

MEDIA KIT 2012

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

Industrial Electrix, Transmission & Distribution and Energy Generation.

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.

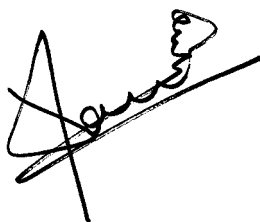
Market research confirms the readership of print (hard copy) magazines averages a minimum of five (5) times circulation i.e. 8772 audited circulation equates to $\pm 44,000$ readers.

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 **Industrial Electrix** and look forward to discussing with you the best options to maximise your advertising outcome.

Yours sincerely,



Roland Gautier
Managing Editor

INDUSTRIAL ELECTRIX

PUBLISHED
SINCE
FEBRUARY
2008

EMERGING TECHNOLOGIES FOR THE INDUSTRIAL ELECTRICIAN

MEDIA KIT 2012

- services
- instruments
- consultancy

FREE SUBSCRIPTION

AUSTRALIA ~ NEW ZEALAND ~ PACIFIC REGION

CAB AUDITED CIRCULATION **8772**

ELECTRONIC CIRCULATION **1428**

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.



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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

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



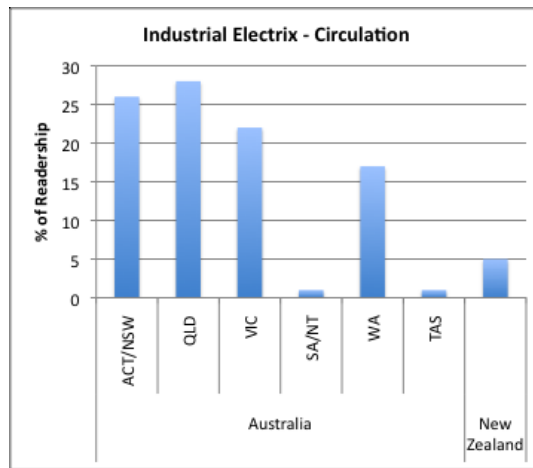
CIRCULATIONS AUDIT BOARD

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**

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		

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