

To offer readers the most informative and most interesting content, Spice editorial material is compiled independently of advertising and the ratio of advertising to editorial is low – a maximum of 25%. This provides advertisers with the highest quality setting in which to present their product. To assist in achieving the most targeted positioning each season we notify advertisers of the expected content in the upcoming issue...

for winter 07 – Spice goes deep and continues it's style of smart attitudes to food and wine, for sharp minds and well rounded appetites.

We're heading down to the South-West to look at three Margaret River wineries and their Shiraz from the rocks to the winemaker to the tasting. While we're down there we'll be covering the exceptional Margaret River Venison and find out how to raise deer and what to with it in the kitchen. Margaret Johnson has chefs Tony Howell at Cape Lodge and Aaron Carr at Vasse Felix match off a bottle of Cullen's finest.

Spice goes skin deep and takes a good look at packaging, speaking with WA's designers about what works, looks good and sells.

Covering the State we take a ride around Broome to see what food ground you can cover on a scooter. Seasonally we're looking at slow cooking – whether it's a cast-iron casserole or a burnt orange crockpot. Verity James covers the seasons vegetables and Vince is doing his magic with the cinderella cuts.

Local. Fresh. Seasonal. Western Australia's best again for winter.

associate your quality brand with ours

Your SPICE advertising investment will target local and interstate food lovers

- associate your high quality product with a high quality publication
- achieve maximum impact, due to the low ratio of advertising to editorial
- save you money with significantly better rates than national advertising
- reference articles and recipes ensure repeated exposure

DISTRIBUTION: Advertising in SPICE is an excellent way to achieve quality brand recognition. At the rates being offered it is also extremely cost effective. Our multi-channel distribution strategy ensures your message will reach a substantial and carefully targeted audience. SPICE is published quarterly (Spring, Summer, Autumn, Winter) 10,000 copies of each issue are printed with an estimated readership of 40,000. The inclusion of useful local reference information and recipes ensures readers refer back to Spice multiple times. Newsagent distribution by National Distributor NDD includes copies to the East with sell through increasing by 15% each issue. 1,500 copies are sold through quality retailers of food, wine and related products such as Fresh Provisions, Sealanes, Kakulas Sister, Wine Liaisons, The Home Provedore, O2H, The Grocer, Kailis Bros, European Foods, Lady Kitchener, Black Duck Pantry, Kitchen Warehouse, Beaufort St Merchant, Margaret River Venison, Margaret Riviera... reaching a food loving audience beyond newsagent magazine buyers - sell through of 70%. Subscriptions from all over Australia and overseas deliver SPICE directly to readers' homes. 3,700 copies of each edition are distributed within selected sponsorship and promotional packages and to high exposure locations like cafes, restaurants, hotels, airports, boutique and short term accommodation and direct mailed to databases of identified food and wine purchasers.



advertisers' rate card

full colour rates¹

(plan your financial year and save

or call us for further savings on multiple bookings)

	x1	x2	x4
DPS ²	\$7,000	\$6,650	\$6,000
Full	\$3,500	\$3,325	\$3,000
Half	\$2,170	\$2,062	\$1,500
Third	\$1,575	\$1,497	\$1,000

¹ Rates current as at April 2007

² SPICE is a perfect bound publication please allow an 8mm gutter, for the best result we recommend you don't put critical information in this 8mm margin

Premium positions

inside fc +25% 1st rh page +25% 2nd spread +15%
inside bc +10% bc -25%

Please contact us for information about website banners and other online advertising.

All prices subject to GST

Deadline for issue seven - Winter 07

Booking 1 May 2007 **Material** 8 May 2007 **Publication date** 1 June 07

Deadline for issue eight - Spring 07

Booking 1 Aug 2007 **Material** 6 Aug 2007 **Publication date** 1 Sept 07

Deadline for issue nine - Summer 06

Booking 1 Nov 2007 **Material** 7 Nov 2007 **Publication date** 1 Dec 07

Deadline for issue ten - Autumn 08

Booking 1 Feb 2007 **Material** 7 Feb 2007 **Publication date** 1 March 08

material specifications

SPICE - finished size 275 x 243mm vertical

Size	Trim size (Please don't place critical information less than 10mm from the edges)
Full page to bleed	275 x 243 mm (+5 mm bleed)
1/2 page vertical	275 x 119 mm (+5mm bleed)
1/2 page horizontal	137 x 243 mm (+5mm bleed)
1/3 page vertical	275 x 84 mm (+5mm bleed)
1/3 page horizontal	91 x 243 mm (5mm bleed)

artwork

Spice provides a comprehensive advertising design service including professional art direction, photographic and graphic design services, please contact us on (08) 9433 1190 for details and rates.

If you are providing your own artwork please supply finished artwork to specified size on Mac/ISO 9660 format DVD/CD accompanied by a colour proof. If you have any queries please email kate@spicemagazine.com.au for more information.

Preferred format - 300dpi PRESS optimised (CMYK) pdf file - please email for distiller options. Should be accompanied by colour proof. Please offset crop marks by 3mm minimum

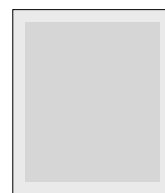
Indesign files supplied on Mac/ISO 9660 format DVD/CD, all linked images converted to CMYK (or greyscale) and supplied with file. Images must be 300dpi tif, jpg or eps. Fonts converted to outline or screen and printer fonts supplied

Freehand or Illustrator eps files all linked images supplied or embedded, all fonts converted to outline.

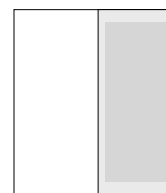
Photoshop eps, Tiff or Jpg all 300dpi CMYK flattened ready for output



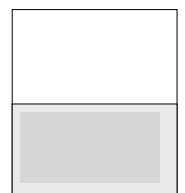
Jon Green photographer ©



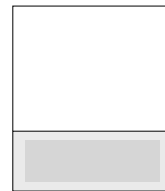
full page



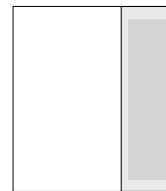
half vertical page



half horizontal page



third horizontal page



third vertical page

conditions

1. While every endeavour will be made to ensure the insertion of an advertisement in accordance with instructions, no liability will be accepted for any loss occasioned by omission or misplacement.
2. Spice reserves the right to reject any advertisement which it considers unsuitable for publication.
3. The positioning of advertisements, except where special arrangements have been made and payment of the appropriate loading undertaken, will be at the discretion of Spice. Loaded positions are subject to availability.
4. Any advertising booking not fully paid by the agreed deadline will be cancelled unless prior credit arrangements have been established.
5. Spice will not accept any advertisement which, in its opinion, has the appearance of editorial matter.
6. Any physical advertising material supplied for any advertisement should be collected immediately after publication. No responsibility will be accepted for material not collected by the advertiser or agency within one month from date of appearance.
7. The cost of submission of a revised proof and of implementation of 'author's corrections' if any are payable by the advertiser.
8. The advertiser and its advertising agent (if any) each warrants to Spice Publishing Pty Ltd and to its directors, shareholders and employees that nothing in the advertising material infringes any federal or state law or the rights of any other person.
9. The advertiser and its advertising agent (if any), to the extent permissible by law, each indemnifies Spice Publishing Pty Ltd and its directors, shareholders and employees against all costs, expenses, claims, demands, damages and loss of any kind wholly or partially attributable to or arising out of acceptance or publication of any advertising material.
10. Every advertisement placed and accepted for publication is subject to the conditions set out in this rate card, and, where enforceable and applicable and except to the extent they conflict, to the further conditions from time to time set by the Media Council of Australia and the Australian Accreditations Bureau.
11. Every advertisement is accepted by Spice only on the basis that the advertiser and the advertising agent (if any) preparing such advertisement warrant to Spice Publishing Pty Ltd and to its directors, shareholders and employees that the advertisement and its contents are true and correct in all respects and are in no way misleading or deceptive and contain no representation or statements prohibited by section 53 of the Trade Practices Act 1974 or otherwise contravene any other provision of that Act. Accordingly this warranty is deemed to be included in each submission of an advertisement for publication by Spice.