

# MANUFACTURERS' MONTHLY



▶ MEDIAKIT - 2012



Informing Australian manufacturers for over 51 years



Australia's most trusted source of news and information for Australian manufacturers



Providing over 15,000 manufacturing professionals with the essential information needed to make informed business decisions

# Manufacturers' MONTHLY



## PRINT PROFILE

For over 51 years, Manufacturers' Monthly has lead and informed Australia's manufacturing industries with its highly credible editorial environment and its acclaimed analysis of issues affecting manufacturing.

In-depth analysis coupled with targeted circulation to senior and operational managers sets Manufacturers' Monthly apart from its rivals as it provides its readers with the essential information they need to make informed business decisions.

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

## ONLINE PROFILE

With an average of over 20,000 page impressions per month, Manmonthly.com.au is one of Australia's leading manufacturing industry websites.

Manmonthly.com.au is specifically designed to be the community hub for Australian manufacturing industries. 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.

## DEMOGRAPHICS



CIRCULATIONS  
AUDIT BOARD

### AVERAGE NET DISTRIBUTION PERIOD ENDING SEPT '11 - 15,273

NSW	35%
VIC	34%
QLD	13%
SA	7%
WA	7%
ACT / TAS / NT / OS	3%

### SUBSCRIBERS BY JOB

SENIOR MANAGEMENT	45%
ENGINEERING & TECHNICAL	20%
PRODUCTION/OPERATIONS	15%
INVENTORY CONTROLS	10%
IT MANAGEMENT	5%
PURCHASING MANAGEMENT	5%

### INDUSTRY BREAKDOWN

METAL PRODUCTS	25%
FOOD, BEVERAGE & TOBACCO	21%
MACHINERY & EQUIPMENT	17%
OTHER MANUFACTURING	17%
SERVICES	10%

ENGINEERING DESIGN & ENG CONSULTING SERVICES	5%
PETROLEUM, CHEMICALS & COAL	3%
RUBBER & POLYMER PRODUCTS	3%
	100%

## STATISTICS

→ OVER 4,000 NEWSLETTER SUBSCRIBERS RECEIVING OUR DAILY NEWSLETTER

→ OVER 20,000 PAGE IMPRESSIONS PER MONTH

→ OVER 11,300 VISITS PER MONTH

→ OVER 7,500 UNIQUE VISITORS PER MONTH

Source: Google Analytics Jun - Aug 2011



## FEATURES

Please send all editorial content to: [editor@Manmonthly.com.au](mailto:editor@Manmonthly.com.au) | Features may change at editor's discretion

FEBRUARY 2012	MARCH 2012	APRIL 2012	MAY 2012	JUNE 2012	JULY 2012
<ul style="list-style-type: none"> <li>• Energy Efficiency in Motors &amp; Drives</li> <li>• Automation &amp; Robotics</li> <li>• Metalworking &amp; Machine Tools – Precision Measurement/CMMs</li> <li>• Management – HR, Recruitment &amp; Training</li> <li>• IT@MM – Innovation in Design</li> <li>• Materials Handling – Warehousing &amp; Distribution</li> <li>• Product Spotlight – Test &amp; Measurement</li> </ul>	<ul style="list-style-type: none"> <li>• Safety in Action Preview</li> <li>• Compressors &amp; Pneumatics</li> <li>• Laser Technologies &amp; Applications</li> <li>• Fasteners &amp; Adhesives</li> <li>• Management – Exporting</li> <li>• IT@MM – Understanding Cloud Computing</li> <li>• Materials Handling – Forklift Super Guide</li> <li>• Product Spotlight – Bearings, Gears and Lubrication</li> </ul>	<ul style="list-style-type: none"> <li>• Endeavour Awards Finalists Issue</li> <li>• Products &amp; Services Showcase</li> <li>• Welding &amp; Profile Cutting Technologies</li> <li>• IT@MM – Enterprise Resource Planning</li> <li>• Materials Handling – Cranes &amp; Lifting Equipment</li> <li>• Product Spotlight – Production Line Safety</li> <li>• Insider Series – Manufacturing for Mining</li> </ul>	<ul style="list-style-type: none"> <li>• National Manufacturing Week Show Preview</li> <li>• Austech Show Preview</li> <li>• Automation &amp; Robotics – Emerging Technologies</li> <li>• Management – Finance, Leasing &amp; Rentals</li> <li>• IT@MM – Prototyping &amp; 3D Printing</li> <li>• Materials Handling – Conveyors &amp; Loaders</li> <li>• Product Spotlight – Pumps &amp; Valves</li> </ul>	<ul style="list-style-type: none"> <li>• Endeavour Awards Winners Issue</li> <li>• Motors &amp; Drives</li> <li>• Plant &amp; Machinery Maintenance</li> <li>• IT@MM – Mobile Technology</li> <li>• Materials Handling – Forklifts, Stackers &amp; Loaders</li> <li>• Product Spotlight – Sensors &amp; Analysers</li> <li>• Insider Series – Government Grants Guide</li> </ul>	<ul style="list-style-type: none"> <li>• Automation, Robotics &amp; Production Control</li> <li>• Metalworking &amp; Machine Tools – Sheet Metal Working</li> <li>• Compressors &amp; Pneumatics</li> <li>• Management – Workplace Safety</li> <li>• IT@MM – Production Software (MES, SCADA, RPM, CPM, MI)</li> <li>• Materials Handling – Warehousing &amp; Storage Design</li> <li>• Product Spotlight – Process Control</li> </ul>
<p><b>BOOKING: MON 09 JAN</b>  <b>MATERIAL: TUE 10 JAN</b>  <b>EDITORIAL: MON 02 JAN</b></p>	<p><b>BOOKING: WED 01 FEB</b>  <b>MATERIAL: FRI 10 FEB</b>  <b>EDITORIAL: WED 25 JAN</b></p>	<p><b>BOOKING: WED 29 FEB</b>  <b>MATERIAL: FRI 09 MAR</b>  <b>EDITORIAL: WED 22 FEB</b></p>	<p><b>BOOKING: THU 22 MAR</b>  <b>MATERIAL: FRI 30 MAR</b>  <b>EDITORIAL: THU 15 MAR</b></p>	<p><b>BOOKING: FRI 27 APR</b>  <b>MATERIAL: TUE 08 MAY</b>  <b>EDITORIAL: FRI 20 APR</b></p>	<p><b>BOOKING: WED 06 JUN</b>  <b>MATERIAL: FRI 15 JUN</b>  <b>EDITORIAL: WED 30 MAY</b></p>
AUGUST 2012	SEPTEMBER 2012	OCTOBER 2012	NOVEMBER 2012	DECEMBER 2012	
<ul style="list-style-type: none"> <li>• Electric Motors, Controllers &amp; Drives</li> <li>• Industrial Doors &amp; Access Systems</li> <li>• Packaging &amp; Packaging Equipment</li> <li>• Management – How To Win Contracts &amp; Tenders</li> <li>• IT@MM – Warehousing Software</li> <li>• Materials Handling – Bulk Handling</li> <li>• Product Spotlight – Dust &amp; Fume Control</li> </ul>	<ul style="list-style-type: none"> <li>• Automation, Robotics &amp; Production Control</li> <li>• Made in Australia</li> <li>• Why Manufacture in Australia?</li> <li>• Metalworking &amp; Machine Tools Special Feature (Laser Technologies, Lathes, Hi-Speed Machining, Precision Measurement, Cutting Tools &amp; Sheetmetal Working)</li> <li>• IT@MM – CAD/CAM/CAE</li> <li>• Materials Handling - Forklifts &amp; Attachments</li> <li>• Insider Series – Skills, Training &amp; Recruitment</li> <li>• Product Spotlight – Body Protection</li> </ul>	<ul style="list-style-type: none"> <li>• The Safety Show Preview</li> <li>• Compressors &amp; Pneumatics</li> <li>• Fasteners &amp; Adhesives</li> <li>• Management – Manufacturing Sustainability</li> <li>• IT@MM – Supply Chain Management</li> <li>• Materials Handling – Labelling &amp; Packaging</li> <li>• Product Spotlight – Sensors &amp; Analysers</li> </ul>	<ul style="list-style-type: none"> <li>• Products &amp; Services Showcase</li> <li>• Automation &amp; Robotics</li> <li>• Welding Technologies</li> <li>• Motors &amp; Drives</li> <li>• Management – Protecting Your IP</li> <li>• IT@MM – Production Software</li> <li>• Materials Handling – Conveyors &amp; Palletisation</li> </ul>	<ul style="list-style-type: none"> <li>• 2013 Wall Planner</li> <li>• Health &amp; Safety – Body Protection</li> <li>• Plant &amp; Machinery Maintenance</li> <li>• Exporting</li> <li>• Insider Series – Top 100 Manufacturers Report</li> <li>• IT@MM – New Technology for 2013</li> <li>• Materials Handling – Warehousing &amp; Forklifts</li> <li>• Product spotlight – What's New for 2013</li> </ul>	
<p><b>BOOKING: FRI 29 JUN</b>  <b>MATERIAL: FRI 06 JUL</b>  <b>EDITORIAL: FRI 22 JUN</b></p>	<p><b>BOOKING: WED 01 AUG</b>  <b>MATERIAL: FRI 10 AUG</b>  <b>EDITORIAL: WED 25 JUL</b></p>	<p><b>BOOKING: FRI 31 AUG</b>  <b>MATERIAL: FRI 07 SEP</b>  <b>EDITORIAL: FRI 24 AUG</b></p>	<p><b>BOOKING: TUE 25 SEP</b>  <b>MATERIAL: TUE 09 OCT</b>  <b>EDITORIAL: TUE 18 SEP</b></p>	<p><b>BOOKING: WED 31 OCT</b>  <b>MATERIAL: FRI 09 NOV</b>  <b>EDITORIAL: WED 24 OCT</b></p>	



## ENDEAVOUR AWARDS

The Manufacturers' Monthly Endeavour Awards are Australia's premier national awards program for manufacturing excellence.

Recognising the essential role manufacturing plays in Australia's economy, Manufacturers' Monthly established the Endeavour Awards program back in

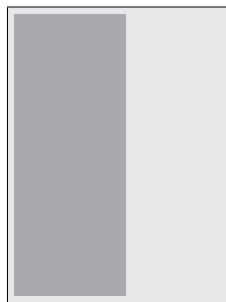
2003. Now in its ninth year, the Endeavour Awards is the only national awards program specifically for Australia's manufacturing industry.

The Endeavour Awards celebrate and recognise the achievements of industry leaders in their drive to achieve 'best practice' and excellence in manufacturing.

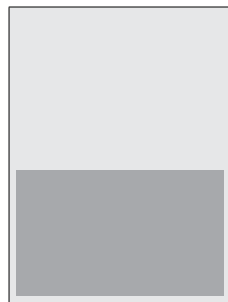
## PRINT RATES & SPECS

AD SPACE	1X	6X	11X	TRIM AREA
Front Cover	\$8,610			297x235mm + 5mm Bleed*
DPS	\$9,397	\$8,872	\$7,696	297x470mm + 5mm Bleed (Type Area: 277x450mm)
Full page	\$5,440	\$4,914	\$4,347	297x235mm + 5mm Bleed (Type Area: 277x215mm)
1/2 page Vertical & Horizontal	\$3,090	\$2,888	\$2,541	V: 275x100mm H: 122x210mm
1/3 page Vertical & Horizontal	\$2,194	\$1,995	\$1,750	V: 275x65mm H: 80x210mm
1/4 page Vertical, Square & Horizontal	\$1,764	\$1,627	\$1,407	V: 275x45mm H: 60x210mm S: 122x100mm
Single sheet inserts	POA	-	-	

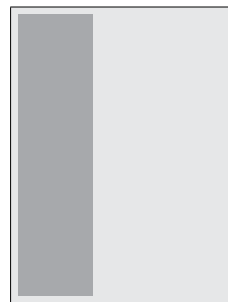
\*1x image, 1x logo & 6 words of text



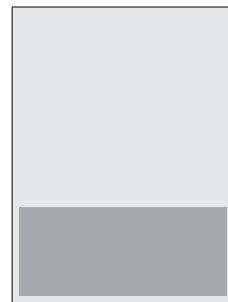
1/2 V



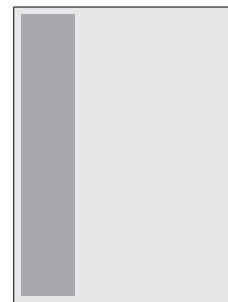
1/2 H



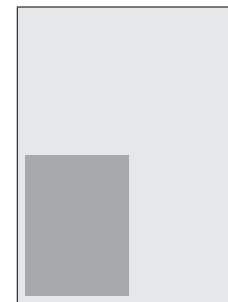
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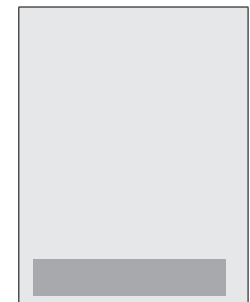
1/3 H



1/4 V



1/4 S



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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