

HILL STREET  
SUMMER & CHRISTMAS 2025

# Magazine advertising *opportunities*



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street

#HILLSTREETGROCER @

# HILL STREET IS PROUD TO LAUNCH OUR 2025 SUMMER & CHRISTMAS FOOD MAGAZINE!

## *Why advertise with us?*

Hill Street's Summer & Christmas Food Magazine is a unique opportunity to present your brand/product to an engaged audience at competitive advertising rates.

Please contact us for further information or to discuss these opportunities.

[YOU CAN VIEW PREVIOUS MAGAZINES HERE](#)



The magazine will build customer engagement, grow brand awareness and drive sales through summer and Christmas



The magazine will be promoted heavily in-store, on our social media channels, featured in our weekly customer emails and on our website



Hill Street's Summer & Christmas Food Magazine will be available at all ten of our Tasmanian stores and to read online at our website



The Hill Street Summer & Christmas Food Magazine will feature 160 pages of customer-engaging recipes, articles, tips and inspiration

## *Summer & Christmas Food Magazine advertising options:*



### **FRONT COVER RECIPE PRODUCT PLACEMENT | \$8,000**

The front cover magazine recipe will be the central focus of our Christmas campaign and will receive outstanding exposure.

Your product will be featured as a key ingredient in the recipe, with your product named in the recipe description and ingredient list, and your product/packaging will be highlighted on the recipe page.

This is a key opportunity to integrate your product within the magazine and drive sales of your product.

In addition you will receive a full page internal advertisement in the magazine.

*The advertisement must be supplied as a CMYK print-ready PDF only, at the size W 210mm x H 297mm with 5mm bleed. See back page for details.*

## *Spaces limited, book now*

**There's a strictly limited number of advertising opportunities within the magazine.**

Advertising space may fill before the booking deadline, so we encourage you to book early to avoid disappointment!





### BACK COVER | \$6,000

Showcase your brand with our premium back cover advertisement placement. This is a full page advertisement featuring your product

*The advertisement must be supplied as a CMYK print-ready PDF only, at the size W 210mm x H 297mm with 5mm bleed. See back page for details.*



### DOUBLE PAGE SPREAD | \$6,000

This is a double page advertisement featuring your product in the magazine.

*The advertisement must be supplied as two individual CMYK print-ready PDFs only, at the size W 210mm x H 297mm with 5mm bleed. See back page for details.*



### INSIDE FRONT COVER | \$5,000

This premium position inside the front cover of the magazine is an excellent opportunity for promotion. This is a full page advertisement featuring your product.

*The advertisement must be supplied as a CMYK print-ready PDF only, at the size W 210mm x H 297mm with 5mm bleed. See back page for details.*



### INSIDE BACK COVER | \$5,000

A full page advertisement featuring your product in the prime inside back cover right hand side position. This is a full page advertisement featuring your product.

*The advertisement must be supplied as a CMYK print-ready PDF only, at the size W 210mm x H 297mm with 5mm bleed. See back page for details.*

### INTERNAL FULL PAGE | \$3,200

Position your product directly in front of our engaged shoppers with a full page advertisement in the magazine. Advertisement placement is at Hill Street's discretion based on editorial requirements, however every effort will be made to include your advertisement in the most relevant category for your product.

*The advertisement must be supplied as a CMYK print-ready PDF only, at the size W 210mm x H 297mm with 5mm bleed. See back page for details..*



**PLEASE SEE BACK PAGE FOR OUR MAGAZINE ADVERTISING BOOKING FORM**

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## Booking form

Please complete the booking form below and return to:  
[marketing@hillstreetgrocer.com](mailto:marketing@hillstreetgrocer.com)

Advertiser's name:

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Contact person:

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Email address:

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Phone number:

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Advertising option	Price*	Qty	Total
Front cover with recipe product placement	\$8,000		
Double page internal spread	\$6,000		
Back cover full page	\$6,000		
Inside front cover	\$5,000		
Inside back cover	\$5,000		
Full page internal	\$3,200		

For more information or to chat about your advertisement please contact:  
Emma Munnings | [emma@hillstreetgrocer.com](mailto:emma@hillstreetgrocer.com) | 03 6426 5056

## Advertising specifications

**BOOKING DEADLINE:**  
**18 JULY 2025**

**ARTWORK DEADLINE:**  
**31 JULY 2025**

### ARTWORK SPECIFICATIONS:

The advertisement **MUST** be  
supplied as a:

**CMYK PRINT-READY PDF  
WITH FONTS OUTLINED**

at the size:

**W 210 x H 297mm  
with 5mm bleed**

**APPROVAL:** Advertisements must  
be approved by Hill Street and  
must fit the editorial style of the  
magazine. Use of the Hill Street  
logo or other brand assets must  
be approved prior to uploading  
final artwork.

**ASSISTANCE:** Need help designing  
your artwork? We can offer a graphic  
design service if required, for an  
additional fee we'll design your  
advertisement.

**PLEASE NOTE:** Advertisement  
must be a full page – broken  
space advertisements cannot be  
combined to create one full page  
advertisement.

For more information:  
[marketing@hillstreetgrocer.com](mailto:marketing@hillstreetgrocer.com)

[hillstreetgrocer.com](http://hillstreetgrocer.com)  