

# Address label. Full page advertising.

A premium **Brand-to-Customer** engagement tool.

Welcome to a new way to deliver your brand to our customers.

**F**ood and drink trends leads to inspiration, inspiration leads to ideas, ideas leads to Innovation, which leads to new products and services for your business – a great way of making money!

Toops produce and distribute 26 fortnightly Traders and 11 monthly ethnic fliers a year.

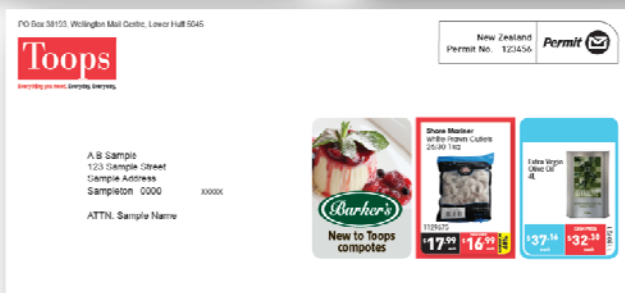
Using only these two sales tools, Toops branded promotional material connects approximately 90,000 times with people who buy your product.

What we will be utilising is currently a blank address label for our Toops Trader (full A4 page) and ethnic flier (DLE) to its full potential, by printing a full colour A4 advert inclusive of the address label.

Those suppliers who choose to buy the address label advertising full page will have the opportunity to place any advertorial information they would like, which could include:

- Handy tips
- Recipes to be used with their products
- Health information
- Portion size
- Recommended retail price
- Thawing instructions
- Serving recommendations
- Complements to the product
- New product release
- Prize promotion

**Don't miss out on this opportunity to be first in front of customers who would benefit to use your products.**



# Distribution profile

## Publication distribution

Trader: Fortnightly 3,500

Ethnic flier: Monthly 1,200

## Bookings deadline

Trader date	Booking deadline	Ethnic flier date	Booking deadline
09/01/12 Trader	05/12/2011	Jan 16 – Feb 28 2012	12/12/2011
23/01/12 Trader	19/12/2011	March 2012	26/01/2012
06/02/12 Trader	02/01/2012	April 2012	26/02/2012
20/02/12 Trader	16/01/2012	May 2012	27/03/2012
05/03/12 Trader	30/01/2012	June 2012	27/04/2012
19/03/12 Trader	13/02/2012	July 2012	27/05/2012
02/04/12 Trader	27/02/2012	August 2012	27/06/2012
16/04/12 Trader	12/03/2012	September 2012	28/07/2012
30/04/12 Trader	26/03/2012	October 2012	27/08/2012
14/05/12 Trader	09/04/2012	November 2012	27/09/2012
28/05/12 Trader	23/04/2012	December 2012	27/10/2012
11/06/12 Trader	07/05/2012		
25/06/12 Trader	21/05/2012		
09/07/12 Trader	04/06/2012		
23/07/12 Trader	18/06/2012		
06/08/12 Trader	02/07/2012		
20/08/12 Trader	16/07/2012		
03/09/12 Trader	30/07/2012		
17/09/12 Trader	13/08/2012		
01/10/12 Trader	27/08/2012		
15/10/012 Trader	10/09/2012		
29/10/12 Trader	24/09/2012		
12/11/12 Trader	8/10/2012		
26/11/12 Trader	22/10/2012		
10/12/12 Trader	05/11/2012		
24/12/12 Trader	19/11/2012		

# Material deadline

Pages content, imagery and/or brief: 4 weeks prior to edition

Full artwork: 3 weeks prior to edition

Inserts and brand advertising subject to approval of Foodstuffs Marketing Services Manager.

Deadlines and number of pages subject to change.

## Prices

This publication is full colour only – No black and white option available

DESCRIPTION	TRADER	ETHNIC
Full page* with design by Toops	\$1,000	\$350
Full page* with artwork supplied by you	\$800	\$250
Half page with design by Toops	\$500	\$200
Half page with artwork supplied by you	\$400	\$100
Quarter page with design by Toops	\$350	\$150
Quarter page with artwork supplied by you	\$250	\$100
Multiple bookings	2 to 3	10% discount
	4 to 6	20% discount
	7 +	30% discount



\*Full page includes reservation of the address label, which is not available to advertise.

All prices exclude GST and are \$NZD. Refer to terms and conditions on the last page.

RESERVED FOR MAILING ADDRESS Approximately 7.4cm(h) x 21cm(w)	Full page. A4.
HALF PAGE Approximately 22.2cm(h) x 21cm(w)	
QUARTER PAGE Approximately 11.1cm(h) x 10.5cm(w)	
DLE OPTION. Approximately 11.3cm(h) x 22.4cm(w)	

# To advertise contact

**Anahera Brown (Trade Marketing Co-Ordinator)**

DDI: 04 527 2596

Email: Anahera.Brown@foodstuffs-wgtn.co.nz

## Terms and conditions

- In accepting an advertisement (including a notice) for publication, and in publishing it we are doing so in consideration of and relying on the advertiser's express warranty, the truth of which is essential:
  - a. That the advertisement does not contain anything: that is misleading or deceptive or likely to mislead or deceive or which breaches the Fair Trading Act 1986; that is defamatory or indecent or which otherwise offends against generally accepted community standards; that infringes a copyright or trademark or otherwise infringes any intellectual or industrial property rights; that breaches any provision of any statute, regulation, by-law or any other rule or law, and
  - b. That the advertisement complies in every way with the Advertising Codes of Practice issued by the Advertising Standards Authority inc. ("ASA") and with every other code or industry relating to advertising in New Zealand, and
  - c. Publication of the advertisement will not give rise to any liability on our part or in a claim being made against us
- The advertiser agrees to indemnify us against our losses or costs arising directly or indirectly from any breach of those warranties by the advertisers and from any costs incurred in our making corrections or amendments in accordance with the terms that follow.
- Where the advertiser utilises any aspect of our creative services in the design or production of an advertisement (including photographic or design work) the advertiser acknowledges that we own the copyright in such work and that such work is not work for which a commissioning payment has been made or agreed.
- We may refuse to publish, or withdraw an advertisement from publication, without having to give a reason.
- We may correct or amend advertising to conform to style or for other genuine reasons as long as we do so using reasonable care.
- The advertiser must tell us as soon as possible if there is an error or omission in any advertisement the advertiser has placed. We will not be liable for any indirect or consequential loss (which includes loss of revenue or profit) from an error or omission or failure to publish and if we are found to have any liability for any circumstance that liability is limited to the cost of the space of the advertisement.
- If payment for advertising is not made by the due date (which is the 20th of the month following invoice, unless we specify in writing otherwise) the advertiser will be liable at market rates and all costs of recovery, commissions and collection fees.
- Toops reserves the right to alter casual rates at any time. Forward booking contracts are given rate protection for the period covered by the bookings.
- Rates are exclusive of GST and are quoted in \$NZD.
- Guaranteed position on the inside back cover, inside front cover is subject to availability at the time of booking

PROMO TYPE	TRADER OPTIONS	Co-Op	PROMO TYPE	ETHNIC OPTIONS	Co-Op
FDTT	Full page design by Toops	\$1000.00	FDTE	Full page design by Toops	\$350.00
FDST	Full page design by supplier	\$800.00	FDSE	Full page design by supplier	\$250.00
HDTT	Half page design by Toops	\$500.00	HDTE	Half page design by Toops	\$200.00
HDST	Half page design by supplier	\$400.00	HDSE	Half page design by supplier	\$100.00
DDTT	DLE design by Toops	\$350.00	DDTE	DLE design by Toops	\$150.00
DDST	DLE design by supplier	\$250.00	DDSE	DLE design by supplier	\$150.00