PACE

MEDIAKIT - 2012

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PACE

PROCESS & CONTROL ENGINEERING

Reed Business Information

- Australia's longest-running and most authoritative publication dedicated to process, control and automation engineering
- Highest circulating CAB audited process and control magazine in Australia
- Official magazine of the IICA - Reaching each member

www.pacetoday.com.au

PACE
PROCESS & CONTROL ENGINEERING

PRINT PROFILE

Every month, PACE magazine features meticulously researched stories covering topics such as control, automation, sensing, instrumentation, fluid handling, test and measurement, safety control systems and network and communications.

With the highest circulation out of all publications in the process control industry, PACE magazine is a great way for you to build brand awareness and educate the market on your product/service.

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

OFFICIAL PUBLICATION

IICA Institute of Instrumentation Control and Automation

DEMOGRAPHICS

cab CIRCULATIONS AUDIT BOARD

AVERAGE NET DISTRIBUTION PERIOD ENDING SEPT '11 - 7,034

NSW	36%
VIC	27%
QLD	16%
SA	8%
WA	10%
ACT / TAS / NT / OS	3%

SUBSCRIBERS BY JOB

ENGINEERING	41%
OPERATIONAL MANAGEMENT	34%
PRODUCTION/ TECHNICAL MANAGEMENT	14%
PROCESSING	6%
RESEARCH/ EDUCATION	5%
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INDUSTRY BREAKDOWN

MANUFACTURING GENERAL	30%
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MINING	15%
AUTOMOTIVE	12%
EDUCATION / RESEARCH / GOV.	11%
CHEMICAL / PETROCHEMICAL	9%
UTILITIES / WATER / WASTEWATER	8%

ONLINE PROFILE

With an average of over 13,000 page impressions per month, pacetoday.com.au is Australia's leading process and control industry website.

Specifically designed to be the community hub for process control, automation and instrumentation engineers, visitors are presented with essential news, new products and features as well as content from the print magazine. In addition, industry professionals are encouraged to register and submit product news, event listings and relevant company news.

STATISTICS

- → **OVER 2,000 SUBSCRIBERS RECEIVE OUR NEWSLETTER TWICE A WEEK**
- → **OVER 13,000 PAGE IMPRESSIONS PER MONTH**
- → **OVER 7,500 VISITS PER MONTH**
- → **OVER 5,700 UNIQUE VISITORS PER MONTH**

Source: Google Analytics June – Aug 2011

FEATURES

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

FEBRUARY 2012	MARCH 2012	APRIL 2012	MAY 2012	JUNE 2012	JULY 2012
• Sensors & Analysers • Process Control in Power Generation • SCADA & MES • Water & Wastewater	• Instrumentation • PLCs & Soft Control • Energy Management • Process Control in Mining	• Motors, Drives & Motion Control • Information Integration • Wireless Technology • Process Control in Food & Pharmaceuticals	• Safety Systems • Connectivity and Networking • National Manufacturing Week: Preview • PACE Zenith Awards 2012: Finalists Issue	• Test & Measurement • SCADA & MES • Water & Wastewater • Instrumentation	• Energy Management • Process Control in Mining (QME issue) • PACE Zenith Awards 2012: Winners Issue
BOOKING: MON 09 JAN **MATERIAL: TUE 17 JAN**	**BOOKING: FRI 03 FEB** **MATERIAL: TUE 14 FEB**	**BOOKING: FRI 02 MAR** **MATERIAL: FRI 09 MAR**	**BOOKING: TUE 03 APR** **MATERIAL: FRI 13 APR**	**BOOKING: WED 02 MAY** **MATERIAL: FRI 11 MAY**	**BOOKING: THU 07 JUN** **MATERIAL: TUE 19 JUN**

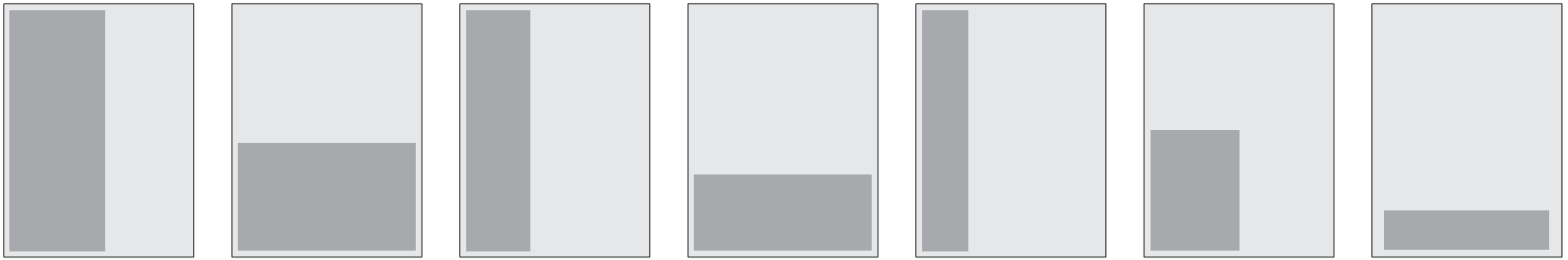
AUGUST 2012	SEPTEMBER 2012	OCTOBER 2012	NOVEMBER 2012	DECEMBER 2012
• Motors, Drives & Motion Control • Wireless Technology • Process Control in Oil & Gas (QGCE + M&E issue) • PLCs & Soft Control	• Water & Wastewater • Information Integration • Sensors & Analysers • Process Control in Power Generation	• Instrumentation • Discrete Control • Process Control in Mining (GME issue) • Process Control in Building Automation	• Test & Measurement • SCADA & MES • Motors, Drives & Motion Control • Asset Management & Maintenance	• Fluid Handling • Sensors & Analysers • Process Control in Food & Pharmaceuticals • Wireless Technology
BOOKING: FRI 29 JUN **MATERIAL: TUE 10 JUL**	**BOOKING: THU 02 AUG** **MATERIAL: FRI 10 AUG**	**BOOKING: WED 05 SEP** **MATERIAL: FRI 14 SEP**	**BOOKING: WED 03 OCT** **MATERIAL: FRI 12 OCT**	**BOOKING: FRI 02 NOV** **MATERIAL: FRI 09 NOV**

PACE ZENITH AWARDS

The well-respected PACE Zenith Awards are Australia's only national awards program for the process control and automation industries. Established in 2004, these awards recognise and reward pioneering technologies, solutions and projects in Australia and New Zealand. Now entering its eighth year, the Zenith Awards identify closely with the innovation and spirit that characterise the highly skilled and talented professionals in this industry.

PRINT RATES & SPECS

AD SPACE	1X	11X	TRIM AREA
Front cover	$6,486		220x160mm 1 x image, 1 logo & 6 words of text
Full page	$4,105	$3,285	297x235mm + 5mm Bleed (Type Area: 277x215mm)
1/2 page Vertical & Horizontal	$2,845	$2,276	V: 275x100mm H: 122x210mm
1/3 page Vertical & Horizontal	$2,530	$1,880	V: 275x65mm H: 80x210mm
1/4 page Vertical, Square & Horizontal	$2,205	$1,765	V: 275x45mm H: 60x210mm S: 122x100mm
Insert	POA		



1/2 V **1/2 H** **1/3 H** **1/3 H** **1/4 V** **1/4 S** **1/4 H**

ONLINE ADVERTISING AND LEAD GENERATION

MONTHLY PACKAGES//

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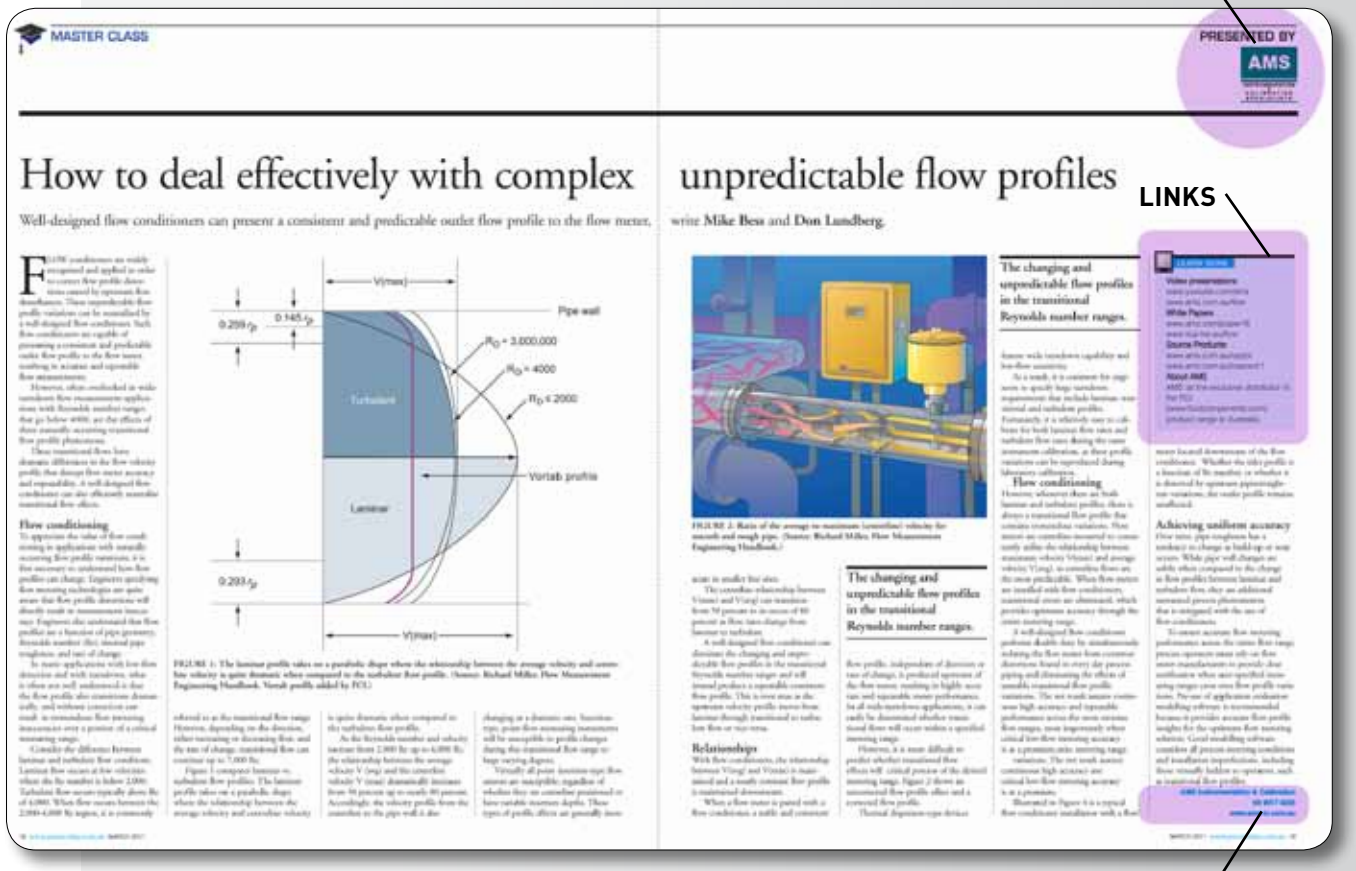
PACE MASTER CLASS SPONSORSHIP

Keeping up-to-date with new and rapidly changing technology developments is one of the biggest challenges facing professionals in the process control industry, many of whom work in remote locations. The PACE Master Class provides continuing education and training on new process control and automation technologies for engineers and systems integrators. We will publish and brand your technical paper; giving you an exclusive opportunity to educate process control engineers on a solution relevant to your business. The Master Class concept positions your business as a thought leader and a trusted expert within your field.

SPONSORS RECEIVE:

- → **AN EXCLUSIVELY BRANDED CENTRE-SPREAD TECHNICAL APPLICATION PAPER IN PACE MAGAZINE**
- → **LINKS TO YOUR ONLINE RESOURCES INCLUDED IN THE PAPER**
- → **DETAILED COMPANY CONTACT INFORMATION AT THE END OF THE WHITE PAPER**
- → **TECHNICAL APPLICATION PAPER POSTED PROMINENTLY ON PACETODAY.COM.AU**
- → **TECHNICAL APPLICATION PAPER INCLUDED IN THE PACE NEWSLETTER**
- → **STORED ON PACETODAY.COM.AU IN OUR RESOURCES SECTION**
- → **PDF OF PAPER SENT IN EDM**

COSTS: $6,300+GST



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