.au.

Please supply artwork to tony.may@halledit.com.au

ADVERTISING PAGE SIZES

Ad Size Description

Final size in mm width x height

Display Double page spread	420 x 275 plus bleed
Display Full page	210 x 275 plus bleed
Display Half page horizontal	174 x 116.5
Display Half page vertical	77 x 275 plus bleed

Bleed

All display ads, except half page horizontal ads, must include 4mm bleed on all sides.