

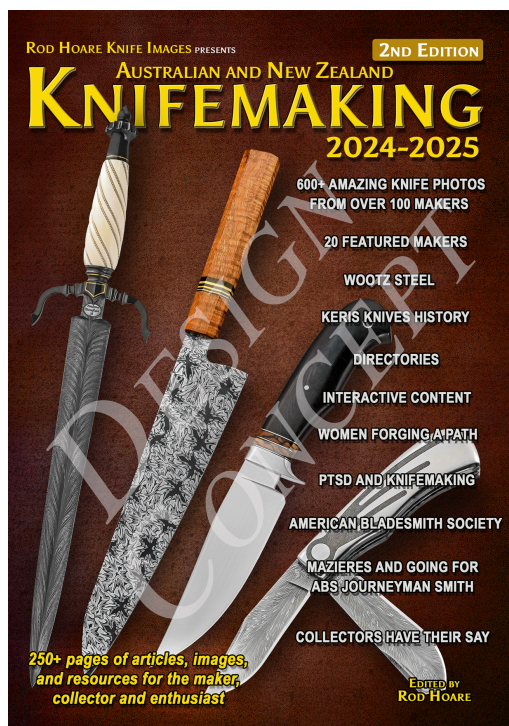
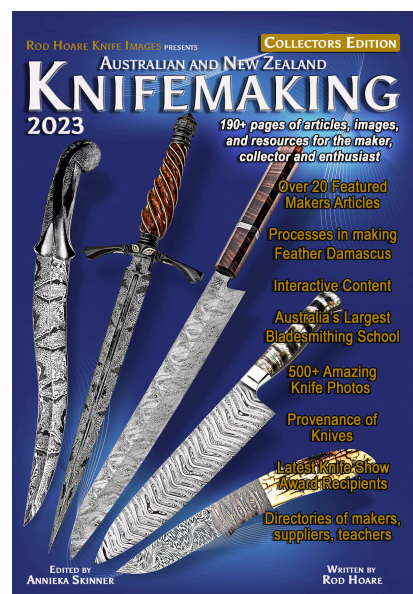
Advertising Prospectus for the 2025 Australian and New Zealand Knifemaking Book (released second ½ 2024)

We are currently writing and putting together the next edition of the Australian and New Zealand Knifemaking book.

We would welcome you to consider advertising in this book which is only getting bigger and better with each edition.

Details of next edition:

- Released second half of 2024.
- Cost: Maximum \$60, would like to achieve \$50 (based on the 2023 year of \$45, and accounting for printing and distribution cost increases).
- Size: A4 (210x297mm).
- Cover: 300gsm cover with celloglaze for protection in dirty environments.
- Paper: 110-130gsm 'art' paper throughout for quality printing (2023 book 128gsm)
- Approx. 250 pages (2023 edition 196 pages).
- Minimum of 20 featured makers articles of 4 pages each giving background, why/how knife making and a quick Q&A section.
- High quality photos throughout all articles (2023 edition had over 400 full colour photos).
- Seperate photo appreciation section of approx 60 pages featuring over 300 different knives from over 100 different makers from Aus. & NZ, with photos taken by Jim Cooper & Rod Hoare.
- Interactive content using scannable QR codes taking people to videos only accessible through the book eg: workshop tours, info on makers, tips, processes etc....
- Articles currently being considered;
 - Benefits of Knifemaking and PTSD, especially for veterans and first responders.



- Wootz steel- a history and its place in modern knifemaking.
- Focus on women in knifemaking.
- Mammoth Ivory and Molar.
- Keris knives - A history and Australia's own maker.
- In-depth how to article - Content TBA
- Collecting - Interviews from collectors, what they look for, how they got into collecting, styles etc...
- Printed in Australia by a small family owned printing business.
- Self published by Rod & Sharon Hoare, no big publishers, this helps to keep costs low.
- Layout and style similar to the previous 2023 edition.

Distribution:

2023 edition actual figures:

- 2023 edition released November 2022.
 - Sold in person at every knife show in Australia with great positive feedback.
 - 1500 copies printed; to date 1100 copies sold (at 10/7/23), with Australia's biggest Knife Show still to be held in August, which we are attending.
 - Has been sold to every continent and over 10 different countries including, but not limited to, USA, NZ, Canada, UK, France, Italy, Australia, China, Japan and South Africa.
- Includes the essential ISBN (international book number) & barcode printed, essential for any sales through book shops, online, stocking in public libraries etc...

- Copies sent *free of charge* to overseas Editors of magazines including; Blade Magazine, Knife Magazine, Coltelli Magazine and La Passion Des Couteaux, also giving them permission to use the makers articles in their magazines.
- Distributed through Australia's largest knifemaking equipment suppliers.

Future Distribution:

2025 edition:

- Looking at Amazon and ABE Books for possible selling avenues worldwide.
- In discussions with businesses in the USA to distribute the book through North America.

NB: A maximum of 40 pages is allocated for colour advertisements so the book continues to be a source of information and articles, not full of ads.

Priority will be given to previous edition advertisers, then opened to others.

Colour advertisement pricing and graphics guidelines;

FULL PAGE
\$500

1/4 PAGE
ADVERTISEMENT GUIDELINES
TEXT/SAFE AREA 131x87.50
FORMAT: JPG, PDF IN 300DPI
\$180

1/2 PAGE
ADVERTISEMENT GUIDELINES
BACKGROUND/TEXT/SAFE AREA 182x131
FORMAT: JPG, PDF IN 300DPI
\$300

Directory Listings:

Each edition has a large 'Directories' section where you can list your services and/or supply business at an extremely reasonable rate. Listed alphabetically by Country and then State. Each category listing is \$20aud, or, 6 categories for \$100. If you pay for a full colour ad. you will receive 1 free category listing.

Categories available to list in as follows:

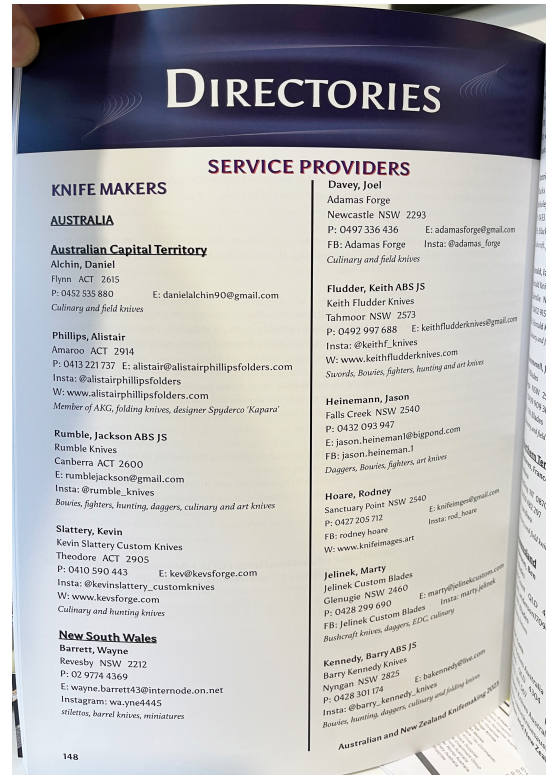
Service Providers;

Knife Maker
Sheath Maker
Blacksmith
Teachers
Engravers/Scrimshanders
Sharpening Services

Suppliers;

Abrasives
Consumables
Forging Tools
General
Handle Materials
Leather Supplies
Miscellaneous
Safety/PPE
Sharpening
Steel

**\$20aud/category listing, or, 6 categories for \$100.
1 free directory category listing for every colour
advertisement paid for.**



Thank you for your consideration in advertising in this up-coming edition.

Any questions, or to book an ad./directory listing please contact us by any of the below;

Register your interest on our website <https://www.knifeimages.art/registerinterest>

Email:

Rod knifeimages@gmail.com
Sharon salesknifeimages@gmail.com

Phone:

Rod 0427 205 712
Sharon 0409 929 797

We look forward to working with you to promote our knifemaking community across the globe.

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