

**A** unique new concept in magazine publishing, providing the launch pad for a high-level, year-round program incorporating exclusive events and social media membership – bringing leaders together across a range of industry sectors for information and ideas exchange ...

The program commences with the bumper annual magazine issues (choose from one or more of the following magazines ...*What's New in Process Technology* Dec/Jan, *Safety Solutions* Dec/Jan & *Sustainability Matters* Dec/Jan), which will feature ...

- **LeaderProfile** spreads from leading vendors
- **Crystal Ball** predictions from industry leaders for 2011
- the **Hottest Products** of 2010
- snapshots from our **Microsite** Online Directory Partners
- stepping stone to the Leaders of Industry **ideas exchange events** series and [www.LeadersofIndustry.com.au](http://www.LeadersofIndustry.com.au) member-only business social media hub – commencing February 2011

**Profile and Position YOUR company in the all-new 2011 Leaders of Industry program ...**

# LEADERS of INDUSTRY 2011

**Help shape the future of B2B industrial marketing by giving your company a voice in this exciting new program. Choose from a range of cost-effective marketing options ...**

**FIND OUT HOW other businesses are transforming to MEET THE CHANGING needs of customers**

### **FirstChoice LeaderProfile**

- only 6 available – positioned in the first 6 spreads of magazine
- double-page spread, with your ad on left, and corporate profile\* on right
- CEO/MD interview + photo in the 2011 Crystal Ball article
- your CEO/MD invited to Leaders of Industry roundtable in Feb 2011
- member log-in to exclusive business social media website [www.LeadersofIndustry.com.au](http://www.LeadersofIndustry.com.au) to exchange ideas with fellow leaders of industry both on the vendor and end-user side across several vertical markets
- large logo block on outside back cover

**Investment - \$5500**

### **Standard LeaderProfile**

- double-page spread, with your ad on left, and corporate profile\* on right
- your CEO/MD invited to Leaders of Industry roundtable in Feb 2011
- member log-in to exclusive business social media website [www.LeadersofIndustry.com.au](http://www.LeadersofIndustry.com.au) to exchange ideas with fellow leaders of industry both on the vendor and end-user side across several vertical markets
- logo on outside back cover

**Investment - \$3500**

**TARGETING** our engaged, qualified and **VERIFIED** magazine audiences

what's new in  
**PROCESS**  
TECHNOLOGY  
automation control instrumentation



**sustainability matters**

**REAL ISSUES,**  
real **IDEAS,** real  
**VALUE ...**

## **EXCHANGE IDEAS**

and challenges with  
other leaders at  
[www.LeadersofIndustry.com.au](http://www.LeadersofIndustry.com.au)

give **YOUR** company  
a **VOICE** at  
the Leaders of Industry  
**ROUNDTABLE  
EVENT** series

## **Additional Marketing Options**

### **Hottest Product editorial\*\***

- exclusive, one to a page (with surrounding advertising)
- will have featured in the magazine or on the website during 2010
- includes accompanying photo
- links to your product item on website and upgrade to Hot Product format

**Investment - \$600**

### **Standard Display Advertising**

- limited spaces available – see sample issue
- standard ¼ pages and ½ pages only

### **[www.LeadersofIndustry.com.au](http://www.LeadersofIndustry.com.au)**

- launching February 2011
- ideas and information exchange – exclusive member-only access
- c-level content from the WFOonline website network
- resources for B2B marketers from across the globe
- blogs from senior-level vendors and customers
- facilitated by our editorial team

### **Leaders of Industry ideas exchange event series**

- roundtable ideas and information exchange – kicking off February 2011
- leading vendors from the control, automation, instrumentation, industrial safety and sustainability sectors
- facilitated by our publishing management team
- stepping stone to the inaugural Leaders of Industry IdeasFest – featuring vendors and end users – to be held in June 2011

**LEADERS<sub>of</sub>  
INDUSTRY  
2011**

*\* Corporate Profile editorial spread will feature 3 sections, and a template will help you compile information that will add value to our readers and ensure best ROI for you – ask your Account Manager for a sample.*

*\*\* The Hottest Product marketing option is only available to advertisers in this issue.*

**Contact your Account Manager NOW for more information and to secure your place in this exciting and innovative new marketing program.**