

# FACTORY EQUIPMENT NEWS



MEDIAKIT - 2012

Australia's most recognisable source of information for manufacturing and engineering products/services



Largest readership of production and operational engineers; more than any other industry publication



Providing 16,100 manufacturing decision-makers with the essential information needed to make informed equipment purchasing decisions

# FEN



## PRINT PROFILE

Established in 1965, Factory Equipment News (FEN) continues to inform over 16,100 key manufacturing decision-makers and specifiers of a minimum of 50 new products in each issue.

This is a highly-effective medium to showcase your products/services to an audience that is actively seeking more information about equipment, specifications, applications and areas of innovation in the manufacturing and engineering industries.

To ensure maximum reach and longevity of your advertisement, each edition of Factory Equipment News is sent to our newsletter subscribers as a digital magazine and is also housed on our website.

## ONLINE PROFILE

With an average of over 6,500 page impressions per month, Myfen.com.au is one of Australia's leading manufacturing industry websites.

Specifically designed to be the community hub for new products for the Australian manufacturing industries, visitors are encouraged to view and submit press releases, event listings, and products and services details.



## DEMOGRAPHICS



CIRCULATIONS  
AUDIT BOARD

### AVERAGE NET DISTRIBUTION PERIOD ENDING SEPT '11 -16,100

NSW	37%
VIC	37%
QLD	11%
SA	7%
WA	6%
ACT / TAS / NT / OS	2%

### SUBSCRIBERS BY JOB

ENGINEERING	34%
SENIOR MANAGEMENT	24%
PRODUCTION AND OPERATIONS	19%
TECHNICAL & MAINTENANCE	11%
OTHER	7%
PURCHASING	5%

### INDUSTRY BREAKDOWN

MACHINERY & EQUIPMENT	40%	BASIC METAL PRODUCTS AND ENGINEERING	4%
PETROLEUM, COAL, CHEMICAL & ASSOCIATED PRODUCTS	10%	WOOD & PAPER PRODUCTS	3%
FOOD, BEVERAGE & TOBACCO	7%	OTHER	30%
TEXTILE, CLOTHING, FOOTWEAR & LEATHER	6%	GOVERNMENT	3%

## STATISTICS

→ OVER 2,600 NEWSLETTER SUBSCRIBERS RECEIVING OUR WEEKLY NEWSLETTER

→ OVER 6,500 PAGE IMPRESSIONS PER MONTH

→ OVER 4,100 VISITS PER MONTH

→ OVER 3,300 UNIQUE VISITORS PER MONTH

Source: Google Analytics Jun - Aug 2011



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# FEN

## FEN DISPLAY AND ADVERTORIAL PACKAGE

When you book an advertisement in FEN magazine, you can receive FREE extra exposure through FEN's print advertorial offer.

### PACKAGES

- Full page display: 3 x advertorial
- Half page display: 2 x advertorial
- Quarter page display: 1 x advertorial



## PRINT ADVERTORIAL REQUIREMENT

For print advertorial publication in FEN magazine, advertorial must be a new release product that has not already been published in previous issues of FEN.

All product write-ups must be submitted to the production coordinator by booking deadline. Number of advertorial per year is subject to ad booking.

## WHAT YOU NEED TO PROVIDE FOR PRINT PUBLICATION IN FEN MAGAZINE:

- Product write-up of a new released product (170 - 200 words)
- Heading of 10 characters maximum
- At least one high resolution image (JPEG, EPS or TIF, min. 300 dpi) for print

Clearly labelled caption of 10 characters maximum for each image  
Company details – name, contact phone number, email and URL of supplier/distributor of the product

### NOTES:

All advertorial content is subject to editorial discretion i.e. editorial will edit the advertorial/lay it out as they see fit (to the standard and style of FEN).

FEN December – no advertorial (Product Guide only)

Print advertorial deadlines = Booking deadlines

## FEATURES

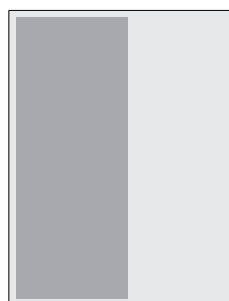
JANUARY 2012	FEBRUARY 2012	MARCH 2012	APRIL 2012	MAY 2012	JUNE 2012
	BOOKING: FRI 13 JAN MATERIAL: TUE 24 JAN	BOOKING: FRI 03 FEB MATERIAL: FRI 10 FEB	BOOKING: FRI 02 MAR MATERIAL: FRI 09 MAR	BOOKING: THU 22 MAR MATERIAL: TUE 03 APR	BOOKING: FRI 11 MAY MATERIAL: TUE 22 MAY
JULY 2012	AUGUST 2012	SEPTEMBER 2012	OCTOBER 2012	NOVEMBER 2012	DECEMBER 2012
BOOKING: FRI 01 JUN MATERIAL: TUE 12 JUN	BOOKING: FRI 13 JUL MATERIAL: TUE 24 JUL	BOOKING: WED 08 AUG MATERIAL: FRI 17 AUG	BOOKING: FRI 31 AUG MATERIAL: TUE 11 SEP	BOOKING: TUE 25 SEP MATERIAL: TUE 09 OCT	BOOKING: WED 24 OCT MATERIAL: FRI 02 NOV

### NEWS AND PRODUCTS FEATURED IN EVERY ISSUE OF FEN

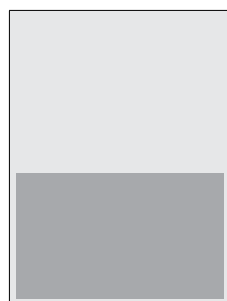
- Safety
- Industrial IT
- Materials Handling
- Factory Maintenance
- Metalworking
- Motors & Drives
- Hydraulics & Pneumatics
- Robotics & Automation
- Fluid Handling
- Test & Measurement

## PRINT RATES & SPECS

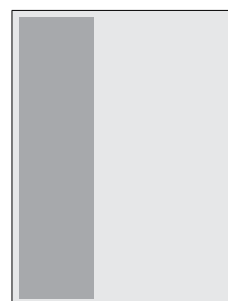
AD SPACE	1X	6X	11X	TRIM AREA
Front Cover	\$7,947	\$7,468	\$6,990	220x160mm 1x image, 1x logo & 6 words of text
DPS	\$9,790	\$8,811	\$7,832	297x470mm + 5mm Bleed (Type Area: 277x450mm)
Full page	\$5,030	\$4,727	\$4,424	297x235mm + 5mm Bleed (Type Area: 277x215mm)
Junior page	\$3,480	\$3,132	\$2,784	200x160mm
1/2 page	\$3,234	\$2,910	\$2,587	V: 275x100mm H: 122x210mm
1/3 page Vertical & Horizontal	\$2,230	\$2,007	\$1,784	V: 275x65mm H: 80x210mm
1/4 page Vertical & Square & Horizontal	\$1,800	\$1,620	\$1,440	V: 275x45mm H: 60x210mm S: 122x100mm
Single sheet inserts	POA	-	-	



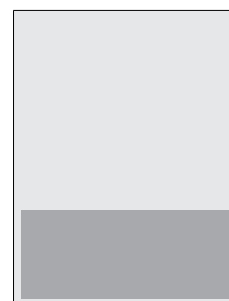
1/2 V



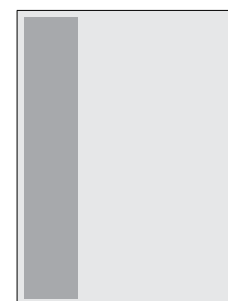
1/2 H



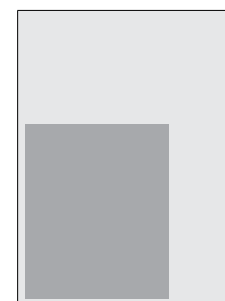
1/3 H



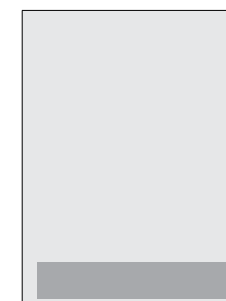
1/3 H



1/4 V



JUNIOR



1/4 H

## 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

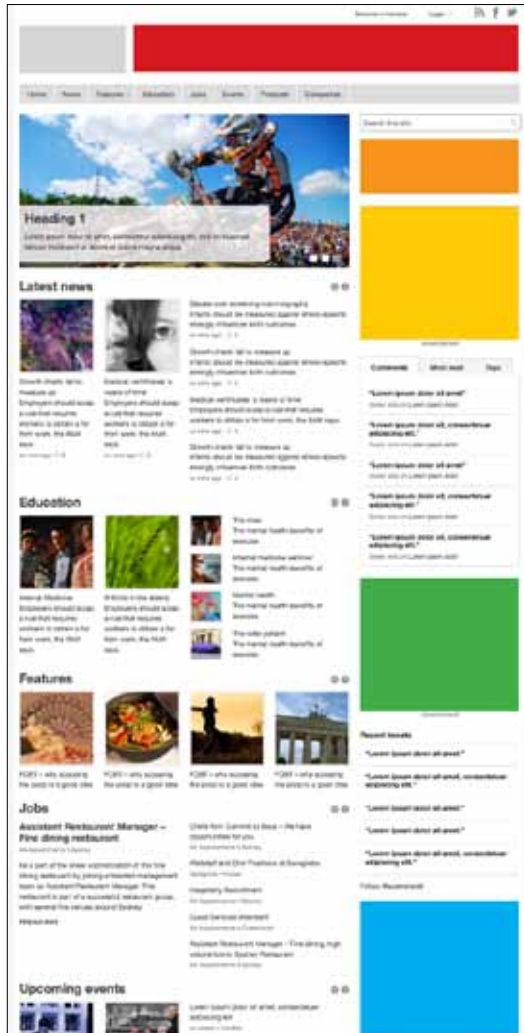
ALL INCLUDE 1/6TH SHARE OF VOICE

### 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

# ONLINE DISPLAY ADVERTISING POSITIONS

## WEBSITE//



LEADERBOARD

SITE SUPPORTERS

MREC 01

MREC 02

MREC 03

## NEWSLETTER//



LEADERBOARD

MREC 01

MREC 02

MREC 03

## CONTACTS

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

KEY ACCOUNT MANAGER - VIC

Michael Northcott

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Anthony Head

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**FOR NEW BUSINESS ENQUIRIES  
PLEASE CONTACT:**

BUSINESS DEVELOPMENT MANAGER

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