



Insert Dispatches:

380,000 Monthly Circulation

Snapshot:

KEY FACTS

- Frequency - Monthly, on sale & Subscription
- 1,700,000 readership per month

READER PROFILE

- Women 30+

Profile

Better Homes and Gardens readers are enthusiastic achievers. They're smart resourceful and know what they want from their lives. Family is important, as is security, comfort and a place to call home. That is why 79%* of our readers either own or are paying off their homes.

How their home 'feels' is important to our readers. They take pride in how it looks and want their guests to always feel welcome. And whether they're planning their spring garden, a meal for the family or a new project around the house, they're constantly looking for ways to improve their lives.

Better Homes and Gardens readers are practical and creative, they enjoy putting their personal touch on everything they do, which is why they love Better Homes and Gardens with a passion. Every month they look forward to the next issue for inspiration and invaluable 'how to'. It's the magazine that truly inspires them to put great ideas for the home and garden into practice.

26 Toolang Road, St Ives NSW 2075

Ph: (02) 9488 7088

Fax: (02) 9488 7044

www.tda.com.au

gdevine@tda.com.au

Corporate Member since 1993



Specifications:

Sizing

Minimum insert size - 110mm x 1100mm.
Maximum insert size - 255mm x 190mm

Paper Stock

Single Leaf Insert - minimum 115gsm and maximum 250gsm
Four Page Insert - minimum 60gsm and maximum 250gsm
Eight Plus Page Insert - minimum 54gsm and maximum 200gsm

- Folded inserts must have a closed edge to allow feeding onto the binders Z fold inserts cannot be accepted.
- Minimum order 50,000 inserts per issue / per region)
- Sample piece required prior to Publishers acceptance.

Investment:

2 pages	\$75-00 / £00
4 pages	\$105-00 / £00
6 pages	\$140-00 / £00
8 pages	\$180-00 / £00
12 pages	\$225-00 / £00
Any larger POA	

Subscribers only - 50,000 @ \$350-00 / £00

Part Run - 50,000 inserts minimum (rates increase by 10%)

\$350-00 Booking fee
+ 10% GST for Australian customers



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