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MEDIA KIT

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



FOR YOUR CONVENIENCE!
ALL 3 MAGAZINES
NOW AVAILABLE
in **HYPERLINKED** digital format

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

CIRCULATION
8995

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

CIRCULATION
8772

LAUNCHED JULY 2009

AUSTRALASIAN POWER TECHNOLOGIES

ENERGY GENERATION



Electricity
Generation

FOCUS
All aspects of
Energy Generation

FREQUENCY
Quarterly – 4 issues per year

CIRCULATION
4500+

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

Transmission & Distribution
Showcasing the HV Electricity Supply Industry
Industrial Electrix
Showcasing Electricity in Industry & Manufacturing
ENERGY GENERATION
Showcasing Electricity Generation

FROM THE EDITOR'S DESK



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EDITORIAL STANDARDS

APT'S READERS ARE CONSIDERED OUR FIRST 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.

APT do NOT publish media releases

Each issue of T&D, IE and EG is comprehensive in its content 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.

ADVERTORIAL STANDARDS

APT'S ADVERTISERS ARE ALSO OUR PRIORITY:

APT Publications understand and respect the intellect of marketing to a technically minded person. And THAT...is our point of difference from other print media.

Advertiser-supplied advertorial... 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

FREE SUBSCRIPTION

To gain maximum market reach for our advertisers, every registered reader receives their requested magazine, personally addressed, AT NO CHARGE.

eMAGAZINE

Transmission & Distribution, Industrial Electrix and Energy Generation are available online at www.powertrans.com.au Each magazine includes hyperlinks to the advertisers' website or email address.

APT PUBLICATIONS USE AN FSC CERTIFIED PRINTER

What is FSC? The Forest Stewardship Council (FSC) accredits organisations who offer certification to forest managers meeting these standards or to manufacturers and others who use FSC certified material to produce wood-based products. It also manages a trademark system that allows companies and organisations meeting FSC standards to gain recognition in their respective market places.

FSC work to promote responsible forestry, conserve biological diversity and protect old growth forests.



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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

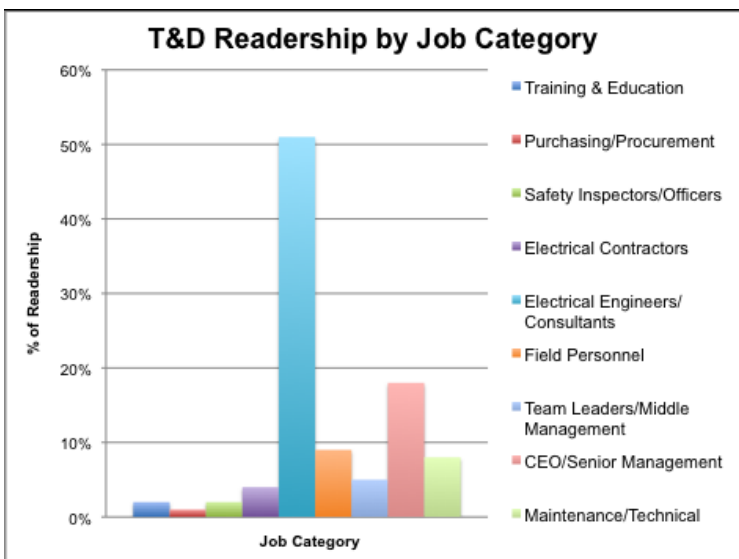
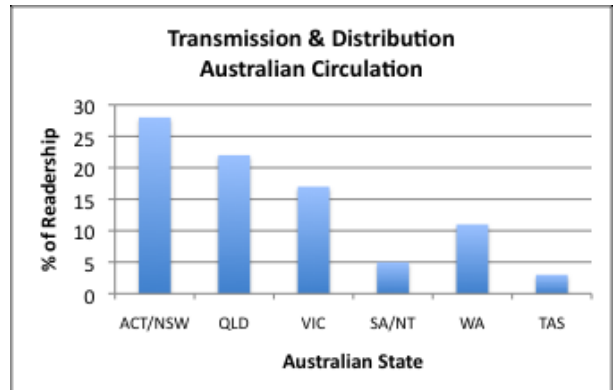
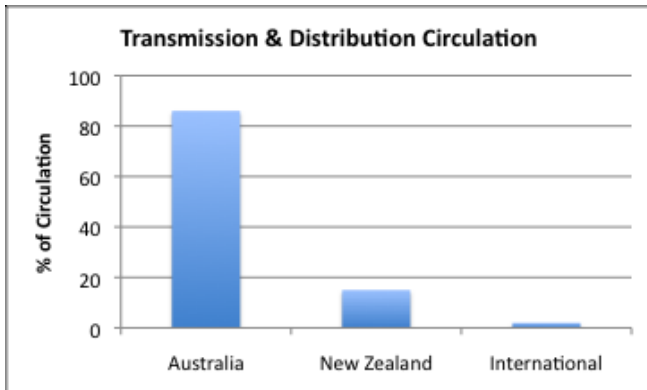
T&D has the largest circulation in its industry and is the only Electricity Supply Industry publication that is CAB audited.



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

DISTRIBUTION BY %

AUSTRALIA 81.5% NEW ZEALAND 18% OTHER .05%



MARKET REACH

Circulated to the electrical personnel in the following industry sectors:

- **Utilities** – Power, Gas, Water
- **Heavy industries** – Mining, Rail
- **Industrial** – Steel works, Aluminium smelters, Sugar mills, Switchboard manufacturers
- **Light Industry** – Hospitals, Telecommunications

READERSHIP

T&D's Circulation by Employment Category chart at left uses data sourced from the designated job title of the reader registration form. Over 80% of T&D readers hold Electrical Engineering degrees, have electrical technical qualifications, or are responsible for electrical maintenance in utilities and associated industry.

ISSUE ID	MATERIAL DEADLINE	PROOF DEADLINE	ON YOUR DESK W/C
ISSUE 1 2011 FEBRUARY/MARCH PREVIEW TechCon® 2011 ASIA-PACIFIC Conference & Exhibition	23 FEBRUARY	25 FEBRUARY	14 MARCH
	OVERHEAD LINES / INSULATORS TRANSFORMERS COMMUNICATIONS / SCADA POWER QUALITY SAFETY		
ISSUE 2 2011 APRIL/MAY	13 APRIL	15 APRIL	9 MAY
	2011 PURCHASING DIRECTORY The annual T&D Purchasing Directory combines features and technical articles within 28 categories that list products and services and the relevant suppliers. The matrix of listings are also profiled for 12 months on our website at www.powertrans.com.au		
ISSUE 3 2011 JUNE/JULY REVIEW TechCon® 2011 Asia-Pacific Conference & Exhibition	15 JUNE	17 JUNE	4 JULY
	CONDITION MONITORING / PARTIAL DISCHARGE EARTHING SMART GRID TEST & MEASUREMENT TRANSFORMERS		
ISSUE 4 2011 AUGUST/SEPTEMBER	10 AUGUST	12 AUGUST	29 AUGUST
	SWITCHGEAR OVERHEAD LINES / CABLE HAULING TRANSMISSION LINES / DISTRIBUTION POLES RENEWABLE ENERGY ELECTRICITY IN MINING REPAIRS & MAINTENANCE		
ISSUE 5 2011 OCTOBER/NOVEMBER	28 SEPTEMBER	30 SEPTEMBER	17 OCTOBER
	EARTHING PROTECTION & CONTROL / SCADA TEST & MEASUREMENT OVERHEAD LINES / INSULATORS SURGE PROTECTION COMMUNICATIONS SYSTEMS & EQUIPMENT		
ISSUE 6 2011 DECEMBER/JANUARY	16 NOVEMBER	18 NOVEMBER	5 DECEMBER
	TRANSFORMERS SAFETY IN ELECTRICITY SWITCHGEAR TRANSMISSION EQUIPMENT TRANSFORMERS CABLES: UNDERGROUND & OVERHEAD		



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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 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.



ABOUT INDUSTRIAL ELECTRIX (IE)



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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 – Jan-Mar / Apr-June / July-Sept / Oct-Dec

CIRCULATION

8772



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

DISTRIBUTION BY %

AUSTRALIA 95%
NEW ZEALAND 5%

MARKET REACH

Circulated to the electrical personnel in the following industry sectors...

ELECTRICAL WHOLESALERS

HEAVY INDUSTRIES

Mining, Rail, Petrochemical

INDUSTRIAL

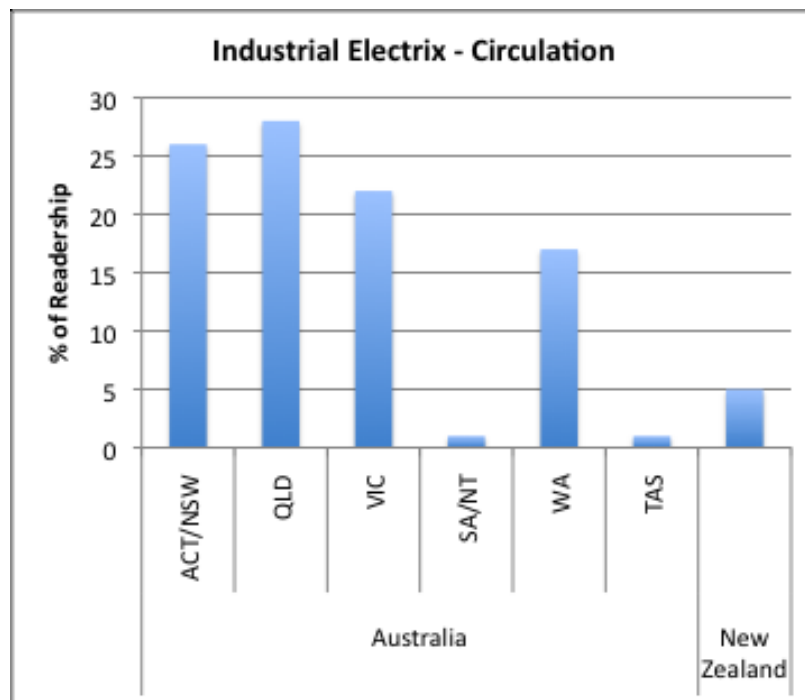
Manufacturing, Lighting, Factories

LIGHT INDUSTRY

Hospitals

READERSHIP

- 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



ISSUE ID	MATERIAL DEADLINE	PROOF DEADLINE	ON YOUR DESK W/C
1ST QUARTER 2011 JANUARY–MARCH	9 MARCH	11 MARCH	28 MARCH
	POWER FACTOR CORRECTION ARC HAZARD REDUCTION THERMOGRAPHY POWER ANALYSERS		ELECTRICAL SAFETY TEST & INSTRUMENTATION POWER QUALITY HARMONICS & FILTERS
2ND QUARTER 2011 APRIL–JUNE	1 JUNE	3 JUNE	20 JUNE
	CONDITION MONITORING OF ASSETS MOTOR CONTROL GEAR PROTECTION & CONTROL INDUSTRIAL MAINTENANCE VARIABLE SPEED DRIVES		
3RD QUARTER 2011 JULY–SEPTEMBER	24 AUGUST	26 AUGUST	12 SEPTEMBER
	ASSET MANAGEMENT & UTILISATION POWER SYSTEM MEASUREMENT INSTRUMENTATION PROCESS CONTROL SAFETY IN INDUSTRY		
4TH QUARTER 2011 OCTOBER–DECEMBER	2 NOVEMBER	4 NOVEMBER	21 NOVEMBER
	ELECTRICITY IN MINING ELECTRICAL EARTHING ENERGY STRATEGY AUTOMATION TEST & MEASUREMENT		

REGULAR FEATURES

MOTORS & MOTOR CONTROL GEAR
PROCESS MEASUREMENT & ANALYSIS
LV & MV ELECTRICAL DISTRIBUTION

SWITCHGEAR & SWITCHBOARDS
AUTOMATION & POWER MEASUREMENT SYSTEMS
MINING & MINERAL PROCESSING SYSTEMS



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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.

FREQUENCY

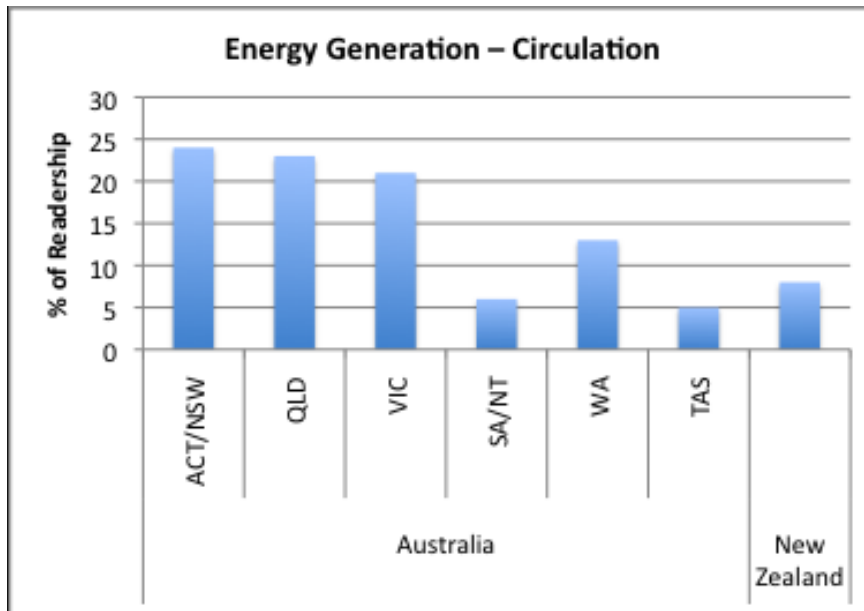
Published Quarterly – 4 issues per year – Jan-Mar / Apr-June / July-Sept / Oct-Dec

CIRCULATION

4500+

DISTRIBUTION BY %

Australia 92% New Zealand 8%



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.

READERSHIP

- Engineers - Electrical, Mechanical, Power, Chemical
- Field Personnel
- Plant Technicians
- Plant Management / Management
- Procurement / Purchasing Officers
- Technical Designers
- Service Personnel
- Electrical Contractors
- Consultants

ISSUE ID	MATERIAL DEADLINE	PROOF DEADLINE	ON YOUR DESK W/C
1ST QUARTER 2011 JANUARY–MARCH	16 FEBRUARY	18 FEBRUARY	7 MARCH
	RENEWABLE ENERGIES GAS TECHNOLOGIES COAL TO LIQUIDS	SMALL HYDRO SCADA INDUSTRY INITIATIVES	
2ND QUARTER 2011 APRIL–JUNE	4 MAY	6 MAY	21 MAY
	DATA CAPTURE ENERGY STRATEGIES RENEWABLE ENERGY	PROCESS CONTROL GENERATOR CONTROL & ACCESSORIES SURGE + LIGHTNING PROTECTION	
3RD QUARTER 2011 JULY–SEPTEMBER	27 JULY	29 JULY	15 AUGUST
	BATTERIES POWER SYSTEM MEASUREMENT INSULATORS	RENEABLE ENERGY SWITCHGEAR PUMPS & DRIVES	
4TH QUARTER 2011 OCTOBER–DECEMBER	19 OCTOBER	21 OCTOBER	7 NOVEMBER
	TRANSFORMERS RENEWABLE ENERGY COAL ASH MANAGEMENT	GAS TURBINES EARTHING MOTORS & DRIVES	

THE RANGE OF FEATURES THAT WILL APPEAR IN EACH ISSUE INCLUDE:

- | | | |
|--------------------------|--------------------------|-----------------------|
| RENEWABLE ENERGY | LUBRICATION TECHNOLOGIES | MAINTENANCE & REPAIR |
| WATER MANAGEMENT | ALTERNATIVE FUELS | FILTRATION MANAGEMENT |
| NUCLEAR ENERGY | AUTOMATION & SCADA | SMART GRID |
| CLIMATE CHANGE | MOTORS & DRIVES | TECHNOLOGY UPDATES |
| CARBON CAPTURE & STORAGE | HIGH POWER DC MOTORS | CONSULTANCY SERVICES |
| POWER TECHNOLOGIES | CONDITION MONITORING | PROTECTION & CONTROL |
| ELECTRICAL SAFETY | POWER QUALITY | TEST & MEASUREMENT |
| ROTATING MACHINES | EMISSIONS TRADING SCHEME | RECRUITMENT |

DEADLINES/PRINT SCHEDULES 2011

TRANSMISSION & DISTRIBUTION

ISSUE ID	MATERIAL DEADLINE	PROOF DEADLINE	ON YOUR DESK W/C
FEBRUARY/MARCH 2011	23 FEBRUARY	25 FEBRUARY	14 MARCH
APRIL/MAY 2011	13 APRIL	15 APRIL	9 MAY
JUNE/JULY 2011	15 JUNE	17 JUNE	4 JULY
AUGUST/SEPTEMBER 2011	10 AUGUST	12 AUGUST	29 AUGUST
OCTOBER/NOVEMBER 2011	28 SEPTEMBER	30 SEPTEMBER	17 OCTOBER
DECEMBER 10/JAN 2011	16 NOVEMBER	18 NOVEMBER	5 DECEMBER

INDUSTRIAL ELECTRIX

ISSUE ID	MATERIAL DEADLINE	PROOF DEADLINE	ON YOUR DESK W/C
JANUARY – MARCH 2011	9 MARCH	11 MARCH	28 MARCH
APRIL – JUNE 2011	1 JUNE	3 JUNE	20 JUNE
JULY – SEPTEMBER 2011	24 AUGUST	26 AUGUST	12 SEPTEMBER
OCTOBER – DECEMBER 2011	2 NOVEMBER	4 NOVEMBER	21 NOVEMBER

ENERGY GENERATION

ISSUE ID	MATERIAL DEADLINE	PROOF DEADLINE	ON YOUR DESK W/C
JANUARY – MARCH 2011	16 FEBRUARY	18 FEBRUARY	7 MARCH
APRIL – JUNE 2011	4 MAY	6 MAY	23 MAY
JULY – SEPTEMBER 2011	27 JULY	29 JULY	15 AUGUST
OCTOBER – DECEMBER 2011	19 OCTOBER	21 OCTOBER	7 NOVEMBER

ADVERTISING RATES (All rates in Australian Dollars ex GST)		12 MONTH CONTRACT RATE		
	x 1	x 3 ±7.5% discount	x 6 ±15 % discount	x 10 ±22.5 % discount
COVERS				
Front Cover	5950.00	5520.00	5100.00	4600.00
Inside Front Cover + Page 1 DPS Advert	7650.00	7075.00	6500.00	5930.00
Inside Front Cover	4950.00	4580.00	4210.00	3890.00
Outside Back Cover	5355.00	4955.00	4555.00	4205.00
Inside Back Cover	4440.00	4110.00	3775.00	3485.00
MAGAZINE PAGE ADVERTS				
Full Page Advert	4395.00	3995.00	3755.00	3450.00
Half Page Advert	2980.00	2760.00	2540.00	2320.00
Third / Quarter Page Advert	1850.00	1715.00	1580.00	1495.00
COMMERCIAL ADVERTORIAL <i>i.e. a technical article published with company logo and contact details</i>				
	x 1	x 3 ±7.5% discount	x 6 ±15 % discount	x 10 ±22.5 % discount
> 1200 words + 6 pics/diagrams <i>Published as a Double Page Spread</i>	4300.00	3980.00	3655.00	3375.00
> 600 words + 2 pics/diagrams <i>Published as an A4 page</i>	2925.00	2705.00	2490.00	2390.00
LOOSE INSERTS/ONSERTS DL, A4 or A3 folded brochures supplied for distribution by State, Australia or Australia and New Zealand. P.O.A.				

ADVERTISING RATES INCLUDE

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

Half page advert 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.

- One hyperlink per advert – your choice of website or email. Additional hyperlinks \$25.00.

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.

ADDITIONAL COSTS

Specifically requested page placement – plus 10%.

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.

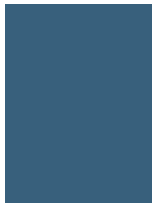
ART SPECIFICATIONS

ADVERTISEMENT SIZE OPTIONS



DOUBLE PAGE SPREAD

Bleed: W 428 x H 305 mm
Trim: W 420 x H 297 mm



FULL A4 PAGE

Bleed: W 218 x H 305 mm
Trim: W 210 x H 297 mm



HALF PAGE

(Vertical or Horizontal)



THIRD PAGE

(Vertical or Horizontal)

Transmission & Distribution, Industrial Electrix and Energy Generation are published to standard A4 – 210 mm x 297 mm.

The magazine is Perfect Bound / Burstbound.

PRESS READY PDF FILES

- Ensure bleed is catered for, trim marks are identified and the file is CMYK.
- Ensure text and logo/s on A4 adverts have 10 mm clearance from edge to allow for spine of magazine.
- Allow minimum 4 mm bleed on all appropriate edges to cater for option of left or right page placement.

IMAGES, DIAGRAMS OR GRAPHICS

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

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

TEXT

Articles will be formatted by the magazine production department 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.

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.

PLEASE FORWARD MATERIALS TO:

APT PUBLICATIONS PTY LTD

Production Manager: Jane Gautier

Email: jane@powertrans.com.au

Postal address: PO Box 1195 Kenmore, Brisbane QLD 4069

Courier address: 5 Rees Way Brookfield, Brisbane QLD 4069

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

	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 (no advertorial)	180 x 125	n/a
Half Page Horizontal (with advertorial)	180 x 115	n/a
Half Page Vertical	100 x 297	108 x 305
Half Page Vertical (with advertorial)	90 x 297	98 x 305
Third Page Horizontal	180 x 80	n/a
Third Page Vertical	80 x 252	n/a