APT Publications Pty Ltd
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MEDIA KIT 2012

Established since 1996, APT Publications publish a suite of 3 magazines showcasing HV and LV electrical power:

Transmission & Distribution, Industrial Electrix, and Energy Generation.

Each magazine is uniquely focused – *see further page 2* – and each magazine has its own dedicated reader database. **Subscription is free** to persons working within the electricity generation, transmission, distribution and industrial industries.

To ensure their integrity, APT's databases are updated on a daily basis upon receipt of advisement from the readers. These databases are held in the strictest confidence and are not available for sale or use by any other party.

Market research confirms the readership of print (hard copy) magazines averages a minimum of five (5) times circulation i.e. 8992 audited circulation equates to ± 45,000 readers.

eMAGAZINE

In addition to the print copy, each magazine is additionally published in a digital eFlip format and hyperlinked to each advertiser's website or email address. It is circulated through a registered electronic database and past issues are archived online at our website at www.powertrans.com.au

We invite your evaluation of our magazines and look forward to discussing with you the best options to maximise your advertising outcome.

Yours sincerely,

Roland Gautier
Managing Editor

Transmission & Distribution
Showcasing the HV Electricity Supply Industry

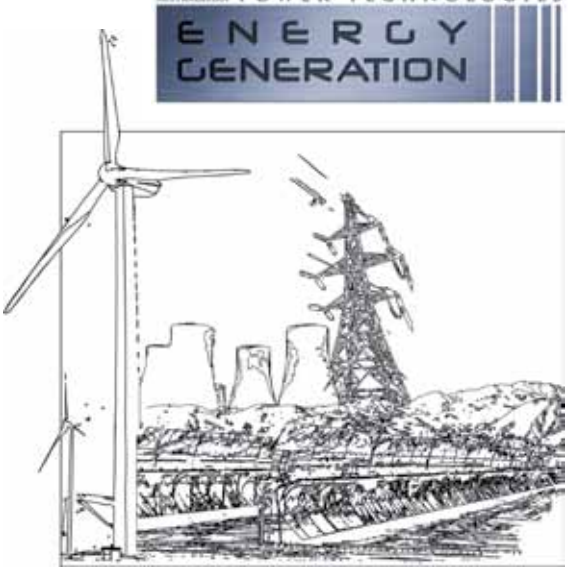
Industrial Electrix
Showcasing Electricity in Industry & Manufacturing

ENERGY GENERATION
Showcasing Electricity Generation

Australasian Power Technologies Publications Pty Ltd

AUSTRALASIAN POWER TECHNOLOGIES

ENERGY GENERATION



Covering all methods of electricity generation including Renewable sources e.g. Solar, Wind, Hydro, Biofuels, etc and Coal- & Gas- fired plants.

ADVERTISING ENQUIRIES

Gaby Santo	**Account Manager**
Direct Line	**+61 7 3202 5168**
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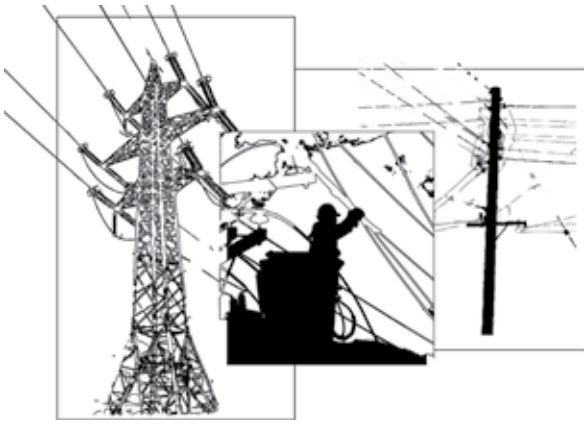
Mobile	0423 432 414
Facsimile	+61 7 3374 2899

AUSTRALASIAN POWER TECHNOLOGIES

TRANSMISSION & DISTRIBUTION



HIGH – VERY HIGH VOLTAGE

Electricity is transmitted either overhead or underground from the point of generation across the country at very high voltages e.g. 275kV to zone substations.

ADVERTISING ENQUIRIES

Diana McPhee	**Account Manager NZ/Northern Region**
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AUSTRALASIAN POWER TECHNOLOGIES

INDUSTRIAL ELECTRIX

LOW – MEDIUM VOLTAGE

From the zone substation, voltage is reduced to the levels required, usually 415V Three Phase for most applications for the commercial, industrial end user, through to 36kV Networks used by heavy industry e.g. large mines and steel mills.

ADVERTISING ENQUIRIES

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FROM THE EDITOR'S DESK

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.

MANAGING EDITOR

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EDITORIAL PHILOSOPHY

APT Publications do NOT source or publish media releases offered to the mainstream media.

APT's readers are considered our FIRST priority. We publish technical articles that offer practical, informative and highly valuable information to keep the reader abreast of technical developments in their industry.

Articles authored ***by Engineers…for Engineers*** based on the actual applications and use of products and services.

Written by qualified professionals, their experience and proven reputation will provide readers with reliable solutions to everyday problems. Each issue of ***Transmission & Distribution, Industrial Electrix*** and ***Energy Generation*** is comprehensive in its content.

ADVERTORIAL PHILOSOPHY

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

AUSTRALASIAN POWER TECHNOLOGIES
ENERGY GENERATION

CIRCULATION AND MARKET REACH

FOCUS

All aspects of Energy Generation:

Renewables – solar / wind / hydro / biofuels etc
Coal-fired plant
Gas-fired – LNG / Methane

Plant operation and maintenance

The suppliers of equipment and services to this market sector in Australia and New Zealand.

State-of-the-art Technology and Developments

FREQUENCY

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

CIRCULATION

4692 personally addressed **1138 electronic circulation**

DISTRIBUTION BY %

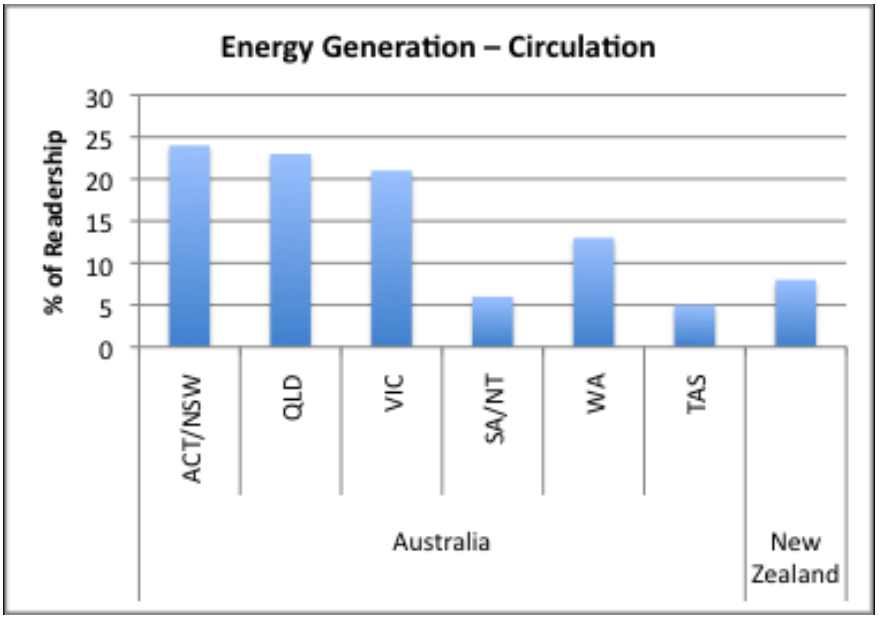
Australia 92% New Zealand 8%

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
- Procurement / Purchasing Officers
- Technical Designers
- Service Personnel
- Electrical Contractors
- Consultants



Australasian Power Technologies Publications Pty Ltd

AUSTRALASIAN POWER TECHNOLOGIES

ENERGY GENERATION

FEATURES & DEADLINES 2012

ISSUE ID	MATERIAL DEADLINE WEDNESDAY	PROOF DEADLINE FRIDAY	ON YOUR DESK WEEK COMMENCING
1ST QUARTER 2012 JANUARY–MARCH	15 FEBRUARY	17 FEBRUARY	27 FEBRUARY
	RENEWABLE ENERGIES GAS TECHNOLOGIES COAL TO LIQUIDS	SMALL HYDRO SCADA INDUSTRY INITIATIVES	
2ND QUARTER 2012 APRIL–JUNE	16 MAY	18 MAY	28 MAY
	DATA CAPTURE ENERGY STRATEGIES RENEWABLE ENERGY	PROCESS CONTROL GENERATOR CONTROL & ACCESSORIES SURGE + LIGHTNING PROTECTION	
3RD QUARTER 2012 JULY–SEPTEMBER PREVIEW ALL-ENERGY 10-12 October 2012 Melbourne Victoria	1 AUGUST	3 AUGUST	13 AUGUST
	PREVIEW ALL-ENERGY 2012 BATTERIES POWER SYSTEM MEASUREMENT INSULATORS	RENEWABLE ENERGY SWITCHGEAR PUMPS & DRIVES	
4TH QUARTER 2012 OCTOBER–DECEMBER	24 OCTOBER	26 OCTOBER	5 NOVEMBER
	TRANSFORMERS RENEWABLE ENERGY COAL ASH MANAGEMENT	GAS TURBINES EARTHING MOTORS & DRIVES	

OPTIONAL FEATURES INCLUDE:

SOLAR POWER
WIND ENERGY
BIOFUELS
WATER MANAGEMENT
CLIMATE CHANGE
CARBON CAPTURE & STORAGE
ELECTRICAL SAFETY
ROTATING MACHINES

LUBRICATION TECHNOLOGIES
ALTERNATIVE FUELS
AUTOMATION & SCADA
MOTORS & DRIVES
HIGH POWER DC MOTORS
CONDITION MONITORING
POWER QUALITY
EMISSIONS TRADING SCHEME

MAINTENANCE & REPAIR
FILTRATION MANAGEMENT
SMART GRID
TECHNOLOGY UPDATES
CONSULTANCY SERVICES
PROTECTION & CONTROL
TEST & MEASUREMENT
RECRUITMENT

Note from the Managing Editor
Additional features will be strategised to meet industry trends.

Australasian Power Technologies Publications Pty Ltd

AUSTRALASIAN POWER TECHNOLOGIES

TRANSMISSION & DISTRIBUTION

CIRCULATION AND MARKET REACH

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

cab CIRCULATIONS AUDIT BOARD

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

8992 personally addressed **1512 electronic circulation**

T&D has the largest circulation in its industry and is the only High Voltage electricity publication that is CAB audited.

DISTRIBUTION BY %

AUSTRALIA 81.5% **NEW ZEALAND** 18% **OTHER** .05%

MARKET REACH

Circulated to the electrical personnel in the following industry sectors…

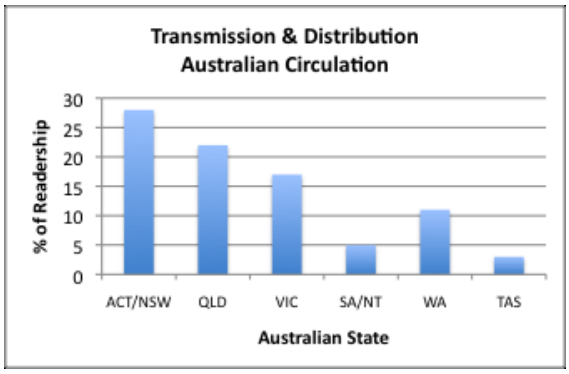
UTILITIES	**ELECTRICITY, GAS, WATER**
HEAVY INDUSTRIES	Mining, Steel Works, Aluminium Smelters
LIGHT INDUSTRY	Switchboard Manufacturers

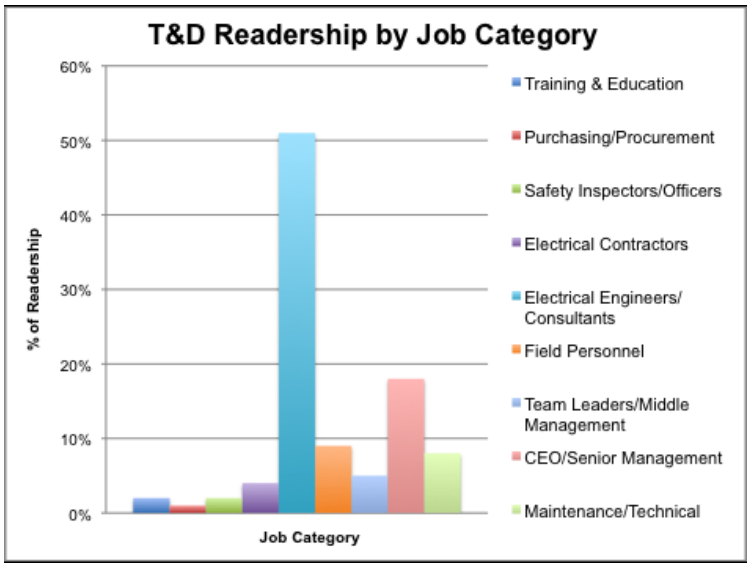
READERSHIP

- Electrical Engineers
- Electrical Engineering Technicians
- Field personnel
- Team Leaders/Middle Management
- CEO/Senior Management
- Safety Inspectors/Officers
- Electrical Maintenance Managers
- HV Electrical Contractors
- Procurement / Purchasing Officers
- Training & Education

T&D's Circulation by Employment Category chart *below* uses data sourced from T&D's reader registration forms.

Over 80% of T&D readers hold Electrical Engineering degrees, have electrical technical qualifications, and/or are responsible for electrical maintenance in utilities and associated industry.





AUSTRALASIAN POWER TECHNOLOGIES

TRANSMISSION & DISTRIBUTION

FEATURES & DEADLINES 2012

ISSUE ID	MATERIAL DEADLINE WEDNESDAY	PROOF DEADLINE FRIDAY	ON YOUR DESK WEEK COMMENCING
ISSUE 1 2012 FEBRUARY/MARCH PREVIEW TechCon® 2012 ASIA-PACIFIC Conference & Exhibition	29 FEBRUARY	02 MARCH	12 MARCH
	OVERHEAD LINES / INSULATORS TRANSFORMERS POWER QUALITY SAFETY IN ELECTRICITY ENERGY STORAGE		
ISSUE 2 2012 APRIL/MAY	2 MAY	4 MAY	14 MAY
	2012 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 2012 JUNE/JULY REVIEW TechCon® 2012 Asia-Pacific Conference & Exhibition	27 JUNE	29 JUNE	9 JULY
	CONDITION MONITORING / PARTIAL DISCHARGE EARTHING SMART GRID TEST & MEASUREMENT TRANSFORMERS		
ISSUE 4 2012 AUGUST/SEPTEMBER	15 AUGUST	17 AUGUST	27 AUGUST
	SWITCHGEAR OVERHEAD LINES / CABLE HAULING TRANSMISSION LINES / DISTRIBUTION POLES RENEWABLE ENERGY ELECTRICITY IN MINING REPAIRS & MAINTENANCE		
ISSUE 5 2012 OCTOBER/NOVEMBER	3 OCTOBER	5 OCTOBER	15 OCTOBER
	EARTHING PROTECTION & CONTROL / SCADA TEST & MEASUREMENT OVERHEAD LINES / INSULATORS SURGE PROTECTION ENERGY STORAGE		
ISSUE 6 2012 DECEMBER/JANUARY	21 NOVEMBER	23 NOVEMBER	3 DECEMBER
	TRANSFORMERS SAFETY IN ELECTRICITY SWITCHGEAR TRANSMISSION EQUIPMENT COMMUNICATIONS CABLES: UNDERGROUND & OVERHEAD		

Note from the Managing Editor
Additional features will be strategised to meet industry trends.

Australasian Power Technologies Publications Pty Ltd

AUSTRALASIAN POWER TECHNOLOGIES
TRANSMISSION & DISTRIBUTION

ABOUT T&D PURCHASING DIRECTORY

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.

AUSTRALASIAN POWER TECHNOLOGIES

INDUSTRIAL ELECTRIX

CIRCULATION AND MARKET REACH

FOCUS

415V Three Phase to 36kV Networks in Mining and heavy industry e.g. steel mills

Industry and Manufacturing

Use and Application of **Low to Medium Voltage** Products

Electrical Safety and Maintenance Services

FREQUENCY

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

CIRCULATION

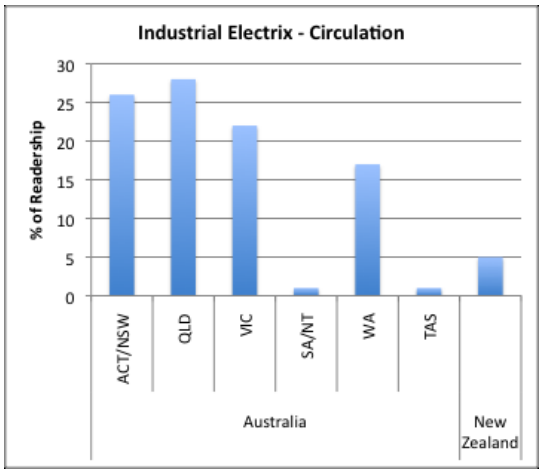
cab CIRCULATIONS AUDIT BOARD

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

8772 personally addressed **1428 electronic circulation**

DISTRIBUTION BY %

AUSTRALIA 95% **NEW ZEALAND** and **PACIFIC REGION 5%**



MARKET REACH

Circulated to the electrical personnel in the following industry sectors…

ELECTRICAL WHOLESALERS

HEAVY INDUSTRIES Mining, Rail, Petrochemical, Steel Works, Aluminium Smelters

INDUSTRIAL Large Scale Manufacturers, Lighting, Factories, Sugar Mills

COMMERCIAL BUILDINGS Hospital Complex, University Campus, Small Manufacturing Plant

READERSHIP

- Electrical Engineers — University Degree Qualified
- Electrical Engineering Technicians — Qualified at TAFE and with an Electrical Engineering Diploma. Usually the foreman or charge-hand in a factory or mine.
- Industrial Electricians — Can handle and repair variable speed drives, motors & drives. Responsible in most medium sized operations to install and program process control equipment, sensors, alarms, etc. Able to program PLC's and the automation products under his/her control.
- Electrical Superintendents – Mines
- Electrical Maintenance Managers
- LV and MV Electrical Contractors
- Procurement / Purchasing Officers
- Systems Engineer
- Factory Management
- Senior Electrical Foremen
- Safety Officers
- Electrical Wholesalers
- Consulting Engineers

AUSTRALASIAN POWER TECHNOLOGIES

INDUSTRIAL ELECTRIX

FEATURES & DEADLINES 2012

ISSUE ID	MATERIAL DEADLINE WEDNESDAY	PROOF DEADLINE FRIDAY	ON YOUR DESK WEEK COMMENCING
1ST QUARTER 2012 JANUARY–MARCH	14 MARCH	16 MARCH	26 MARCH
	POWER FACTOR CORRECTION ARC HAZARD REDUCTION THERMOGRAPHY POWER ANALYSERS	ELECTRICAL SAFETY TEST & INSTRUMENTATION POWER QUALITY HARMONICS & FILTERS	
2ND QUARTER 2012 APRIL–JUNE	6 JUNE	8 JUNE	18 JUNE
	CONDITION MONITORING OF ASSETS MOTORS AND MOTOR CONTROL GEAR PROTECTION & CONTROL INDUSTRIAL MAINTENANCE VARIABLE SPEED DRIVES LIGHTNING AND SURGE PROTECTION		
3RD QUARTER 2012 JULY–SEPTEMBER	29 AUGUST	31 AUGUST	10 SEPTEMBER
	ASSET MANAGEMENT & UTILISATION POWER SYSTEM MEASUREMENT INSTRUMENTATION TEST & MEASURE PROCESS CONTROL SAFETY IN INDUSTRY		
4TH QUARTER 2012 OCTOBER–DECEMBER	7 NOVEMBER	9 NOVEMBER	19 NOVEMBER
	ELECTRICITY IN MINING ELECTRICAL EARTHING ENERGY STRATEGY AUTOMATION TEST & MEASUREMENT LIGHTING AND LIGHTING TECHNOLOGIES		

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

Note from the Managing Editor
Additional features will be strategised to meet industry trends.

Australasian Power Technologies Publications Pty Ltd

ADVERTISING RATES (All rates in Australian Dollars ex GST)	12 MONTH CONTRACT RATE			
COVERS	x 1	x 3 ±7.5% discount	x 6 ±15 % discount	x 10 ±22.5 % discount
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	x 1	x 3 ±7.5% discount	x 6 ±15 % discount	x 10 ±22.5 % discount
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.e. a technical article published with company logo and contact details*	x 1	x 3 ±7.5% discount	x 6 ±15 % discount	x 10 ±22.5 % discount
> 1200 words + 6 pics/diagrams *Published as a Double Page Spread*	4300.00	3980.00	3655.00	3375.00
> 600 words + 2 pics/diagrams *Published as an A4 page*	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:

i Invoices are processed upon print completion of each publication and payable within 30 days.

ii Multiple 3, 6 or 10 bookings on contract rate can be any combination of the above advertising options across the 3 magazines.

iii Contracts must be confirmed in writing and published within a 12 month period to receive relevant discount.

iv Approved advertising agencies are offered a 10% rebate for settlement within 45 days.

v 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)

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

The magazines are Perfect Bound / Burstbound with issue identification on the spine.

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 trim 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 (no advertorial)	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 297	88 x 305