

MANUFACTURING

Reach an audience of over 45,000
manufacturing industry professionals
through our unique marketing solutions.

What can we do for you today?

RBI is Australia's leading information provider for the manufacturing industry with the **largest** audience of industry decision makers in Australia. If you want to connect with this audience we can provide an overall marketing solution for your business.



GROW YOUR BUSINESS

RBI's Manufacturing network allows advertisers to:

- Reach specific target audiences
- Build brand awareness
- Elicit direct response through our range of vertical websites and e-newsletters.

CONNECT TO



INDUSTRY PROFESSIONALS

- Get exposure to Australia's largest audience of manufacturing industry professionals.
- Largest CAB audited circulation in comparison to other industry publications
- 150,000 online page views each month and growing

BY USING



BRAND AWARENESS

Build awareness for your brand through display advertising across our print and online channels.



LEAD GENERATION

Attract quality business leads by using a variety of marketing channels to educate the market on your product or service.

CHANNEL OVERVIEW



BRAND
AWARENESS



FEN Manufacturers' MONTHLY

MAGAZINES
FACTORY EQUIPMENT NEWS (FEN)
MANUFACTURERS MONTHLY

INDUSTRY WEBSITES
MYFEN.COM.AU
MANMONTHLY.COM.AU

SPECIALIST WEBSITES & TWICE WEEKLY NEWSLETTERS
FACTORY MAINTENANCE, FLUID HANDLING, HYDRAULICS & PNEUMATICS, METALWORKER, MOTORS & DRIVES, ROBOTICS & AUTOMATION, SAFE TO WORK, TEST & MEASUREMENT, INDUSTRIAL I.T, MATERIALS HANDLING

 MANUFACTURERS' MONTHLY
Endeavour Awards



LEAD
GENERATION



MAGAZINES
PRODUCT SHOWCASE IN FEN

SPECIALIST WEBSITES
PRODUCT SHOWCASES

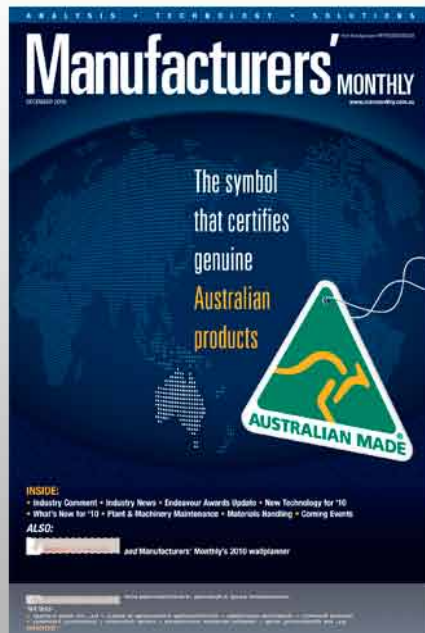
TARGETED EMAIL BLASTS
OUR THIRD PARTY EMAIL LISTS OFFER EXTENSIVE TARGETING OPTIONS

PROFILE

Manufacturers' MONTHLY

- The leading industry news, analysis and feature driven publication of the Australian manufacturing industry.
- Reaches more senior and operational managers than any other manufacturing magazine.
- Highly credible editorial environment
- Reaches Australia's top 400 manufactures
- Complemented by a bi-weekly newsletter and leading industry website. www.manmonthly.com.au

[CLICK HERE FOR PROFILE & RATES](#)



FEN

- Australia's most recognisable source of information for manufacturing and engineering products/services
- Servicing the industry for almost half a century.
- Large readership of production and operational managers.
- Australia's largest circulating monthly manufacturing magazine
- Complemented by newsletter and industry website. www.myfen.com.au

[CLICK HERE FOR PROFILE & RATES](#)



SPECIALIST MANUFACTURING WEBSITES & PUBLICATIONS

- Highly targeted Manufacturing websites and newsletters
- Access new audiences and target new market segments
- Build brand awareness and illicit direct response from potential customers.
- Reach key decision makers within specialist sectors
- List contract pubs

[CLICK HERE FOR PROFILE & RATES](#)

BRAND AWARENESS



IMPACT

MAKE YOUR BRAND THE MOST RECOGNISED IN THE MARKET

IMPRESS

CREATE A STRONG LASTING IMPRESSION ACROSS OUR AUDIENCE

CUSTOMERS

RECOGNISE AND CHOOSE YOUR BUSINESS FIRST

HOW CAN WE HELP?

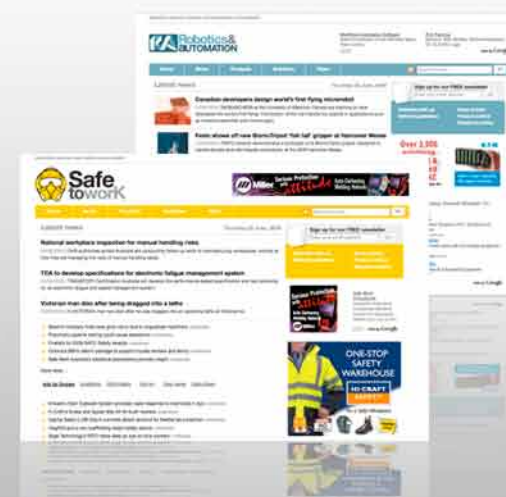
- High exposure through display advertising to a base audience of over 45,000 targeted readers
- Daily/monthly exposure plus ongoing opportunities for brand messages
- Educate new customers about your product offering through our product showcases
- Build trust & results for your brand through affiliation with leading publications



MAGAZINE & WEB



MAGAZINE & WEB



SPECIALIST WEBSITES



AWARDS SPONSORSHIP

LEAD GENERATION



EDUCATE

OVER 45,000 TARGETED DECISION MAKERS ABOUT YOUR PRODUCT OR SERVICE

ATTRACT

QUALITY LEADS & INTEREST WITH DEDICATED SPACE AND CLEAR CALLS TO ACTION

CONVERT

LEADS INTO ORDERS THROUGH RESULTS DRIVEN MARKETING CAMPAIGNS

HOW CAN WE HELP

- Educate a base audience of over 45,000 targeted readers with product showcases
- Highlight unique selling points of products/key services
- Achieve targeted quality sales leads for your business
- Utilise our brand strengths to influence decision makers



EMAIL MARKETING



PRODUCT SHOWCASE - PRINT



PRODUCT SHOWCASE - ONLINE

CASE STUDY: SEW-EURODRIVE

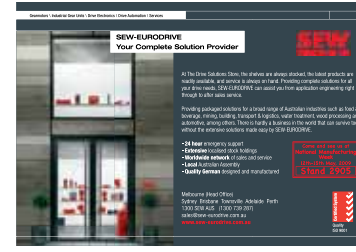
MARKET
Manufacturing

CHANNEL
Magazines / Awards sponsorship

CAMPAIGN OBJECTIVES
Increase brand awareness of their products and educate potential new customers about their product range.



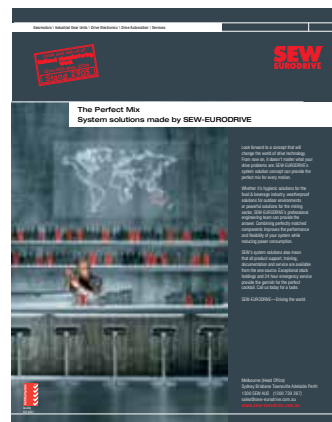
MAGAZINE - FULL PAGE
(Factory Equipment News)



MAGAZINE - HALF PAGE
(Manufacturers Monthly)



MAGAZINE - FULL PAGE
(PACE)



MAGAZINE - FULL PAGE
(The Materials Handling Guide)



MAGAZINE - FULL PAGE
(Packaging)

MANUFACTURERSMONTHLY
BREAKFAST SPONSORSHIP

