

MEDIA KIT 2018

THE ANNUAL PURCHASING DIRECTORY



VIEW A COPY HERE

Each year, the APT Publications Annual Purchasing Directory (April/May) is a bumper edition, commonly referred to as "The Business Search Engine of the Electricity Supply Industry". In addition to the usual features, adverts and advertorials of our magazines, The Annual Purchasing Directory "BUYER'S GUIDE" showcases 37+ categories of industry products and services.

The Purchasing Directory will be promoted in EVERY electronic alert for a full twelve months following publication.

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.

ADVERTISING RATES

The rates for the Purchasing Directory reflect the standard advertising rates of all our magazines and no charge Advertorial options apply.

Advertisers will be allocated ONE column in all applicable categories at no charge with a minimum of a half page advert in the issue. 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 APT 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 the first draft**. No additional new listings are possible after final proofs are sent. Please speak with your Account Manager if you have any further queries.

FINAL PROOFING

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

ADVERTISING ENQUIRIES

Diana McPhee P +61 7 3374 3720 | M 0407 154 019 | E diana@powertrans.com.au

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PURCHASING DIRECTORY CATEGORIES

- Arc Flash Mitigation
- Automation
- Cables High Voltage, Conductors & Fittings
- Cables Industrial & Fittings
- Cables Low Voltage & Fittings
- Communications Systems & Equipment
- Connectors & Accessories
- Consultancy Services
- Distribution Equipment & Services
- Emergency & DC Power
- Fibre Optics
- Filtration
- Fuses & Fittings
- Instrumentation Test & Measurement
- Insulators
- Lightning Protection
- Lubrication
- Motor Control Gear
- Motors & Drives
- Outsourcing
- Power Conditioning Equipment & Services
- Power Factor Correction
- Power Generation
- Power System Measurement
- Protection & Control
- Refurbishment & Services
- Renewable Energy
- Safety & Hazardous Areas Equipment
- Software for Monitoring & Control
- Surge Protection
- Switchgear Low Voltage
- Switchgear Medium Voltage
- Switchgear High Voltage
- Training & Assessment Services
- Transformer Accessories & Services
- Transformers
- Transmission Equipment & Services