



The Global Language of Business

GS1 Australia

# Newsletters

Media Kit 2024/2025



## Advertising opportunities

Industry/Service	Newsletter issue	Banner ad	Advertorials	Webinar promo spaces
<b>Retail*</b> Circulation: 30,000+	04 July 2024	1	1	3
	01 August 2024	1	1	3
	05 September 2024	1	1	3
	03 October 2024	1	1	3
	07 November 2024	1	1	3
	06 February 2025	1	1	3
	06 March 2025	1	1	3
	03 April 2025	1	1	3
	01 May 2025	1	1	3
	06 June 2025	1	1	3
<b>Rail</b> Circulation: 1,000+	26 July 2024	2	1	3
	30 August 2024	2	1	3
	27 September 2024			
	25 October 2024	2	1	3
	29 November 2024	2	1	3
	27 December 2024	2	1	3
	31 January 2025	2	1	3
	28 February 2025	2	1	3
	28 March 2025	2	1	3
	24 April 2025	2	1	3
	30 May 2025	2	1	3
	27 June 2025	2	1	3
<b>Freight &amp; Logistics</b> Circulation: 1,000+	12 September 2024	2	1	3
	20 March 2025	2	1	3
<b>Healthcare</b> Circulation: 8,000+	17 July 2024	1	1	
	14 August 2024	1	1	
	18 September 2024	1	1	
	16 October 2024	1	1	
	13 November 2024	1	1	
	11 December 2024	1	1	
	15 January 2025	1	1	
	12 February 2025	1	1	
	12 March 2025	1	1	
	16 April 2025	1	1	
	14 May 2025	1	1	
18 June 2025	1	1		
<b>Building &amp; Construction</b> Circulation: 2,000+	10 July 2024	2	1	3
	21 November 2024	2	1	3
<b>Education &amp; Training**</b> Circulation: 20,000+		0	0	3
<b>Coming soon in 2025</b>	Reach a new audience with our 2D Barcode newsletter, partners can share their 2D Barcode success stories, case studies and be presented as a valuable asset for our members starting their 2D Barcode journey			

\* The Retail sector includes Apparel, Consumer and Electronics, Food and Grocery, Fresh Produce and Meat, General Merchandise, Printing and Packaging, Liquor, Office, Greenlife and Hardware.


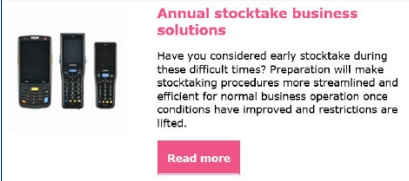
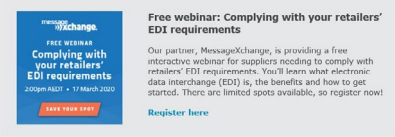
\*\* National, when news at the scheduled time is available.

## What to expect

Our newsletters provide GS1 Australia members with a link to supply chain excellence:

- News on smarter supply chain techniques and emerging trends
- Solutions and best practice for critical supply chain issues
- Success stories about GS1 standards across multiple industries
- Alliance Partner advertorials featuring the implementation of GS1 solutions
- Alliance Partner targeted advertising and relevant webinar sessions
- GS1 Australia education and training opportunities

## Advertising specifications

Ad type	Placement	Dimensions and copy guidelines
Banner ad	Banner ads will appear throughout the newsletter where the message best suits	<p>Advise the URL you wish the ad to click through to 1400px (W) x 300px (H)</p> 
Advertorial	At the discretion of the Editor	<p><b>Article title:</b> 10 words max  <b>Intro:</b> 25 words max  <b>Body copy:</b> 250 words max  <b>Image:</b> 160px (W) x 170px (H)</p> <p>Advertorials need to be about thought leadership. They need to focus on topics such as;</p> <ul style="list-style-type: none"> <li>• News on smarter supply chain techniques and emerging trends</li> <li>• Solutions and best practice for critical supply chain issues</li> <li>• Success stories about GS1 standards across multiple industries</li> <li>• Implementation of GS1 solutions</li> <li>• They must not be blatant ads.</li> </ul> 
Webinar promotion	After 'Training and event' section	<p><b>Webinar title:</b> 7 words max  <b>Description using key words:</b> 10 words max  <b>Registration URL:</b> Link for participants to register  <b>Webinar date:</b> List multiple dates if applicable  <b>Image:</b> 160px W x 170px H</p> 

Above ad samples are not to scale.

## Requirements

GS1 Australia will use the Alliance Partner allowances for your advertising and deduct those used from what is available.

## Advertising allowances per year

Please refer to the Alliance Partner benefits brochure for further information.

<b>Ads</b>	<b>Strategic:</b> Five, <b>Business:</b> Three, <b>Associate:</b> Available for purchase \$250 ex GST
<b>Advertorials</b>	<b>Strategic:</b> Three, <b>Business:</b> Two, <b>Associate:</b> Available for purchase \$400 ex GST
<b>Webinar Promotions</b>	Free of charge

### NOTE:

- Booking spots are limited for the Retail newsletter. Strategic partners can use a banner ad AND advertorial in this newsletter per FY.
- Business partners can use a banner ad OR advertorial in this newsletter per FY.

## File types

Accept	Do not accept
Ads and images must be supplied as high resolution <b>JPG</b> files	Tile ads embedded in Microsoft Word files
Advertorials must be supplied as a Microsoft Word file	Files from software such as Corel Draw or Publisher

## Terms and conditions

1. GS1 Australia reserves the right to select advertising and webinar promotion placement requests for each industry and training newsletter based on demand levels from Alliance Partners.
2. GS1 Australia will not guarantee or enter into negotiations with any Alliance party to secure advertorials or webinar promotion. This ruling also applies to advertising or webinar promotion placements secured either by allowances or cash.
3. Advertising, advertorials and webinar promotion will only be considered for financial Alliance Partners.
4. GS1 Australia does not seek ownership of the submitted content, only publication rights. Authors and artists still have full ownership of their articles and all artwork submitted.
5. The Editor reserves the right to review all material submitted, to conform to the legal requirements of publishing, and in order to allocate appropriate space.
6. Advertising and webinar promotion placements within the industry and training newsletter will be at the discretion of the Manager-Alliances.
7. Advertising and webinar promotion placements are capped, therefore no consideration of additional placements over and above the existing placements will be entered into or agreed to.
8. The publication dates are indicative only and can be changed at any time at the discretion of the Editor.
9. For each newsletter, there are limits to how many Advertorial, Banner ad and Webinar promo places are available. See page 2 for list.
10. All webinars submitted will be loaded onto our website at <https://www.gs1au.org/training-and-events/find-a-course-or-event/>, however, the first three received will secure an image placed in the newsletter.
  - 10.1 The above webinar link will also be promoted via social media and training eSatchels.
  - 10.2 GS1 Australia will capture click through rates from our newsletters, but post webinar, we'll seek number of registrations for later review.

## Advertising contact

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### CONNECT WITH US

