

# bistro

BISTRO magazine is direct mailed with OURHotel magazine.

## Profile

Bistro magazine is the industry magazine for bistro managers and chefs.

The aim of Bistro is to serve up articles that can help chefs run a more profitable food service establishment.

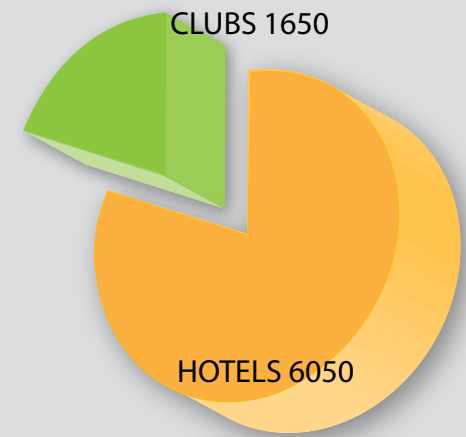
Improving efficiencies, minimising wastage and producing a consistently high level of food service are what all smart operators strive for. Bistro will provide content that helps operators achieve these goals.

## Readership & Circulation

Supported by the Australian Hotels Association, BISTRO magazine is direct mailed with OURHotel magazine to over 6050 hotel bistro chefs. BISTRO magazine is also direct mailed to 1650 Licensed Clubs in NSW.



NSW	3340
VIC	1050
QLD	950
SA	630
WA	750
TAS	230
ACT	550
NT	200



TOTAL CLUBS AND HOTELS 7700

CONTACT: Peter Hawkins on 0425 333 485; peter@identitypublishing.com.au

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## Why we are different to other hospitality magazines

Firstly, we don't try to be all things to all people. Bistro targets chefs running a 'bistro' style food service business. Bistro is an engaging magazine with informative articles in a 'chilled out' style. Supported by Bistro website we make chefs feel inclusive and very much part of what we are doing.

With regular competitions and great prizes, interviews and plenty of feedback opportunity both the magazine and website encourage our audience to interact and get involved.

## Regular Features

**DISH IT UP** – focus on food, we look at how menu items can be produced more profitably.

**DEAL WITH IT** – topics outside the realm of food. From refrigeration to cleaning to hygiene

**CHEFS LIFE** – some chefs don't choose the mainstream.

**THROW DOWNS** – 'out there' stories that are designed to get the kitchen laughing.

**QUITTING TIME** – it's not all about work! We finish each issue with some interesting things to do (or buy) when the shift is over.

## Website integration

Booking a minimum full page advertisement in bistro also gives you an advertisement on the bistro website for the month. Check out our website [www.bistromagazine.com.au](http://www.bistromagazine.com.au)

If you are a supplier that offers 'menu solutions' through the use of pre-prepared products, ask our team how you can be involved in our SHORT CUT promotion.

## RATES BISTRO

F/COLOUR	CASUAL 5X	
Dps	\$5400	\$5000
Full Page	\$2700	\$2500
Half Page	\$1650	\$1550

## RATES OURHotel+BISTRO PACKAGE

F/COLOUR	CASUAL 5x	
Dps	\$7600	\$6200
Full Page	\$4850	\$4250
Half Page	\$3200	\$2850

PREFERRED POSITION: IFC add 25%, IBC and BC add 20%. Other preferred positions add 20%

INSERTS: All inserts availability and price upon application.

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## BISTRO 2011 Features



ISSUE DATE	EDITORIAL DEADLINE	BOOKING DEADLINE	MATERIAL DEADLINE	FEATURES
MARCH/ APRIL ON SALE FEBRUARY 22	25/1/2011	1/2/2011	8/2/2011	Gadget showcase Oils Food Evolution – trends impacting the industry Chocolate deserts
MAY / JUNE ON SALE MAY 18	13/04/2011	20/04/2011	27/04/2011	Food preservation – Technology at work Changing to a winter menu Cheap cuts and how to use them All about meat
JULY / AUGUST ON SALE AUGUST 3	15/06/2011	22/06/2011	29/06/2011	E-business strategies Developing your bistro menu Poultry and game
SEPTEMBER / OCTOBER ON SALE OCTOBER 5	24/08/2011	31/08/2011	07/09/2011	Loyalty programmes Deep frying – top chefs design menus that work Big events – maximise the opportunity Deserts
NOVEMBER / DECEMBER ON SALE DECEMBER 1	19/10/2011	26/10/2011	2/11/2011	Outsourcing your bistro Summer menus New Christmas ideas

## ADVERTISEMENT SPECIFICATIONS

	trim	bleed
Dps	297 x 420	307 x 430
1 Page	297 x 210	307 x 220
1/2 Page (horizontal)	145 x 210	155 x 220
1/2 Page (vertical)	100 x 297	110 x 307
Strip (horizontal)	70 x 210	80 x 220
Strip (vertical)	60 x 297	70 x 307

FILE FORMATS: Adobe PDF (press quality), EPS.  
Make sure all fonts are embedded or outlined, all images in CMYK 300 dpi at 100% scaling.  
CONDITIONS: Costs incurred in the production from wrongly supplied material will be the responsibility of advertiser.

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