



boutiquemarkets™

www.boutiquemarkets.com.au

official partners:

**mathilda's
market**

HomeStylefile



advertising rate card 2014

For further information contact Boutique Markets // T: 07 3321 5000 E: info@boutiquemarkets.com.au



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design.craft.fashion.

Boutique Markets is a national boutique shopping event showcasing a selection of each region's emerging talent in art, craft & design.

Retailers at Boutique Markets are handpicked to ensure each market showcases the only highest quality products & a diversity of limited edition lines including jewellery, accessories, fashion, art, homewares & gourmet products.

Now featuring nationally in 2014 (Brisbane, Sydney, Melbourne, Hobart, Perth & Canberra, Launceston, Newcastle, Toowoomba, Townsville, & Geelong) Boutique Market's loyal following means the events are always highly anticipated & represent a unique opportunity to promote your product to a captive audience.

market metrics

- **The Boutique Markets site ranks #1** in Google with keywords "boutique" & "markets"
- **Visible Achievers profile**, interested in high quality living
- **Above average discretionary income**
- **High website visitation**, average of 15k unique visitors p/m
- **National subscribers database** of approx 45 , 000
- **Loyal Following** of over 6.5K and 1.7K twitter followers & blog readership

In 2014, Boutique Markets promises endless opportunities for shoppers, retailers and advertisers alike.

Our business strategy is simple – to foster a home for the best creative retail events in Australia. Boutique began as an amazing place to shop but now has evolved to become much more than that. Through interaction with customers via

our social media, blog and e-tools, we have come to realize that our markets offer more than just shopping events – we have successfully created a thriving and interactive community.

Rachael

RACHAEL ZELENSKY // DIRECTOR
Boutique Markets & Mathilda's Market

Last year we successfully launched Boutique Markets nationally and in 2014 look forward to further developing and strengthening our brand and calendar of national events.

Please feel free to review the many advertising options and packages that we have on offer and speak to our PR team to tailor a campaign that suits your business.



advertising rates

refer to page 4-6 for advertising samples and orientation diagrams

Boutique Markets retailers booked for events received a 20% discount on all advertising opportunities. To obtain pricing please contact us

website advertising

Refer to page 4-6 for advertising samples & orientation diagrams.

Home Page

(Rotating cube ad)

190px x 240px JPG or GIF

\$550 (inc gst) per month

Content Pages

(Rotating cube ad)

130px x 130px JPG or GIF

\$330 (inc gst) per month

blog and social media

Sponsored post

Running on blog, facebook, twitter

\$330 (inc gst)

Facebook giveaways

2 weeks duration

\$330 (including GST and artwork)

retailer adshares

POA

e-newsletter advertising

Refer to page 4-6 for advertising samples & orientation diagrams.

Dedicated State Newsletter

\$1500 (inc gst) per e-solus newsletter

Dedicated National Newsletter

\$5000 (inc gst) per e-solus newsletter

Click cube

\$330(inc gst) per state newsletter

brochure disitribution

\$330(inc gst) per event

advertising samples // website & brochure



home page advertising

- rotating cube ads, up to 3 rotations
- 130 x 130 px, 72 dpi JPG or GIF, RGB
- Click through to nominated URL
- Up to 7 ad rotations



content page advertising

- rotating cube ads, up to 3 rotations
- 130 x 130 px, 72 dpi JPG or GIF, RGB
- Click through to nominated URL
- Up to 7 ad rotations

brochure distribution

- Minimum booking lead time of 3 weeks
- Advertiser to ship brochures direct to market delivery point in boxes
- Brochure design and content to be approved by market director prior to booking confirmation

advertising samples // adshare

To obtain the Adshare placement and pricing schedule please contact us



adshare specifications

- Either full page advertisements or double page spreads in selected high profile national print magazines
- Adshare space includes one feature image with label and business URL
- Minimum image requirement: CMYK image high resolution jpg, gif or PDF at 300 dpi min. 1500 x 1500px total resolution
- Limited spaces available, please **contact us** to enquire about any upcoming adshares

official partner
mathilda's market

Gourmet Alley
Home Style

now featuring in melbourne, sydney, hobart, brisbane & perth!

boutiquemarkets™
design, craft, fashion.

Come and discover the national independent design market showcasing some of Australia's best creative talent! Don't miss the special upcoming market events featured in conjunction with Mathilda's Market*

*Visit www.mathildasmarket.com.au for further details on Mathilda's Market dates & locations.

Tyne & Teacups
www.tyneandteacups.com.au

One Night In June Bed Heads
www.onenightinjune.com

Eclectic Designs
www.eclecticdesigns.com

Bibi Barton
www.bibibarton.com.au

Lilys
www.lilys.com

My Rocking Horse
www.rockinghorse.com

Lili Yoyo Styles
www.liliyoyostyles.com.au

HomeStyleFits
www.homestylefits.com.au

fashion, jewellery & accessories · homewares, decor & gifts · gourmet food retailers · children's fashion & decor · and much, much more!

brisbane.
Sunday 9 October & Sunday 13 November
9am - 1pm
Parthide Wharf, Hercules St, Hamilton.

melbourne.
Sunday 20 October
9am - 1pm
Malvern Town Hall, Cnr Glenferrie Rd & High St, Malvern.

hobart.
Sunday & November
9am - 1pm
Hobart Function & Conference Centre.
*Special event in conjunction with Mathilda's Market.

perth.
Sunday 13 November
9am - 1pm
Burswood Est. Complex, Great Eastern Hwy, Burswood.
*Special event in conjunction with Mathilda's Market.

sydney.
Sunday 8 December
9am - 1pm
Bryon Kennedy Hall, The Entertainment Quarter, Moore Park.
*Special event in conjunction with Mathilda's Market.

For full calendar of events visit www.boutiquemarkets.com.au