

## autumn 2011\*

Not an issue for the lactose intolerant, SPICE looks at milk – the starting point of our lives and our days and the stuff people put too much of in their coffees. Reeling from the collapse of a cooperative we look to the local farmers getting out on their own – who they are and how they’re doing it. And we’re adding to this with cheese and recipes. Also in Autumn, there’s our most easterly of wineries in the beautiful and hilly Porongorup region. More hill country in burgeoning food hub Kalamunda. Cruising off the Kimberley for a week. Chef Helen Pratt works with our top female winemakers. Verity James talks with the RSPCA about farm standards. And all the fantastic regular restaurant reviews, design, gardening, meat, and vegetables that makes SPICE a smart and tasty read.

feed the curious mind and the hungry stomach.





**SPICE Autumn 2011.** The 12,000 copies of SPICE that we print each quarter are sent out to newsagencies across Australia, distributed to cafes and restaurants in the CBD's of all Australian capital cities, and sold at selected fine food and wine outlets across Western Australia. We also make sure it gets into the hands of who's important in food and wine.

SPICE editorial material is compiled independently of advertising and the ratio of advertising to editorial is low – a maximum of 25%. This provides readers with content that is independent, informative and interesting, and advertisers with a high quality setting in which to present their product.

## associate your 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 similar publications
- reference articles and recipes ensure repeated exposure to readers

## distribution

I was lucky enough to visit WA over the last few weeks and pretty much immediately happened upon the Winter edition of Spice in a store in Bridgetown - and then luckily enough a backcopy in Margaret River.

Now that I have returned to Brisbane I just thought that I would email you to let you know how wonderful I thought Spice was. It not only gave us plenty of good advice in relation to wineries, breweries and cafes for our trip, it was a beautifully presented and funny/quirky read. We kept it handy each night in our campervan to check if there was an article about or store to visit in our next town!

There's certainly nothing like your magazine here in Brisbane - I wish there was - but I alas there isn't the same depth and calibre of "gourmetness" over here! Anyway well done - you certainly caught my attention! In fact, I am the person that your writer was talking about in the first paragraph of the Pan Handling article in the Autumn edition - so I am your ideal reader! I look forward to my next trip to WA, if just to read more of your magazine!

cheers Sarah

**Firstly, thank you.** Never before have I been able to go to a coffee shop with my girlfriend and not have her get irritated and bored because of the user-unfriendly newspapers or the outdated celebrity magazines. She picked up SPICE while we were out to breakfast the other day and she didn't say a word for the whole hour. This has never happened before. This girl has the attention span of a three year old, but she got completely lost in your magazine. I didn't think it was possible. She's a chef. She was very, very impressed. I'm the letter writer in the family so she asked me to tell you guys that "your magazine is beautiful. Beautiful pages with amazing stories with a nice local focus - without the bullshit of Gourmet Traveller". Personally, all I can manage to cook is cereal, so I wouldn't know the standard of your magazine, but from this happy customer - you guys have got it in one.

Many, many, many thanks, Dara

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) 12,000 copies of each issue are printed with an estimated readership of 60,000. The inclusion of useful local reference information and recipes ensures readers refer back to Spice multiple times.

**3,700 copies are distributed to newsagencies**, including copies to the East, with sell through increasing each issue.

**1,500 copies are distributed through quality retailers of food, wine and related products** such as selected IGA stores, Fresh Provisions, Kakulas Sister, The Home Provedore, O2H, The Grocer, The Herdsman, Kailis Bros, Rumps, Market Taste of WA, Claremont Fresh, Black Duck Pantry, Kitchen Warehouse, Beaufort St Merchant, Margaret River Venison, Margaret Riviera, Liquorice, The Naked Butcher, Boat Shed Fresh Food, Barker and Hale, The Good Olive, The Source Real Food Store, The Grocery Store, Taste of Balingup, Mill Point Fresh Food Market, Loose Produce... reaching a food loving audience beyond newsagent magazine buyers. **28 percent of these are distributed to regional Western Australia.**

Subscriptions from all over Australia and overseas deliver SPICE directly to readers' homes. **Spice is currently ranked nine in the national top ten food and drink publications at iSubscribe.**

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 in Western Australia

**Copies of each edition are distributed by Avant Card to cafes, restaurants, hotels, airports, boutique and short term accommodation in the CBD areas of all other capital cities.**

# SPICE

spice magazine.com.au

Hi there, I've read your last two issues at Minimo, great little café in Sydney Rd Brunswick here in Melb. Just want to know if the magazine is available at newsagents in Vic? If not I'll subscribe. Let me know thanks

Joel

Morning, I am emailing from Newcastle, in NSW. Don't hold it against me, I am moving to Perth in another months time. I'll get to see sunsets instead of sunrises... I was getting a little sick of them, same thing day after day!!!

However, I was feeling rather dejected at the lack of information over here on the East Coast about anything over on the West Coast.

Maybe not so surprising, most people on the East Coast do tend to think they are all that matters!

Then in my local coffee shop I find SPICE magazine. Since that day I have been "borrowing" them from the shop (I just never took them back), to inform me of all the great foodie and wine things that I plan to indulge in, from the first second I set foot in WA. The magazine covers a really broad range of topics and attractions, and has been a fantastic (and I mean FANTASTIC) source of information for me.

I'm really looking forward to coming to WA now, putting on some serious fat and drinking some serious vino. Thank you SPICE.

Bye for now. Meredith Tavener

## reader survey\*

Age:	26-45:	48.3%
	46-65:	44.8%
	65+:	6.9%
Income:	31-50K:	9.5%
	51-70K:	19%
	71-100K:	33%
	100+K:	38.5%

### top 3 ways to spend leisure time

- 51% listed dining out
- 48% listed reading
- 27% listed gardening
- 24% listed travel
- 24% listed sport
- 13% listed listening to music
- 13% listed going to concerts
- 6% listed going to the cinema

SPICE the food magazine that makes you hungry and smart.



\*This data for this survey was collected from subscription forms entered in a two month period from 1 Dec 2008 to 31 Jan 2009.

# advertising rates

**For your general information** and feedback. Last year my wife browsed through a Spice magazine while in a waiting room. This was the first time she had come across your publication and was impressed with what she saw and read. That evening we went to the net and located your website, read some more and then purchased a twelve month subscription.

Earlier this year my wife showed one of her copies to her brother and his wife and as a consequence of their comments we have just bought an annual subscription for the brother as a birthday gift. My wife works as an educational assistant in the home economic department of a Catholic College. Today she took her two copies into work and as a result an E.A. she works with intends to subscribe, as well as the school will.

This surely reflects upon the quality of your magazine, its readability and the relevance of the content to WA readers.

**Keep up the good work, Vic**

**And I nearly forgot** I just wanted to thank you so much for the article we are getting 2-3 people a week calling up because of it so thanks so much!!!!!!!!!!!!!!!!!!!!!! Best wishes,

Annie

**I've just had a call** from a 3rd gen. Australian Muslim who had read you magazine, and wanted to know where the nearest outlet to her where she could get Halal lamb.

**Thanks once again, Rob**

**Thanks a million** for featuring our company in the current edition of Spice. Not only was everyone really impressed by the article, they were most impressed that you managed to get all the detail right pretty much straight up - which is quite a feat given how confusing our set up can be to the lay person!

Anyway, if you're ever in the area, feel free to drop in for a coffee, slice of Italian prosciutto, piece of French cheese, hot chocolate, cocktail class or anything else random you feel like trying or doing at the time!!!!

**Regards, John**

Spice magazine full colour rates <sup>1</sup>			
	x1	x2	x4
DPS <sup>2</sup>	\$5,900	\$5310	\$4,720
Full	\$2,950	\$2,655	\$2,360
Half	\$1,650	\$1,485	\$1,320
Third	\$980	\$882	\$784

<sup>1</sup> Rates current as at February 2008

<sup>2</sup> 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 - 50%

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

All prices subject to GST

### Deadline for issue twenty two - Autumn 11

**Booking** 1 Feb 2011    **Material** 7 Feb 2011    **Publication date** 1 March 11

### Deadline for issue twenty three - Winter 11

**Booking** 1 May 2011    **Material** 8 May 2011    **Publication date** 1 June 11

### Deadline for issue twenty four - Spring 11

**Booking** 1 Aug 2011    **Material** 6 Aug 2011    **Publication date** 1 Sept 11

### Deadline for issue twenty five - Summer 11

**Booking** 1 Nov 2011    **Material** 7 Nov 2011    **Publication date** 1 Dec 11

# material specifications

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)

**SPICE - finished size 275 x 243mm vertical**

## 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.

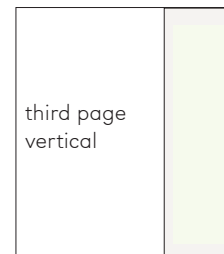
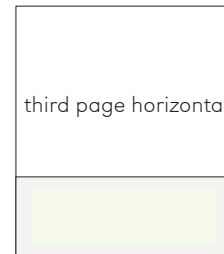
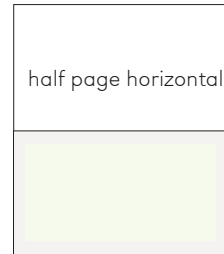
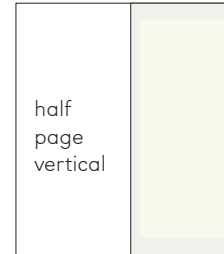
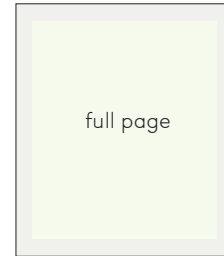
If you are providing your own artwork please supply finished artwork to specified size on Mac/ISO 9660 format DVD/CD accompanied by a colour proof. If you have any queries please email [kate@spicemagazine.com.au](mailto:kate@spicemagazine.com.au) for more information.

**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



## 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 agency (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.