

# EVENT MAGAZINE

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2018 MEDIA KIT

*Fantastic*<sup>\*</sup>  
FOOD+DRINK

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*the specialty and fancy food show*

The Fantastic Food+Drink Event Magazine is a premium print and digital magazine designed to engage a qualified audience of decision makers **before**, **during** and **after** the event.

## READERSHIP

Fantastic Food+Drink is the definitive new trade event for those who source, sell and produce specialty and fancy foods. The Event Magazine allows you to extend your reach and showcase your products and innovations beyond the two days of the event.

## WHO READS THE EVENT MAGAZINE

### REACH THE DECISION-MAKERS

#### RETAIL

- Delis
- Supermarkets
- Natural/Organic grocers
- Gourmet Grocers

#### FOOD SERVICE

- Cafes/Restaurants
- Hotels/Airlines
- Caterers

#### DISTRIBUTORS

- Distributors/Wholesalers
- Importers/Exporters
- Brokers/Agents

#### MANUFACTURERS

- Gourmet/Specialty
- Natural/Organic
- Local/Australian

5,000 + BUYERS

3000+ BUSINESSES

## WHY ADVERTISE IN THE EVENT MAGAZINE

The most innovative companies use it to increase leadership profile, engagement and sales. Reach a highly engaged audience of influential decision makers, extending the longevity, reach and power of your expo investment.

### HOW IT WORKS HARD FOR YOU

**BEFORE** The digital Event Magazine will be released circa three weeks before Fantastic Food+Drink, promoted via email marketing directly to your audience to help them plan their time at the event. A link to the e-version is also made available as a download for you to share with your clients and prospects via your own marketing and social media channels.

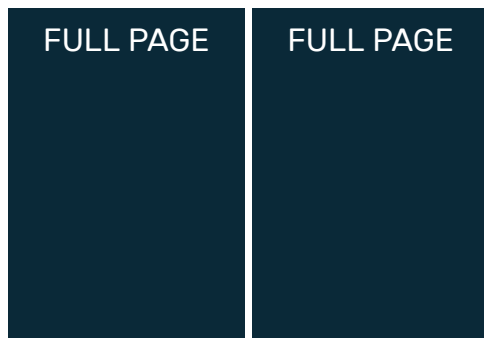
**DURING** All visitors receive the printed Event Magazine when they arrive at the event to help them navigate Fantastic Food+Drink across the two-days. Use it to raise your profile, promote your offerings, direct visitors to, and increase engagement at your stand.

**AFTER** Visitors continue to use the Event Magazine as a buying reference long after the event is over.

# ADVERTISING OPPORTUNITIES

## PAGE ADVERTISING

### Double Page Spread



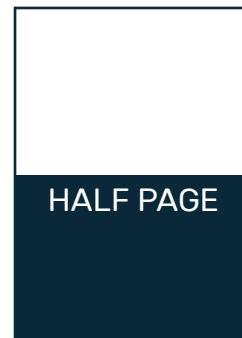
Double Page Spread

### Full Page



Full Page

### Half Page



Half Page (horizontal only)

## ADVERTISING SPECIFICATIONS

### DOUBLE PAGE SPREAD

As for FULL PAGE for each page of the double page spread.

### FULL PAGE

Bleed size:

(5 mm all sides) – H 307mm x W 220mm

Trim size:

H 297mm x W 210mm

Margin/type area:

(5 mm all sides) – H 273 mm x W 186 mm

\*Keep type and logos inside the margin/type area.

File naming convention:

FFD18\_FP\_Exhibitor\_Name

If an exhibitor has more than one advert booked, please add '\_ad\_1', '\_ad\_2' etc

### HALF PAGE

Bleed size:

(5 mm all sides) – H 158 mm x W 220mm

Trim size:

H 148 mm x W 210mm

Margin/type area:

(5 mm all sides)– H 124 mm x W 186mm

\*Keep type and logos inside the margin/type area.

File naming convention:

FFD18\_HP\_Exhibitor\_Name

If an exhibitor has more than one advert booked, please add '\_ad\_1', '\_ad\_2' etc

## ADVERTISING MATERIAL DEADLINE

All advertising must be submitted to specification by close of business on Friday 2 March, 2018.

## HOW TO SUBMIT

Please submit advertisement artwork via the *COMPULSORY FORMS* tab in the online Exhibitor Centre.

### PAGE ADVERTISING NOTES & TERMS

- Advertisements must be created using Adobe InDesign (preferred) or Adobe Illustrator.
- Print-ready file to be supplied as PDF only - post scripted and distilled. Max file size 10MB.
- All fonts to be outlined and all images embedded in the final PDF.
- All images used in artwork to be converted to CMYK colour mode and saved at 300dpi at 100%. (Web images are not suitable).
- Text and logo colours to be CMYK - no spot, RGB, LAB or greyscale. Artwork supplied not to colour specifications will be converted at the advertiser's own risk.
- Black to be 100% process black - not registration black or CMYK mix.
- Total ink weight on page to be no more than 270%.
- Large solid areas of black may appear washed out, a rich black is obtained by adding 40% cyan to process black.
- Border and keyline minimum is 0.5 point.
- Fonts no smaller than 6pt.
- Components need to overprint or knockout applied correctly, with no show-through.

# ADVERTORIAL FEATURES

## Must-See Exhibitors QUARTER PAGE

### MUST-SEE EXHIBITORS

 <p><b>KADAC PTY LTD   STAND 1608</b></p> <p>Kadac is Australia's Largest Distributor &amp; Supplier of Organic Health Food &amp; Ingredients. Buy Bulk Health &amp; Organic Food products. Quality is our what we do.</p> <p><b>Brands</b></p> <p>Lotus, NatureFirst, Global Organics, Real Good Food, Ambrosia, Conscions</p> <p><b>KADAC PTY LTD</b> www.kadac.com.au Contact name Contact email Contact phone</p> 	 <p><b>UNIQUE HEALTH PRODUCTS   STAND 1724</b></p> <p>Unique Health Products is Australia's most-trusted health product distributor. We specialise in your favourite natural health staples and the latest trending products from Australia and around the world.</p> <p><b>Brands</b></p> <p>CLIF Bar, Alter Ego, ACURE Organics, Andolon Naturals, Blue Dinosaur, Bragg, Cellfood, Comvita, Dr Organic, Enviro Products, Foodmatters, Gimme.</p> <p><b>UNIQUE HEALTH PRODUCTS</b> www.uhp.com.au Contact name Contact email Contact phone</p> 
 <p><b>NATURES GOLD   STAND 1112</b></p> <p>Our unique TGA approved Manuka Active Therapeutic Skin Cream assists with skin conditions including eczema, skin irritations and psoriasis. Fragrance free, using the Natures Gold medical grade Aust Manuka NPA 22+.</p> <p>Endorsed by Eczema Association of Aust.</p> <p><b>NATURES GOLD</b> www.naturesgold.com.au Contact name Contact email Contact phone</p> 	 <p><b>NATURES GOLD   STAND 1112</b></p> <p>Our unique TGA approved Manuka Active Therapeutic Skin Cream assists with skin conditions including eczema, skin irritations and psoriasis. Fragrance free, using the Natures Gold medical grade Aust Manuka NPA 22+.</p> <p>Endorsed by Eczema Association of Aust.</p> <p><b>NATURES GOLD</b> www.naturesgold.com.au Contact name Contact email Contact phone</p> 


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Quarter Page

## Product Spotlights ONE-EIGHTH PAGE

### WHAT'S HOT • PRODUCT SPOTLIGHTS

 <p><b>SAVOURY YEAST FLAKES</b></p> <p>Truth in labelling and ethical and sustainable sourcing are, and always have been, part of the Lotus philosophy. Packed in Melbourne in allergen friendly production facilities, Lotus delivers products that are GMO free in re-sealable, oxygen barrier bag for freshness.</p> <p><b>KADAC PTY LTD</b> STAND 1608</p>	 <p><b>SPIRULINA BOOST</b></p> <p>Lifestream specialise in plant based, bioavailable and sustainable nutritional supplements across six categories - essential nutrition, optimum digestion, natural endurance, enhanced support, women's health and radiant skin.</p> <p><b>KADAC PTY LTD</b> STAND 1608</p>	 <p><b>NUTNUTS SPREADS</b></p> <p>Nutnuts delivers low-allergen, safe, tasty alternatives to traditional nut spreads, using a core ingredient of Australian Mungbean. Made via a chemical free patented process that releases the natural nutty flavour whilst maintaining nutrition.</p> <p><b>FOODS FROM THE EARTH</b> STAND 1503</p>	 <p><b>COCONUT YOGHURT KIT</b></p> <p>Make Coconut Yoghurt bursting with flavour and a tanginess from beneficial live cultures. Coconut Yoghurt contains three active bacteria strains, no artificial flavours and preservatives and uses an organic GMO free thickener.</p> <p><b>MAD HILLIE</b> STAND 2040</p>
 <p><b>BLUE DINOSAUR LAMINGTON</b></p> <p>Blue Dinosaur Lamington Paleo Bars taste just like their namesake. Made from only 5 real-food ingredients - sulphur free organic coconut, dates, raw organic cacao, organic coconut oil and organic vanilla bean. You were #borntoateem!</p> <p><b>BLUE DINOSAUR</b> STAND 1603</p>	 <p><b>MANUKA ACTIVE THERAPEUTIC</b></p> <p>Our unique TGA approved Manuka Active Therapeutic Skin Cream assists with skin conditions including eczema, skin irritations and psoriasis. Fragrance free, using the Natures Gold medical grade Aust Manuka NPA 22+.</p> <p>Endorsed by Eczema Association of Aust.</p> <p><b>NATURES GOLD</b> STAND 1112</p>	 <p><b>SAVOURY YEAST FLAKES</b></p> <p>Truth in labelling and ethical and sustainable sourcing are, and always have been, part of the Lotus philosophy. Packed in Melbourne in allergen friendly production facilities, Lotus delivers products that are GMO free in re-sealable, oxygen barrier</p> <p><b>KADAC PTY LTD</b> STAND 1608</p>	 <p><b>VERMINTS</b></p> <p>VerMints was founded in Braintree, Massachusetts in 2000, with the aim to create the highest quality, best tasting all natural mints and pastilles on the market. VerMints hopes to offer an organic alternative to a normally not so organic</p> <p><b>KADAC PTY LTD</b> STAND 1608</p>


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Eighth Page

## ADVERTORIAL FEATURE SPECIFICATIONS

### QUARTER PAGE

Words: Approx. 70 words  
 Images: 1 image only. File naming convention:  
 FFD18\_MSE\_Exhibitor\_Name  
 Logo: 1 high resolution logo (EPS)  
 File naming convention:  
 FFD18\_MSE\_LOGO\_Exhibitor\_Name

### ONE-EIGHTH PAGE

Words: Approx. 30 words  
 Product title: Approx 3 lines  
 Images: 1 high resolution image (JPEG)  
 File naming convention:  
 FFD18\_PS\_Exhibitor\_Name\_Product\_Name  
 If there is more than one product spotlight booked, please add '\_ps\_1', '\_ps\_2' etc

## ADVERTORIAL MATERIAL DEADLINE

All advertising must be submitted to specification by close of business on Friday 2 March, 2018.

## HOW TO SUBMIT

Please submit advertisement artwork via the **COMPULSORY FORMS** tab in the online Exhibitor Centre.

### ADVERTORIAL NOTES & TERMS

- Number of images in advertorials are subject to overall content submitted and available space.
- Page layout is indicative only and subject to change.
- All images to be converted to CMYK colour mode and saved at 300dpi at 100%. (Web images are not suitable). JPEG format.
- Logo colours to be CMYK - no spot, RGB, LAB or greyscale. Black to be 100% process black - not registration black or CMYK mix. EPS format.
- Artwork supplied not to colour specifications will be converted at the advertiser's own risk.