

SAFETY FIRST



▶ MEDIKIT - 2012

SafetyFirst.

↘ Australia's highest circulating safety magazine

↘ Reaching decision-makers across the manufacturing, mining, food, packaging, process control, electronics, and logistics industries

↘ 35,000 copies sent with industry-leading magazines

SafetyFirst.



PRINT PROFILE

Safety First magazine is the manager's occupational health and safety guide.

With 35,000 copies distributed to decision-makers from Manufacturer's Monthly, Australian Mining, Factory Equipment News (FEN), Food Magazine*, PACE and Electronics News* readerships, Safety First is the ideal vehicle to reach a wide, yet targeted, audience.

*Food: March, June & August issues only.

*Electronics News: June, August & October issues only.

DEMOGRAPHICS

DISTRIBUTION - 35,000

NSW	36%
WA	7%
QLD	13%
SA	7%
VIC	34%
ACT	1%

SUBSCRIBERS BY JOB

DIRECTOR	28%
MANAGEMENT	39%
TECHNICAL	6%
ENGINEERING	16%
SENIOR POSITIONS	6%
OPERATIONS	6%

INDUSTRY BREAKDOWN

METAL PRODUCT MANUFACTURING	19%	OTHER SERVICES	11%
METAL, COAL & MINERAL MINING	15%	OTHER RETAILING & WHOLESALING	7%
OTHER MANUFACTURING	15%	ENGINEERING DESIGN & CONSULTING SERVICE	5%
MACHINERY & EQUIPMENT MANUFACTURING & WHOLESALING	12%	BUILDING & CONSTRUCTION SERVICES	4%
FOOD MANUFACTURING & WHOLESALING	11%		

ONLINE PROFILE

With an average of over 10,800 page impressions per month, SafetoWork.com.au is Australia's leading safety industry website.

The website is specifically designed to be the community hub for workplace safety in Australia. Visitors are encouraged to view and submit press releases, event listings, and products and services details, as well as read breaking news and feature-driven content from the magazine.

STATISTICS

→ OVER 3,200 NEWSLETTER SUBSCRIBERS RECEIVING OUR WEEKLY NEWSLETTER

→ OVER 10,800 PAGE IMPRESSIONS PER MONTH

→ OVER 5,700 VISITS PER MONTH

→ OVER 4,200 UNIQUE VISITORS PER MONTH

Source: Google Analytics Jun - Aug 2011

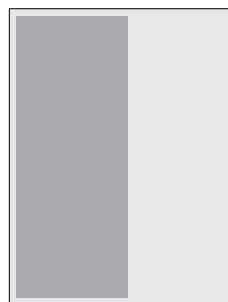


FEATURES

MARCH 2012	JUNE 2012	AUGUST 2012	OCTOBER 2012	
BOOKING: TUE 24 JAN MATERIAL: FRI 03 FEB	BOOKING: FRI 20 APR MATERIAL: TUE 01 MAY	BOOKING: FRI 22 JUN MATERIAL: FRI 29 JUN	BOOKING: FRI 24 AUG MATERIAL: FRI 31 AUG	
NEWS AND PRODUCTS FEATURED IN EVERY ISSUE OF SAFETY FIRST				
<ul style="list-style-type: none"> • Body Protection • Materials Handling 	<ul style="list-style-type: none"> • Production Line Safety / Machine Safety • Water & Hazardous Environments 	<ul style="list-style-type: none"> • Ergonomics • Industry Specific Solutions 	<ul style="list-style-type: none"> • Electrical Safety • Height Safety 	<ul style="list-style-type: none"> • Other Services - Insurance, Legal, Training , Education & Accreditation

PRINT RATES & SPECS

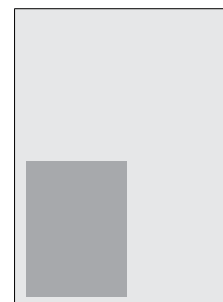
AD SPACE	1X	4X	TRIM AREA
Front Cover	\$8,295	N/A	297x210mm + 5mm Bleed 1x image, 1x logo & 6 words of text
DPS	\$7,360	\$6,247	297x420mm + 5mm Bleed (Type Area: 265x395mm)
4 page spread	\$11,130	\$9,460	297x420mm + 5mm Bleed (Type Area: 265x395mm)
Full page	\$4,756	\$4,040	297x210mm + 5mm Bleed (Type Area: 265x198mm)
1/2 page	\$3,024	\$2,570	V: 265x90mm H: 125x185mm
1/4 page Square & Horizontal	\$1,732	\$1,472	125x90mm H: 60x185mm



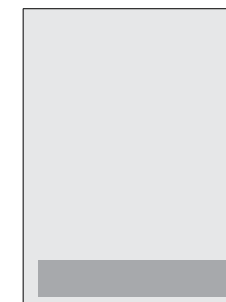
1/2 V



1/2 H



1/4



1/4 H

ONLINE DISPLAY ADVERTISING POSITIONS

WEBSITE//



LEADERBOARD

SITE SUPPORTERS

MREC 01

MREC 02

MREC 03

NEWSLETTER//



LEADERBOARD

MREC 01

MREC 02

MREC 03

ONLINE ADVERTISING AND LEAD GENERATION

MONTHLY PACKAGES//

WEBSITE SPONSORSHIP

LEADER BOARD

[728 X 90 PIXELS | 39K MAX]

MREC 1

[300 X 250 PIXELS | 39K MAX]
ON WEBSITE

ALL INCLUDE 1/6TH SHARE OF VOICE

ADD ON OPTIONS

- // NEWSLETTER DISPLAY
- // ADDITIONAL MREC / LEADER BOARD ON WEBSITE
- // WEBSITE SECTION SPONSORS
- // COMPANY PROFILE
- // PRODUCT SHOWCASE
- // EVENT LISTINGS
- // EDM
- // WEBSITE LOGO SPONSORSHIP
- // COURSES

CONTACTS

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**FOR MORE INFORMATION OR TO BOOK
YOUR ADVERTISING CAMPAIGN CONTACT:**

KEY ACCOUNT MANAGER - VIC

Michael Northcott

M: 0448 077 247

E: michael.northcott@reedbusiness.com.au

KEY ACCOUNT MANAGER - NSW

Anthony Head

T: (61 2) 9422 2368 M: 0414 644 664

E: anthony.head@reedbusiness.com.au

**FOR NEW BUSINESS ENQUIRIES
PLEASE CONTACT:**

BUSINESS DEVELOPMENT MANAGER

Alex Evans

T: (61 2) 9422 2890

E: alex.evans@reedbusiness.com.au

KEY ACCOUNT MANAGER - QLD

Sharon Amos

T: (61 7) 3261 8857 M: 0417 072 625

E: sharon.amos@reedbusiness.com.au

