



EDITORIAL and IMAGES GUIDE

About *Unwrap*

- *Unwrap: Large Format Retail* is an electronic publication, and is the only dedicated news source for everything related to Large Format Retail.
- Keep up to date with all the latest industry-related stories and government announcements.
- A reliable source of information for and about the Large Format Retail industry.
- Hear from key decision-makers in the Large Format Retail industry.
- *Unwrap* can be accessed at www.unwraplfra.com.au



About *Unwrap*

- *Unwrap* is initially a free subscription service. Anyone can register to have newsletter updates sent directly to their inbox.
- The initial distribution of *Unwrap* will go to all LFRA members and those who regularly receive LFRA emails.
- As *Unwrap* is an online publication, non-members will also have access. This means you will reach a wider audience, including potential customers, and further media and business opportunities.
- *Unwrap* will be further promoted across the LFRA's social media.



Guidelines for contributors

Unwrap is the new, dedicated news source for Large Format Retail.

Unwrap will be the voice of the Large Format Industry and the first port of call for industry news. So share with us the inside scoop, insights and knowledge, trends, or emerging issues within your area of expertise.

Think outside the big box and regale us with stories you believe would interest readers. We encourage you to give us your anecdotes, stories related to your business, your people and your experiences but remember stories are not advertorials.

300-400 words are ideal for news and should not exceed 500 words. Feature stories should be approximately 2,000 words.

If you are not sure if you have a good yarn send us your idea and we can discuss it. You may be surprised what's newsworthy!



Guidelines for contributors

Do not be concerned with your style of writing, that is why we have sub-editors in our office. Be funny if you want to introduce some humour, be emotive or simply state the facts of something which has worked for you in your business. For example you could reveal your *Top Ten Tips to Success*.

And remember to make sure you submit a variety of images along with your story because they are fundamental to the presentation of your story and a professional publication. Image guidelines follow in this document

Please note that with every submission, the editorial team at LFRA and Primary Communication will consult with the author and edit materials to ensure that its voice is consistent with *Unwrap's* writing style.

The editorial team also has the right to reject stories if it is deemed not newsworthy or reads like an advertorial.



Rules to write by

- Choose your topic and consider your audience. Before deciding on what to write have a think about who will be reading this and what they will find interesting.
- Headlines should be 40 characters or less.
- Ensure capital letters are used when referring to Large Format Retail.
- Use full names and avoid acronyms.
- Write/type it all down in the one sitting even if it is a brain dump.
- Walk away and then return to revise your first draft.
- Ask questions as you read through your first draft.
- Make it easy to understand and avoid too much jargon.
- Do not disrespect and use profanities in your prose.
- Article must include a head and shoulders hi res photo of the author



Writing options

News – provide relevant business news or industry views.

Thought leadership – thought pieces and trend analyses can help position your company as an industry expert sharing its know-how.

Feature stories – long form articles starting from your beginnings to current day and everything in between.

Educational content – information which provides your peers and colleagues ideas they can utilise to assist their business.

Reviews – Review useful sources that you assume or know your audience can benefit from.

Top Tips – Create a series of useful top tips about your product or service.



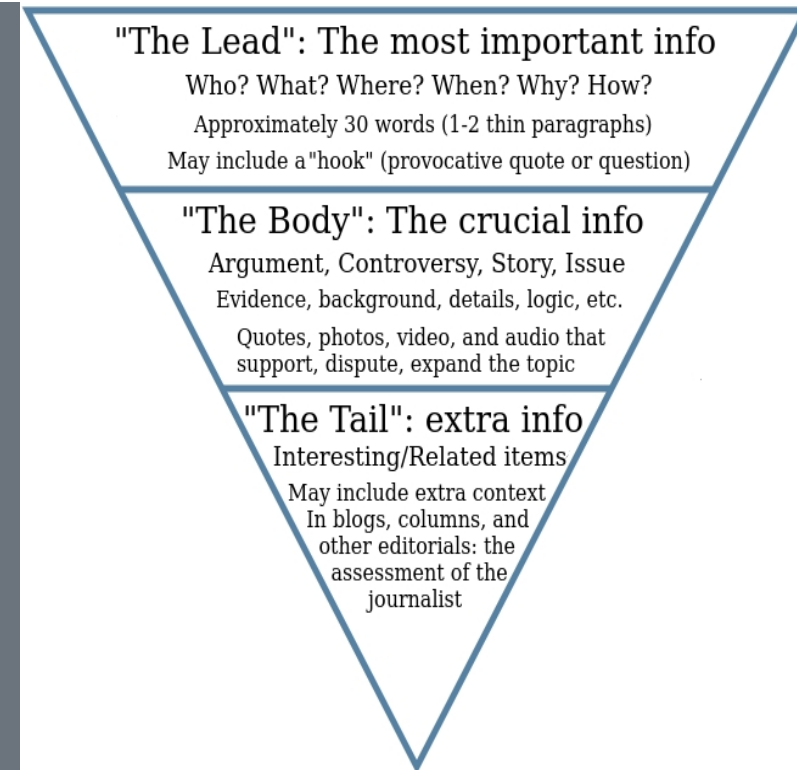
Writing style

The Inverted Pyramid style of writing makes it easy to understand what's important and what's not.

Grab the readers attention at the start, make it catchy not kitschy.

Remember it's all about Who, What, Where, When, Why and How.

Many historians say that the inverted pyramid was invented by 19th century wartime reporters, who sent their stories by telegraph. They wanted the most crucial information to get through first, just in case the transmission was interrupted.



Example: inverted pyramid

The world's oldest dog has died in Sakura, Japan, at the age of 26 years and eight months — equal to 125 human years.

Pusuke, a fluffy tan Shiba mix, died Monday after suddenly falling ill and refusing to eat.

"I thank him for living so long with me," owner Yumiko Shinohara told reporters. "I felt as if he was my child."

The dog was born at the home of Shinohara's sister in March 1985 and was registered as a pet on April 1 that year.

From Tim Harrower's *Inside Reporting*

In 2008, he suffered serious injuries after being hit by a car. A veterinarian told Shinohara it would be difficult to save Pusuke's life, but the dog underwent successful surgery.

Pusuke was recognized as the world's oldest living dog last December. The Guinness record for canine longevity is 29 years, set by Bluey, an Australian cattle dog who died in 1939.



Image and video guidelines

It is crucial for all submissions to include a variety of high quality images.

Images must be relevant and compelling. They play an important role in attracting and retaining a reader's interest. Fill up the photo with interesting content.

Examples include artist impressions, merchandise, aesthetic shop interiors, staff interacting with customers. Aerial shots of property with large car parks are discouraged.

If you are unsure what sort of images complement your article, or whether the images you have on hand are not appropriate, please contact the editorial team. Videos are also encouraged and can be sent as a Youtube or Vimeo link.

Image Specifications

Recommended Size : 1100px W x 600px H

Minimum Size: 807px W x 440px H

Resolution: 72dpi

Colour: RGB

File Size: Max 1 mb



POINTS TO REMEMBER

Important Factors



**Quality and
relevant images**



**Make sure your
article is written in
the inverted
pyramid structure**



**300-400 words for
news articles**

Approx. 35%

of all retail floor space

444,700 (FTE) jobs

supported by the LFR industry



\$80.4 billion

total sales in Australia 2017/18

Source: Deep End Services 2019

MEET THE TEAM

Behind Unwrap



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UNWRAP: LARGE FORMAT RETAIL EDITORIAL AND IMAGES TERMS & CONDITIONS

Large Format Retail Association Limited (ACN 131 555 612) (**us, we, our, LFRA**) as a print and online publisher. As part of our business, we sell ad and article space across our publications, including our print magazine, website www.unwraplfra.com.au (**Website**), and any other platform that may from time to time be made available. Anyone who wants us to publish their Content, including any officers, employees, related entities or representatives of that person, (**You**) agrees to be bound by these Terms & Conditions.

In these Terms & Conditions, terms have the following meanings:

- **Content** means any advertisement, article, or other material or information You provide to us for the purpose of supplying the Services;
- **Fees** mean any cost, payment, or consideration of any kind due in respect of the Services, as specified in an invoice provided by us;
- **Insertion Order** means any request for us to provide the Services to You, no matter what form that request takes;
- **Intellectual Property Rights** means all present and future intellectual property or moral or other rights in any work of copyright or other subject matter, trade mark, design, business or domain names, or confidential information, arising anywhere in the world and whether registered or unregistered; and
- **Services** means all services we provide to You, including publishing, transmitting, or communicating Your Content, in connection with an Insertion Order accepted by us.

Capitalised terms otherwise have the meaning given to them in these Terms & Conditions.

UNWRAP: LARGE FORMAT RETAIL EDITORIAL AND IMAGES TERMS & CONDITIONS

1. SUPPLY OF THE SERVICES

- 1.1** These Terms & Conditions will have effect from the date on which any Insertion Order is received by us until all Services are completed, unless our agreement is terminated earlier in accordance with these Terms & Conditions (**Term**).
- 1.2** In exchange for the payment of the Fees, and otherwise subject these Terms & Conditions, LFRA will supply the Services to You during the Term on a non-exclusive basis.
- 1.3** All Insertion Orders and Content are subject to approval and acceptance by LFRA, who will retain ultimate editorial control. All Content must be received, in any form and by any method required by us, at least 5 days before the requested publication date. LFRA may refuse to publish any Content, in whole or in part, at our absolute discretion. LFRA is not liable for ensuring that Your Content is fit for publication.

2. FEES

- 2.1** You agree to pay LFRA the Fees by the due date and method set out in any valid invoice provided by us. You acknowledge and agree that all Fees not paid in full on or by the due date are debts due and payable immediately. You will be liable for all costs (including legal costs) reasonably incurred by us in taking recovery action.
- 2.2** Except where expressly stated otherwise, any amount payable in respect of a taxable supply of goods or services by one party to the other is expressed as a GST exclusive amount. Subject to receipt of a valid tax invoice, the recipient of the supply must, in addition to the primary amount, pay to the supplier any applicable GST in the same manner and at the same time as the primary amount.

UNWRAP: LARGE FORMAT RETAIL EDITORIAL AND IMAGES TERMS & CONDITIONS

3. WARRANTIES

3.1 LFRA continually warrants and represents to You that, in providing the Services: (a) we will exercise all due care and skill; and (b) we will comply with all applicable laws. We otherwise do not warrant that the Services, the Website, or any other platform provided by us will be continuously available or free from error or corruption.

3.2 You continually warrant and represent to LFRA during the Term that: (a) You have full authority and power to accept and comply with these Terms & Conditions; (b) You are able to pay Your debts as and when they fall due; (c) You will comply with all applicable laws (including, without limitation, all consumer or trade promotion laws, the Australian Consumer Law, the *Privacy Act 1988* (Cth), and the *Spam Act 2003* (Cth)) in connection with Your supply of the Content and Your use of the Services; (d) You are the owner or licensee of all Intellectual Property Rights in any Content and have the right to grant the licence(s) contained in these Terms & Conditions; (e) the use by LFRA of any Content in accordance with these Terms & Conditions will not infringe Your Intellectual Property Rights, or the Intellectual Property Rights of any third party, or defame, offend, or embarrass any person; and (f) You will take all reasonable steps to ensure that the Content is correct and complete and legally compliant in all material respects.

4. INTELLECTUAL PROPERTY

4.1 Background IP: Nothing in these Terms & Conditions affects the ownership of any Intellectual Property Rights owned by any person at any time.

4.2 Use of Your Content: You grant to LFRA a perpetual, irrevocable, non-exclusive, royalty-free, transferable, world-wide licence to use Your Content, and exercise any required Intellectual Property Rights, for the purpose of providing the Services. We may edit, modify, or transform Your Content as reasonably required to perform the Services, including by combining Content with images or material procured from other sources, subject (where practicable) to your final approval of any substantive changes, such approval to be provided within 48 hours of request (following which approval will be deemed to have been provided).

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5. TERMINATION

5.1 Either party may terminate any agreement under these Terms & Conditions immediately on notice to the other party if that party: (a) commits an irremediable material breach of these Terms & Conditions or fails to remedy a breach within 14 days of receiving written notice of the breach; (b) within the scope of these Terms & Conditions, commits an act of fraud, serious misconduct, or gross negligence or infringes the Intellectual Property Rights of the terminating party; or (c) becomes bankrupt, insolvent, or otherwise subject to circumstances that reasonably indicate it may be unable to pay its debts as they become due.

5.2 LFRA may terminate any agreement under these Terms & Conditions if You fail to pay the Fees as set out in clause 2.

5.3 If these Terms & Conditions or an agreement under them is terminated for any reason, we will cease providing the Services and You must pay LFRA all Fees incurred by us or otherwise owing up to the date of termination.

6. LIABILITY

6.1 We limit our liability to You: (a) under any non-excludable consumer guarantees in the Australian Consumer Law, or any other term implied by law, in relation to the supply of Services to either (at LFRA's discretion) the supply of the relevant Services again or the payment of the cost of having those Services supplied again; and (b) in aggregate for breach of agreement, negligence, breach of statutory duty or any other cause of action (other than as covered by 6.1(a)) to the total Fees paid by You for the relevant Services.

6.2 Subject to clause 6.3, neither party will be liable to the other for any consequential or indirect loss or damages.

6.3 You indemnify LFRA for and against any indirect or direct, loss, cost, damage, or claim (including third party claims) incurred by us and arising in connection with Your warranties at clause 3.2.

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7. GENERAL

7.1 Subcontractors: LFRA may without notice engage subcontractors or other professional service providers to assist us in providing the Services to You.

7.2 No employment: Nothing in these Terms & Conditions creates a relationship of partnership, joint venture or employment between You and LFRA.

7.3 Assignment: either party may assign the whole or part of its rights under these Terms & Conditions on notice to the other party.

7.4 Variation: These Terms & Conditions may only be amended or modified in writing signed by both You and LFRA.

7.5 Governing law: These Terms & Conditions must be construed in accordance with the laws of Victoria, and both You and LFRA irrevocably consent to the jurisdiction of the courts there.

7.6 Entire agreement: These Terms & Conditions, together with any Insertion Order accepted by us, contain the entire agreement between You and LFRA in relation to the Services and replace all prior and concurrent negotiations or representations. These Terms & Conditions will apply to the extent of any inconsistency between them and an Insertion Order.