

# MEDIA KIT

Australasian Power Technologies Publications Pty Ltd are pleased to present their suite of electrical magazines, each focused to a different sector of the electricity market, and a different reader.

APT's readers are considered our priority: they are the decision makers; the 'Man on the Floor', 'In the Plant' and 'In the Field' who use product, service and equipment each working day. These are the people who need to stay abreast of new technologies, new products and industry development. From an advertiser's point of view, these are the people who source or request the procurement of product.

**FREE SUBSCRIPTION** – to gain maximum market reach for our advertisers, every registered reader receives their requested magazine, personally addressed, AT NO CHARGE.

We invite your assessment to determine which magazine/s, is/are most relevant to deliver your company's Brand Vision and Corporate Objective.

## PROFILED ON PAGE 3

**PUBLISHED  
SINCE 1996**

AUSTRALASIAN POWER TECHNOLOGIES  
**TRANSMISSION  
& DISTRIBUTION**



**High Voltage  
Electricity Supply Industry**

### FOCUS

High Voltage  
Electricity Supply Industry

### FREQUENCY

Bi-monthly – 6 issues per year

### NO-CHARGE SUBSCRIPTION

Australia and New Zealand

### CIRCULATION

8995

## PROFILED ON PAGE 4

**PUBLISHED SINCE  
FEBRUARY 2008**

AUSTRALASIAN POWER TECHNOLOGIES  
**INDUSTRIAL  
ELECTRIX**



**Industry and Manufacturing  
Electrical Maintenance and Safety**

### FOCUS

Industrial Electricity  
415V Three Phase to 36kV

### FREQUENCY

Quarterly – 4 issues per year

### NO-CHARGE SUBSCRIPTION

Australia and New Zealand

### CIRCULATION

7500

## PROFILED ON PAGE 5

**LAUNCHED  
JULY 2009**

AUSTRALASIAN POWER TECHNOLOGIES  
**ENERGY  
GENERATION**



**Electricity  
Generation**

### FOCUS

All aspects of  
Energy Generation

### FREQUENCY

Quarterly – 4 issues per year

### NO-CHARGE SUBSCRIPTION

Australia and New Zealand

### CIRCULATION

3450+

*APT Publications understand and respect the intellect of marketing to a technically minded person.*

**And THAT...is our point of difference.**

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**FOCUS**

The Use and Application of Products and Services across the High Voltage Electricity Supply Industry of Australia and New Zealand.

**FREQUENCY**

**Published Bi-monthly – 6 issues per year**

**CIRCULATION**

**8992**

T&D has the largest circulation in its industry and is the only Electricity Supply Industry publication that is CAB audited.



The circulation records of this publication are submitted each twelve months for independent audit with the Circulations Audit Board.

**DISTRIBUTION BY %**

<b>Australia</b>	<b>80%</b>	NSW 28%	QLD 20%	VIC 16%	WA 9%	SA/TAS/NT 7%
<b>New Zealand</b>	<b>18%</b>	<b>Other 2%</b> to include South East Asia and Pacific region				

**MARKET REACH**

T&D is circulated to the electrical personnel in the following industry sectors...

- |                         |               |                             |         |
|-------------------------|---------------|-----------------------------|---------|
| <b>UTILITIES</b>        | • Power       | • Gas                       | • Water |
| <b>HEAVY INDUSTRIES</b> | • Mining      | • Rail                      |         |
| <b>INDUSTRIAL</b>       | • Steel works | • Aluminium smelters        |         |
|                         | • Sugar mills | • Switchboard manufacturers |         |
| <b>LIGHT INDUSTRY</b>   | • Hospitals   | • Telecommunications        |         |

**T&D READERS ARE**

- Electrical Engineers
- Field Personnel
- Technicians
- Electrical Contractors
- Electrical Engineering Consultants
- Procurement Officers
- CEOs & Management
- Safety Officers
- Training Managers

**EDITORIAL STANDARDS**

T&D do NOT publish media releases. T&D is comprehensive in its content each issue with practical, informative and highly valuable articles based on the actual applications and use of products and field services.

*By Engineers...for Engineers.* Written by qualified professionals, their experience and proven reputation will provide readers with reliable solutions to everyday problems.

**CONTENT AND FEATURES**

At the Editor's discretion, features are planned and/or evolve in response to market influences and include...

- |  |                                       |                           |
|--|---------------------------------------|---------------------------|
| • Arc Flash Hazards                        | • Instrumentation, Test & Measurement | • Smart Grid              |
| • Electricity in Mining                    | • Power Quality                       | • DC Power Systems        |
| • Transmission Equipment & services        | • Electrical Safety                   | • Capital Equipment       |
| • Distribution Network Hardware & software | • Switchgear LV – MV – HV             | • Protection & Control    |
| • Training and Education                   | • Underground Cables & Equipment      | • Insulators              |
|  |                                       | • SCADA                   |
|  |                                       | • Poles and Line Hardware |

**ADVERTORIAL STANDARDS**

T&D offer to publish advertiser-supplied advertorial. This is an OPTION for the advertiser. We recommend it as the *intelligent* aside to corporate branding and image advertising i.e. a Technical Article or Case Study that expands in detail on the product/service being advertised. Editor approved, information-based advertorial will be published free of charge next to your advert, or separate to the advert upon request.

Half page ad	400 word + 1 pic advertorial	Published as an A4 page
Full page ad	700 word + 2 pics advertorial	Published as a Double Page Spread

*This offer is subject to placement of advertorial within the same issue as the advertisement and is not transferable to another issue.*



**FOCUS** The 415V Three Phase to 36kV sector of the Industrial Electricity market.  
Electrical Safety and Maintenance, and the Use and Application of Low to Medium Voltage Products and Services.

**FREQUENCY** Published Quarterly – 4 issues per year – Jan-Mar / Apr-June / July-Sept / Oct-Dec

**CIRCULATION** 7500

**DISTRIBUTION BY %**

<b>Australia</b>	<b>98%</b>	<b>NSW</b> 25%	<b>QLD</b> 27%	<b>VIC</b> 22%	<b>WA</b> 19%	<b>SATAS/NT</b> 5%
<b>New Zealand</b>	<b>2%</b>					

**MARKET REACH** IE is circulated to the electrical personnel in the following industry sectors...

**ELECTRICAL WHOLESALERS**

- |                         |                 |                 |             |
|-------------------------|-----------------|-----------------|-------------|
| <b>HEAVY INDUSTRIES</b> | • Mining        | • Petrochemical | • Rail      |
| <b>INDUSTRIAL</b>       | • Manufacturing | • Lighting      | • Factories |
| <b>LIGHT INDUSTRY</b>   | • Hospitals     |                 |             |

- IE READERS ARE...**
- Electrical Engineers
  - Electrical Superintendents – Mines
  - Electrical Engineering Technicians
  - Electrical Maintenance Managers
  - LV and MV Electrical Contractors
  - Consulting Engineers
  - Procurement / Purchasing Officers
  - Factory Management
  - Senior Electrical Foremen
  - Safety Officers
  - Chief Electricians
  - Electrical Wholesalers

**EDITORIAL STANDARDS**

IE do NOT publish media releases. IE is comprehensive in its content each issue with practical, informative and highly valuable articles based on the actual applications and use of products and field services.

*By Engineers...for Engineers.* Written by qualified professionals, their experience and proven reputation will provide readers with reliable solutions to everyday problems.

**CONTENT AND FEATURES**

At the Editor’s discretion, features are planned and/or evolve in response to market influences and include...

- |                                  |   |                                       |
|----------------------------------|---|---------------------------------------|
| • Industrial Safety              | • Software                              | • Transformers                        |
| • Automation & Control           | • Electrical Earthing in Plant          | • Cables & Connectors                 |
| • Power Measurement Systems      | • Motors and Motor Control              | • Services and Maintenance Procedures |
| • Electricity in Mining          | • LV & MV Electrical Distribution       | • Switchgear and Switchboards         |
| • Arc Flash Hazards              | • Circuit Breakers                      | • Power Quality                       |
| • SCADA                          | • Mining and Mineral Processing Systems | • Variable Speed Drives               |
| • Lighting Systems               | • Lightning Protection                  | • Standards                           |
| • Uninterruptable Power Supplies | • Industrial Maintenance                | • Battery Technology                  |
| • Test Instrumentation           |   |                                       |

**ADVERTORIAL STANDARDS**

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**FOCUS** All aspects of Energy Generation: plant operation and maintenance, and the suppliers of equipment and services to this market sector in Australia and New Zealand.

**LAUNCH ISSUE JULY 2009**

**FREQUENCY** Published Quarterly – 4 issues per year – Jan-Mar / Apr-June / July-Sept / Oct-Dec

**CIRCULATION** 3450+

**MARKET REACH** EG readers will work within facilities that range in size from a large power station, to smaller peaking plant, to mine and small township power plant to standby generation plant. They are the decision makers at all levels throughout the power generation utilities, companies with power generation departments, plus the equipment and service providers to the industry.

- EG READERS ARE...**
- Engineers – electrical, mechanical, power, chemical
  - Field Personnel
  - Plant Technicians
  - Plant Management
  - Technical Designers
  - Service personnel
  - Electrical Contractors
  - Consultants
  - Procurement Officers
  - Management

**CONTENT AND FEATURES**

EG will be comprehensive in its content. At the Editor's discretion, features will be incorporated to meet emerging market trends but each issue will include articles covering...

**CURRENT ENERGY GENERATION Plant performance – new plant and upgrades of existing plant.**

This feature section is where advertisers can present a story on a new power station, new equipment, etc that can be applied today into their business - includes... Coal • Gas • Hydro • Wind • Solar • PV

**OPERATIONAL Plant operating issues – identification and resolution.**

- Safety
- Equipment maintenance
- Protections and Control Systems
- Automation
- Condition Maintenance
- Efficiency
- Emissions
- Ash management
- Water

**ENERGY INDUSTRY ISSUES Plant and operational innovations.**

This section is for articles submitted that provide comment on things happening in the industry to get people thinking about where their industry is going - to include...

- Climate change
- Emissions trading
- Carbon tax
- Environment
- Capability
- National electricity market
- Portfolio selection (selecting mix of technologies for business)

**ADVANCED ENERGY GENERATION**

**Previews of new technologies being developed for commercialisation in the next 10-15 years.**

- IGCC
- Oxyfuel
- Nuclear
- Coal-to-liquids/gas
- Hot Dry Rocks
- Solar Thermal
- Fuel cells
- Biomass
- Ultra Clean Coal
- Coal-Water fuels

**ADVERTORIAL STANDARDS**

EG offer to publish advertiser-supplied advertorial. This is an OPTION for the advertiser. We recommend it as the *intelligent* aside to corporate branding and image advertising i.e. a Technical Article or Case Study that expands in detail on the product/service being advertised. Editor approved, information-based advertorial will be published free of charge next to your advert, or separate to the advert upon request.

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## TRANSMISSION &amp; DISTRIBUTION

ISSUE ID	MATERIAL DEADLINE	PROOF DEADLINE	ON YOUR DESK W/C
DECEMBER 09/JAN 2010	18 NOVEMBER	20 NOVEMBER	30 NOVEMBER
FEBRUARY/MARCH 2010	24 FEBRUARY	26 FEBRUARY	8 MARCH
APRIL/MAY 2010	21 APRIL	23 APRIL	3 MAY
JUNE/JULY 2010	16 JUNE	18 JUNE	28 JUNE
AUGUST/SEPTEMBER 2010	11 AUGUST	13 AUGUST	23 AUGUST
OCTOBER/NOVEMBER 2010	29 SEPTEMBER	1 OCTOBER	11 OCTOBER
DECEMBER 10/JAN 2011	24 NOVEMBER	26 NOVEMBER	6 DECEMBER

## INDUSTRIAL ELECTRIX

ISSUE ID	MATERIAL DEADLINE	PROOF DEADLINE	ON YOUR DESK W/C
OCTOBER – DECEMBER 2009	11 NOVEMBER	13 NOVEMBER	23 NOVEMBER
JANUARY – MARCH 2010	10 MARCH	12 MARCH	22 MARCH
APRIL – JUNE 2010	26 MAY	28 MAY	7 JUNE
JULY – SEPTEMBER 2010	25 AUGUST	27 AUGUST	6 SEPTEMBER
OCTOBER – DECEMBER 2010	10 NOVEMBER	12 NOVEMBER	22 NOVEMBER

## ENERGY GENERATION

ISSUE ID	MATERIAL DEADLINE	PROOF DEADLINE	ON YOUR DESK W/C
OCTOBER – DECEMBER 2009	14 OCTOBER	16 OCTOBER	26 OCTOBER
JANUARY – MARCH 2010	10 FEBRUARY	12 FEBRUARY	22 FEBRUARY
APRIL – JUNE 2010	12 MAY	14 MAY	24 MAY
JULY – SEPTEMBER 2010	28 JULY	30 JULY	9 AUGUST
OCTOBER – DECEMBER 2010	20 OCTOBER	22 OCTOBER	1 NOVEMBER

ADVERTISING RATES (All rates in Australian Dollars ex GST)		← 12 MONTH CONTRACT RATE →		
<b>COVERS</b>	<b>x 1</b>	<b>x 3</b> ±7.5% discount	<b>x 6</b> ±15% discount	<b>x 10</b> ±22.5% discount
Front Cover	5670.00	5245.00	4990.00	4395.00
Inside Front Cover + Page 1 DPS Advert	7650.00	7075.00	6500.00	5930.00
Inside Front Cover	4790.00	4430.00	4100.00	3715.00
Outside Back Cover	5100.00	4720.00	4335.00	3950.00
Inside Back Cover	4250.00	3930.00	3615.00	3295.00
<b>MAGAZINE PAGE ADVERTS</b>	<b>x 1</b>	<b>x 3</b> ±7.5% discount	<b>x 6</b> ±15% discount	<b>x 10</b> ±22.5% discount
Full Page Advert	4185.00	3870.00	3555.00	3245.00
Half Page Advert	2900.00	2682.00	2465.00	2250.00
Third Page Advert	1750.00	1625.00	1550.00	1495.00
<b>COMMERCIAL ADVERTORIAL</b> <i>i.e. a technical article published with company logo and contact details</i>	<b>x 1</b>	<b>x 3</b> ±7.5% discount	<b>x 6</b> ±15% discount	<b>x 10</b> ±22.5% discount
> 1200 words + 6 pics/diagrams <i>Published as a Double Page Spread</i>	4100.00	3795.00	3485.00	3180.00
> 600 words + 2 pics/diagrams <i>Published as an A4 page</i>	2785.00	2580.00	2370.00	2160.00
<b>LOOSE INSERTS/ONSERTS</b> DL, A4 or A3 folded brochures supplied for distribution by State, Australia or Australia and New Zealand. P.O.A.				

Specifically requested page placement – plus 10%.

## ADVERTISING RATES INCLUDE:

- No-charge Graphic Design and Production of APT magazine-published advertisements, if required.
- Space equal to ad size to publish advertorial. *To include Covers but not applicable to quarter/third page advertisers.*

Half page ad	400 word + 1 pic advertorial	Published as an A4 page
Full page ad	700 word + 2 pics advertorial	Published as a Double Page Spread

*Advertorial must be in the form of a technical article/case study and is subject to Editor approval. This offer is conditional to placement within the same issue as advert and is not transferable to another issue. APT print design standards apply.*

## FRONT COVER

Front Covers are subject to APT Publications design disciplines and must reflect their sector of the Industry. A supplied 150 word Cover Story will be published on Page 2.

### Please note:

- Invoices are processed upon print completion of each publication and payable within 30 days.
- Multiple 3, 6 or 10 bookings on contract rate can be any combination of the above advertising options across the 3 magazines.
- Contracts must be confirmed in writing and published within a 12 month period to receive relevant discount.
- Approved advertising agencies are offered a 10% rebate for settlement within 45 days.
- Amendment/s to any contract booking must be requested by client, and agreed to by the Editor, minimum fourteen (14) days prior to the relevant print date. The Editor retains the right to reprint a previously published advertisement if new materials are not received by 5pm on the material deadline date.

Transmission & Distribution, Industrial Electrix and Energy Generation are published to A4 size – 210mm x 297mm and Perfect Bound (Burst Bound)

### PRESS READY PDF FILES

Ensure bleed is catered for, trim marks are identified and the file is CMYK.

### IMAGES, DIAGRAMS OR GRAPHICS

Pictures, diagrams or graphics must be supplied separately as follows:

- Resolution – high resolution (300 dpi) is essential to ensure clarity in the print process.
- Format – jpg, tif, high res pdf or EPS files.

### TEXT

Articles will be formatted by the magazine production staff therefore authors need only provide their article with minimal formatting. Our requirements are:

- Supply text by email as Word Document files.
- Do not include pictures, diagrams or graphics in your document.
- Appropriate captions should be included for all images, diagrams or graphics.

	TRIM – mm W x mm H	BLEED – mm W x mm H
Double Page Spread	420 x 297	428 x 305
Full Page A4	210 x 297	218 x 305
NOTE: Ensure text and logo/s on A4 adverts have 10mm clearance from trim edge to allow for spine of magazine.		
Half Page Horizontal	180 x 125	n/a
Half Page Vertical	100 x 297	108 x 305
Third Page Horizontal	180 x 80	n/a
Third Page Vertical	80 x 252	n/a

### NO CHARGE DESIGN SERVICES

APT's Production Art Studio will produce your advertisement, at no charge, if required.

If a copy of artwork files is required, a charge will apply – P.O.A.

Company supplied advertorial is published to APT's design disciplines.

### CONTACT DETAILS FOR PUBLICATION MATERIALS

Please forward materials to APT Publications Pty Ltd

Production Manager: Jane Gautier

Email: [jane@powertrans.com.au](mailto:jane@powertrans.com.au)

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Telephone: +61 7 3374 2877 • Fax: +61 7 3374 2899

Each year, T&D's Issue 2 (April/May) is a bumper edition, often referred to as the "Yellow Pages" of the Electricity Supply Industry. In addition to the usual features, adverts and advertorials, this edition incorporates the annual Purchasing Directory i.e. a buyer's guide showcasing 28 categories of industry products and service.

The Directory's matrix layout i.e. Suppliers (*listed across the page in alpha order*) and Products (*listed down the page in alpha order*), enables easy reference.

The category listings are also profiled for the duration of the year on our website [www.powertrans.com.au](http://www.powertrans.com.au) thus offering the advertiser an additional extensive twelve month showcase.

The Advertiser nominates their preferred advertising placement from the following categories:

#### **T&D PURCHASING DIRECTORY CATEGORIES:**

- Cable Conductors & Fittings
- Communications Equipment
- Connectors & Accessories
- Consultancy Services
- Distribution Equipment
- Emergency Power
- Fibre Optics
- Fuses & Fittings
- Instrumentation Test & Measurement
- Insulators
- Motor Control Gear
- Outsourcing
- Power Conditioning Equipment
- Power Factor Correction
- Power Generation
- Power System Measurement
- Protection & Control
- Refurbishment & Services
- Safety Equipment & Accessories
- Software Systems Monitoring & Control
- Surge Protection
- Switchgear Low Voltage
- Switchgear Medium Voltage
- Switchgear High Voltage
- Training
- Transformers
- Transformer Accessories & Services
- Transmission Equipment & Services

#### **ADVERTISING RATES**

Standard Advertising rates and No Charge Advertorial options apply for Issue 2 i.e. the Purchasing Directory component is at no further charge for the advertiser.

Issue 2 advertisers will be allocated ONE column in EACH of AS MANY categories they require, at NO CHARGE.

Advertisers may purchase additional column space to cater for multiple divisions/different contact details on the same page. P.O.A.

Non-advertisers may request to purchase column space only. P.O.A. and subject to availability.

#### **INTEGRITY OF INFORMATION**

There is no limit to the number of product listings ticked by each supplier but T&D requests the submission of correct information to retain the integrity of this Directory for the end-user.

#### **NEW PRODUCT LISTINGS**

Submissions for NEW product listings and/or a NEW Category are invited but must be requested in their first draft. No additional new listings are possible after final proofs are sent. Please speak with your Account Manager with any further queries.

#### **FINAL PROOFING**

A PDF file of the completed category pages will be emailed to all advertisers for final proofing. Advisement of required amendments will have a strict deadline.