



UHP

Media Kit 2010

VOTED #1 BY RETAILERS

Reach over 2500 retail buyers from as little as **\$295**

Reach Retail Buyers

- STAND OUT from other publications
- demand attention for your product
- create impact for your brand

Increase awareness of your product in 2010 with the **UNIQUE WHOLESAL CATALOGUE**

The **UNIQUE WHOLESAL CATALOGUE** is the most comprehensive buying guide available to retailers.

Voted # 1 by Retailers

"The best catalogue I've ever seen – you can actually see the product before you buy it" – David Weir, Pulse Pharmacy

The Unique Wholesale Catalogue is sent to 2,500 Australian health food stores, pharmacies and independent supermarkets... and retailers absolutely love it!!



| | |
|--------------|--|
| Frequency | Every 3 months - January, April, July & October |
| Quantity | 2500 |
| Distribution | National - to all health stores, selected pharmacies and independent grocery |
| Size | A4 |
| Quality | High quality gloss medium weight paper with cover on heavier gloss card |
| Binding | Burst bound (quality spine glued for a professional finish) |

presenting the **BETTER, BOLDER** and **BRIGHTER** **UNIQUE WHOLESAL CATALOGUE**

It's easy to advertise in the **UNIQUE WHOLESAL CATALOGUE**

For as low as **\$295** for a half page and **\$495** for an eye-catching full page advertisement.

That's 3 months of circulation for your product(s) under the nose of over 2,500 Australian health product retailers (or about 25c per copy).

Here's what marketing you get for **FREE** as a Unique supplier:

- **Colour photos of ALL of your products** (not offered by any other distributor in Australia)
- Additional product info with each photo e.g. Organic, Gluten Free, Fair Trade.
- Detailed brand, product description, size and pricing
- All new products or discount specials highlighted with starburst

Here's why the Unique Wholesale Catalogue is **your most effective direct advertising** to health product retailers:

- Allows the retailer to actually SEE what your product looks like
- Keeps your brand "top of mind" over competitors
- Your personal in-store sales representative
- Delivers your message to even the remotest stores
- Reinforces your sales message between sales rep visits

The Unique Wholesale Catalogue goes out to more than **2,500 natural health retailers, four times a year** - where else can you get that sort of exposure for your product?

Why should you advertise?

- To launch new products
- To build your brand over your competition
- To promote your special offers
- To educate retailers

Our research shows that suppliers who advertise in the Unique Wholesale Catalogue experience a dramatic spike in sales... **some by up to 300%!**

Advert Design and photography

We can help with photography, creative artwork and promotional offers - all at very reasonable rates. Just give us a call to discuss your advertising plans.

Want to **really** fast-track sales???

We've got yet another marketing innovation to help you increase sales!

Suppliers who have featured their product in

"Unique Fast-selling Products @ 10% OFF"

*have reported up to **300% increase in sales** for the three month period.*

How does it work?

- You **choose a top-selling product you wish to promote** and give Unique a 10% discount off that product for the three months that the Unique Catalogue is in circulation
- **Unique reduce our sell price of your product** in our data file so ALL purchases receive the full 10% discount for the entire three month period
- We **photograph your product and feature it in the "Fast-selling Products** section on pages 2 & 3 of the next Unique Catalogue
- We **"call-out" the discount with a "10% OFF" star** on the photograph where your product normally appears in the Unique Catalogue
- We **actively promote your 10% discount** through our sales reps as they call on retailers
- Your sales increase by 500% (we made that last one up – but we do have high expectations!!)

How much does it cost?

Spend just **\$195** (plus 10% discount off selected product for a period of three months) and you receive ALL of the above

OR **Place a full page advert & get a "Fast-selling Products" listing for FREE** - save \$195

Spend \$495 on a full page advert (plus 10% discount off selected product for a period of three months) and you receive a spot in "Unique Top Sellers @10% OFF" for FREE!!

HURRY!! Limited spots available for promotion as once the two pages are filled... that's it.

Simply fill out a Booking Form and fax it back now to secure your spot.

Note – full page ads we will place as close as possible to product photos however for half page advertisements we will do our best but cannot give any guarantees.

UNIQUE 2010 CATALOGUE RATES & SPECS

2010 ADVERTISING RATES

| | Per Edition |
|-----------------------------|-------------|
| Full Page | \$495 |
| Half Page (horizontal only) | \$295 |
| Inside Front Cover | \$595 |
| Inside Back Cover | \$595 |
| Outside Back Cover | \$695 |

SIZE SPECIFICATIONS FOR ADVERTISEMENTS (all measurements are in mm)

| | Finished Print Size | Type Area | Trim | Bleed (5mm on all sides) |
|------------------------------|---------------------|---|-------------|-----------------------------|
| Full Page | 297h x 210w | 277h x 186w (12mm margin left & right)** | 297h x 210w | 307h x 220w |
| Half Page (horizontal only)* | 147h x 210w | 137h x 186w (12mm margin left & right)** | 147h x 210w | 157h x 220w |
| Inside Front Cover | 297h x 210w | 277h x 186w (12mm margin on right)** | 297h x 210w | 307h x 220w |
| Inside Back Cover | 297h x 210w | 277h x 186w (12mm margin on left)** | 297h x 210w | 307h x 220w |
| Outside Back Cover | 297h x 210w | 277h x 190w (10mm margin left & right) | 297h x 210w | 307h x 220w |

* Advertisements will be placed as close as possible to product listings but cannot be guaranteed for half page advertisements.

** Please note that the catalogue has a 10mm binding zone. If your text is outside the 12mm margin, it will be lost in the binding.

Artwork specifications

Please check all digital files for quality and integrity before sending them to Your Marketing Office Pty Ltd.

Images

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

PLEASE NOTE (photos and logos from the web are not suitable and cannot be accepted).

File Formats

Please supply all finished artwork as hi-res (post-scripted) pdf files with 5mm bleed and include trim marks. Alternatively InDesign files on CD or via e-mail can be accepted however there may be a small charge for preparing the pdf file. Production is PC based.

Colour

CMYK. Please also ensure all of your images and logos have been converted to CMYK.

Size

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

Fonts

Please supply all fonts and logos with your digital file or ensure they are embedded in your pdf.

contacts

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The Unique Wholesale Catalogue is produced exclusively for Unique Health Products by Your Marketing Office Pty Ltd. - specialising in marketing and promotions for the natural health and beauty industry.

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