

MEDIA KIT 2012

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

Energy Generation, Transmission & Distribution and Industrial Electrix.

Each magazine is uniquely focused – 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.

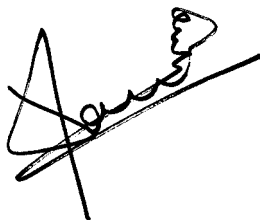
Market research confirms the readership of print (hard copy) magazines averages a minimum of five (5) times circulation i.e. 4692 circulation equates to ± 23,000 readers.

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 Energy Generation and look forward to discussing with you the best options to maximise your advertising outcome.

Yours sincerely,



Roland Gautier
Managing Editor

AUSTRALASIAN POWER TECHNOLOGIES

ENERGY GENERATION

PUBLISHED
SINCE
JULY 2009

EMERGING TECHNOLOGIES IN THE GENERATION OF POWER

MEDIA KIT 2012

Satcon inverters...
integral to Alice Springs
Solar Cities initiative.

Si CLEAN ENERGY
Smart people. Impressive results

FREE SUBSCRIPTION

AUSTRALIA ~ NEW ZEALAND

CIRCULATION **4692**

ELECTRONIC CIRCULATION **1138**

ADVERTISING ENQUIRIES

Gaby Santo

Direct Line

Email

Mobile

Facsimile

Account Manager

+61 7 3202 5168

gaby@powertrans.com.au

0423 432 414

+61 7 3374 2899



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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EDITOR - ENERGY GENERATION

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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 *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

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 %

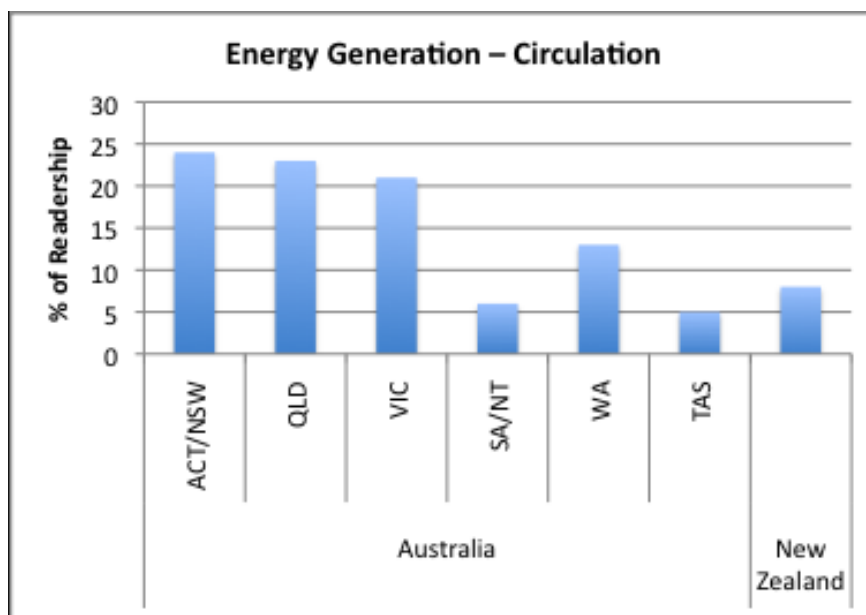
Australia 92% New Zealand 8%

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



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	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

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>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.

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