

LOGISTICS & MATERIALS HANDLING



▶ MEDIAKIT - 2012



Larger distribution than any other logistics or materials handling publication in Australia



The voice for the Australian materials handling, logistics and supply chain management industries



Highly-respected, in-depth, quality editorial

LOGISTICS & MATERIALS HANDLING



PRINT PROFILE

Logistics & Materials Handling Magazine provides feature-driven content, news and products information specifically targeted to service the information needs of senior and operational managers in the Australian materials handling, logistics and supply chain management industries.

Reaching a controlled circulation of 35,000 you are sure of reaching logistics and materials handling professionals who make or influence purchasing decisions.

To ensure maximum reach and longevity of your advertisement, each edition of Logistics & Materials Handling is sent to our newsletter subscribers as a digital magazine and is also housed on our website.

ONLINE PROFILE

Logisticsmagazine.com.au

With an average of over 9,700 page impressions per month, Logisticsmagazine.com.au is one of the leading sources of information for logistics and materials handling professionals in Australia, specifically designed to be the community hub for professionals involved in logistics and materials handling. Visitors are encouraged to view and submit press releases, event listings, and products and services details.



DEMOGRAPHICS



CIRCULATIONS
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AVERAGE NET DISTRIBUTION PERIOD ENDING SEPT '11 - 34,326

NSW	35%
WA	8%
QLD	14%
SA	7%
VIC	32%
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INDUSTRY BREAKDOWN

SERVICES	20%	EQUIPMENT & MACHINERY	13%
MINING & MINERAL EXPLORATION	2%	RETAIL & WHOLESALE	8%
FOOD	17%	METAL PRODUCT MANUFACTURING	22%
OTHER MANUFACTURING	19%		

STATISTICS

LOGISTICSMAGAZINE.COM.AU

→ OVER 1,900 NEWSLETTER SUBSCRIBERS
RECEIVING OUR WEEKLY NEWSLETTER

→ OVER 9,700 PAGE
IMPRESSIONS PER MONTH

→ OVER 5,000 VISITS PER MONTH

→ OVER 3,800 UNIQUE
VISITORS PER MONTH

Source: Google Analytics Jun - Aug 2011

Please send all editorial content to: editor@logisticsmagazine.com.au | Features may change at editor's discretion

APRIL 2012	JULY 2012	SEPTEMBER 2012	NOVEMBER 2012
<ul style="list-style-type: none"> • Bulk Handling • Safety Equipment • Warehousing Design • Factory Materials Handling • Inventory Management • RFID/GPS/Mobile Devices & Computers • Training & Careers 	<ul style="list-style-type: none"> • Mercury Awards Past Winners Coverage • Forklifts, Stackers, Trolleys & Attachments • Factory Materials Handling • Warehousing Equipment • Bulk Handling • Supply Chain Strategy / Management • Packaging & Packaging Equipment • Cold Chain & Refrigeration 	<ul style="list-style-type: none"> • Mercury Awards Finalists • Warehousing Equipment • Factory Materials Handling • Bulk Handling • Safety Equipment • Handling Hazardous Goods • Fleet & Freight Finance & Leasing • Software Management Systems: CRM (Customer Resource Management) /ERP (Enterprise Resource Planning) /SRM (Suppliers Resource Management) • Import/Export & Global Supply Chain Strategy 	<ul style="list-style-type: none"> • Mercury Awards Winners • Factory Materials Handling • Bulk Handling • Forklifts, Stackers, Trolleys & Attachments • Factory Materials Handling • Safety Equipment & OHS • Transport & Logistics Operations and Management • Supply Chain Strategy & Management • Data Capture & Labelling
<p>BOOKING: WED 22 FEB MATERIAL: FRI 02 MAR</p>	<p>BOOKING: FRI 25 MAY MATERIAL: TUE 05 JUN</p>	<p>BOOKING: WED 25 JUL MATERIAL: FRI 03 AUG</p>	<p>BOOKING: FRI 21 SEP MATERIAL: TUE 02 OCT</p>



The Logistics & Materials Handling Mercury Awards is Australia's premier national awards program for supply chain management and logistics.

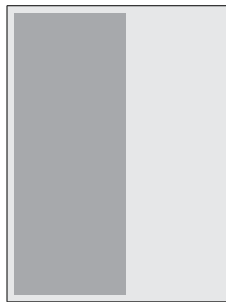
Logistics professionals are driving a rapidly growing industry, and are the key to our nation's economic progress.

As a professional, entering your team in the sixth annual Mercury Awards is an excellent way of recognising the importance of supply chain management and logistics.

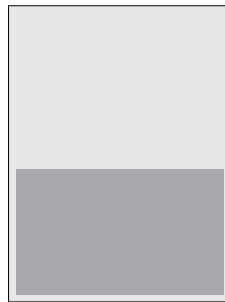
The Mercury Awards program celebrates and recognises the achievements of industry leaders in their drive to achieve 'best practice' and excellence in logistics and supply chain management.

PRINT RATES & SPECS

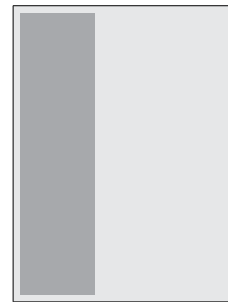
AD SPACE	1X	5X	TRIM AREA
Front Cover	\$6,825	\$6,148	223x215mm + 5mm Bleed 1x image, 1x logo & 6 words of text
DPS	\$7,360	\$6,247	297x470mm + 5mm Bleed (Type Area: 277x450mm)
4 page spread	\$10,500	\$9,450	
Full page	\$4,756	\$4,042	297x235mm + 5mm Bleed (Type Area: 277x215mm)
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1/3 page Vertical & Horizontal	\$1,879	\$1,596	V: 275x65mm H: 80x210mm
1/4 page Vertical & Square & Horizontal	\$1,428	\$1,218	V: 275x45mm H: 60x210mm S: 122x100mm



1/2 V



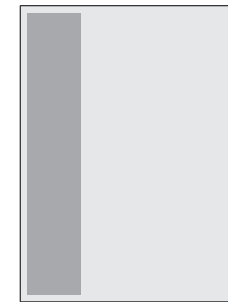
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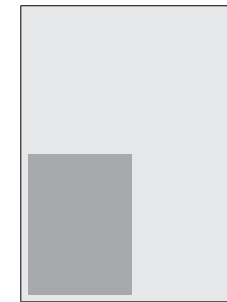
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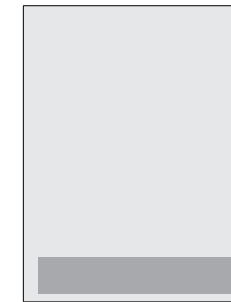
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1/4 V



1/4 S



1/4 H

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