

A close-up, artistic photograph of several dandelion seed heads. The seeds are dark and thin, radiating from a central point. The background is a soft, out-of-focus light color, possibly a sky or a wall, which makes the intricate structure of the seeds stand out. The overall mood is natural and serene.

# natural health

news and reviews for the natural health retailer

trader

# MEDIA KIT 2010

# TARGETED directly to RETAIL ASSISTANTS & BUYERS in natural health outlets (health stores & pharmacies)



## IMPORTANT!

### Advertising Regulations:

All advertisements for therapeutic goods (including Product Reviews and Advertorial) submitted for publication in the Natural Health Trader **MUST** comply with Therapeutic Goods Regulations.

All advertisements (including Product Reviews and Advertorial) for complimentary healthcare products listed with the TGA must have the relevant approvals prior to submission to NHT.

All advertisements (including Product Reviews and Advertorial) for complimentary healthcare products that are listed with the TGA must have an approval number from the CHC.

All advertisements for other non-prescription therapeutic products (including Product Reviews and Advertorial) must have an ASMI approval number.

The advertiser is required to obtain approvals from the relevant authority **prior to submitting material to NHT**.

### PLEASE ALLOW ENOUGH TIME TO SUBMIT YOUR MATERIAL AND RECEIVE APPROVAL.

ADVERTISEMENT THAT ARE BOOKED BUT NOT RECEIVED IN TIME WILL INCURE THE FULL FEE.

Contact the Complimentary Healthcare Council (CHC)  
<http://www.chc.org.au/Advertising/Approvals>  
Advertising Services, Complementary Healthcare Council of Australia  
PO Box 104, Deakin West, ACT 2600  
Ph: 02 6260 4022 | Email: [advertising@chc.org.au](mailto:advertising@chc.org.au)  
Tricia Campbell: 02 9542 5860 | Ruben Jones: 07 3314 0641

Contact the Australian Self Medication Industry (ASMI)  
<http://www.asmi.com.au/industry/Approval-of-Advertisements.aspx>  
Advertising Services Office, PO Box 764, North Sydney NSW 2059  
Ph: 02 9955 7205 | Fax: 02 9957 6204  
Email: [ASMIadvertising@asmi.com.au](mailto:ASMIadvertising@asmi.com.au)

All advertisements for complimentary healthcare products listed with the TGA MUST include the required warnings and display the current CHC or ASMI number.

### Promotional options for advertisers:

- **PRODUCT** reviews
- **GIVEAWAY** samples
- **FEATURED** products/ingredients
- **LATEST** trends
- **BEAUTY** corner
- **BABY** bundle
- **HEALTHY** lifestyle

Posted directly to our opt-in database of natural health stores and pharmacies.

No wasted copies – only sent to stores who are interested in natural health products

With a wide range of options for advertisers – there is a section for every budget to promote products and services.

### PRODUCT reviews - To give your product prominence

- ideal way to tell retailers key details about your product
- simple and easy to read text
- provide details about the unique selling points to retailers

### FEATURED products/ingredients

- each edition will have a featured product or ingredient
- tie in your advert with these ingredients
- or – we can create a feature to suit

### LATEST trends

- highlights up and coming ingredients, health issues and opportunities
- use this section to highlight your new product release or to highlight a current one

### BEAUTY corner

- looks at the natural options for skin and hair care
- book your advert in this section and we can tailor the editorial to suit your key ingredients

### BABY bundle

- many women would prefer to use natural products for themselves and their baby
- our editorial is targeted and relevant for retail staff
- this section is perfect for baby product suppliers wanting to get their message to retailers

### LIFESTYLE

- puts retailers in the picture with credible information about good health
- arrange your advertising to tie in with our features – or let us create a special feature to suit you.

**Just send us the product – we do the rest.**  
(Includes photography and text).

NOTE: for therapeutic products listed with the TGA it is the responsibility of the advertiser to obtain the relevant approvals. Please ensure that you book in plenty of time to allow for the approval process.

**Edition 1, 2010:** Berries (eg. Acai, Raspberry, Cranberry, Blueberry, Goji, Strawberry)

**Edition 2, 2010:** Stevia - the new 'artificial' sweetener

**Edition 3, 2010:** The Other Greens (eg. spirulina, seaweeds, kale)

**Edition 4, 2010:** Chia, Quinoa and other ancient grains

**Edition 1, 2010:** Gluten - Fad or Fact?

**Edition 2, 2010:** Eco-Friendly Cleaning Products

**Edition 3, 2010:** Probiotics

**Edition 4, 2010:** Fair Trade

**Edition 1, 2010:** Mineral Makeup

**Edition 2, 2010:** Lip Balms

**Edition 3, 2010:** Organic Skin Care

**Edition 4, 2010:** Summer Hair Care

**Edition 1, 2010:** Nappies - Which Are Best?

**Edition 2, 2010:** Baby Massage

**Edition 3, 2010:** Bottles - Plastic or Not?

**Edition 4, 2010:** Bath Time

**Edition 1, 2010:** Going Vegetarian

**Edition 2, 2010:** Juicing

**Edition 3, 2010:** Natural Therapies Explained

**Edition 4, 2010:** Sleep and Stress

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NHT reaches the **KEY PEOPLE** who **SELL YOUR PRODUCT**  
– store staff.

NHT **TALKS DIRECTLY** to these crucial staff members  
– **EDUCATING** them about your products.

NHT is **SENT DIRECTLY** to **NATURAL HEALTH STORES & PHARMACIES** on our opt-in database; stores who **WANT** to receive it  
– no wasted copies, no wasted advertising spend.

NHT can **GENERATE SALES INQUIRIES** directly to you  
– or to your nominated distributors.

## The Advantages of Trade Advertising:

- Promote your special offers directly to the people who are selling them
- Educate retailers and staff - provide useful information about your product
- Launch new products - your own personal sales representative
- Build your brand - Reinforces your sales message between visits
- Alert stores to new point-of-sale materials and advertising campaigns
- Places your message in front of retail decision makers
- Delivers your message to even the remotest stores

**NHT** - helping you to reach **retailers, distributors & brokers**  
- delivering your message with more **impact** and more **visibility**,  
- targeted directly to your **buying audience**.

## The Natural Health Trader **PRODUCT REVIEW** - from \$295

This is where we review your product...

### Here's what you get:

- 100 words about your product with key selling points, features & benefits
- Photography of your product
- Your logo
- List of your distributors and their contact details

Just send us your product and some key information about why it is so good and we do the rest.

*All information provided for therapeutic products must be accompanied by a CHC advertising approval number and carry the appropriate warnings.*

*NOTE: For therapeutic products listed with the TGA or that require approval from CHC or ASM, it is the responsibility of the advertiser to obtain the relevant approvals.*

**Please ensure that you book in plenty of time to allow for the approval process.**

## BOOK EARLY and SAVE!!

**TO SAVE on your advertising budget,  
BOOK YOUR SPOT in the NHT  
BY THE EARLY BOOKING DEADLINE.**

SAVE even more when you book in all three editions.

## statistics

Frequency	Four times each year - March, June, September & December
Print Run	4400
Distribution	National - one to every health store and pharmacy on our targeted database
Cover Price	FREE
Size	A4
Binding	Saddle stitched (spine stapled)
Publishing	The Natural Health Trader is published by Your Marketing Office Pty Ltd - as a resource for the Natural Health Industry.

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Post: The Natural Health Trader  
C/- Marketing Office  
4 Tonita Court, Birkdale Qld 4159

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Email: [ASMIadvertising@asmi.com.au](mailto:ASMIadvertising@asmi.com.au)

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## advertising rates

ADVERTISEMENTS	EARLY BIRD RATE	3+ editions	2 editions	1 edition
Full page Advertisement	\$845	\$895	\$945	\$995
Half Page Advertisement	\$495	\$535	\$565	\$595
Third Page Advertisement	\$335	\$350	\$375	\$395
PRODUCT review: 100 words + product pic & logo	\$295	\$320	\$335	\$345
Inside Front Cover	\$995	\$1,075	\$1,135	\$1,195
Inside Back Cover	\$845	\$895	\$945	\$995
Outside Back Cover	\$995	\$1,075	\$1,135	\$1,195
Opposite Index	\$845	\$895	\$945	\$995

## deadlines

	March 2010 Edition 1	June 2010 Edition 2	Sept/Oct 2010 Edition 3	Dec'10/Jan 2011 Edition 4
<b>Early Booking Discount</b>	<b>15-Jan-10</b>	<b>16-Apr-10</b>	<b>9-Aug-10</b>	<b>22-Oct-10</b>
Booking Deadline	29-Jan-10	30-Apr-10	16-Aug-10	5-Nov-10
Material Deadline	5-Feb-10	7-May-10	20-Aug-10	12-Nov-10
Date Posted	26-Feb-10	28-May-10	10-Sep-10	3-Dec-10
In stores	1st week March	1st week June	W/C 13 <sup>th</sup> September	W/C 6 <sup>th</sup> December

## specifications

ADVERTISEMENTS	Finished Size	Type Area	Trim	Bleed
<u>Third</u> Page Advertisement - Vertical	297h x 65w	287h x 55w	297h x 65w	307h x 75w
<u>Third</u> Page Advertisement - Horizontal	94h x 210w	84h x 200w	94h x 210w	104h x 220w
<u>Half</u> Page Advertisement - Vertical	297h x 100w	287h x 90w	297h x 100w	307h x 110w
<u>Half</u> Page Advertisement - Horizontal	143h x 210w	133h x 200w	143h x 210w	153h x 220w
Full Page Advertisement	297h x 210w	287h x 200w	297h x 210w	307h x 220w
Cover Advertisement (Inside Front, Inside Back or Outside Back)	297h x 210w	287h x 200w	297h x 210w	307h x 220w

(All measurements are in mm)

## artwork

ARTWORK/DESIGN	
<b>Full Page Advert design</b> - (includes 3 edits) from supplied text and images (must be high resolution)	\$395
<b>Half Page Advert design</b> - (includes 3 edits) from supplied text and images (must be high resolution)	\$295
<b>Third Page Advert design</b> - (includes 3 edits) from supplied text and images (must be high resolution)	\$245

Please check all digital files for quality and integrity before sending them to us.

### Images:

All images need to be supplied at 300dpi at 100% and uncompressed TIFF or EPS.

### File Formats:

Please supply all artwork as pdf files or Indesign files on CD or via e-mail if smaller than 10MB.

### Size:

Please ensure that your artwork is the correct size and that the type, trim and bleed sizes are adhered to.

### Fonts:

Please supply all fonts, images and logos with your digital file, or ensure that they are embedded.

### Colour:

CMYK or Greyscale.