



# Media Kit 2012



Delivering vital business information to tech & industry professionals

[www.westwick-farrow.com.au](http://www.westwick-farrow.com.au)

From the publishers of *Radio Comms Asia-Pacific* magazine

RadioComms.com.au is the site for radio communications professionals, focusing on technology, government, utilities, defence, emergency services and transport. It features in-depth, how-to content (new products, applications, technology advances, white papers & news). An eNewsletter service delivers site updates to members in an easy-to-read html format.\*



Source: Google Analytics avg/month

**Traffic Stats:**

Monthly avg. over 6 months to December 2011

**Unique Visitors:** 2477

**Visits:** 3006

**Page Views:** 6633

**Site Update \*eNewsletter – 2852 subscribers (Dec 2011)**

**Topic Centres:**

- Radios
- Antennas & propagation
- Networks & systems
- Connectors & cables
- Test & measure
- GPS & satellite
- Protection
- RFID
- Components
- Power supplies
- Software
- Hardware
- Business

**Cost-effective marketing packages\*\*** are available across the WFOonline Network

- Banner advertising
- Site sponsorship (by Topic)
- Lead generation (Tech papers, Webcasts, Demo software)
- Custom Webinars
- Hot Product sponsorships
- Microsites (premium directory listings)

**WFOonline Media**

Your Network of 9 industry-specific sites offers visitors a content-rich user experience, with thousands of archived articles easily accessible via enhanced search, industry directories and eNewsletter updates. Membership of any site gives readers access to ALL content across the network.

[www.electronicsonline.net.au](http://www.electronicsonline.net.au)

[www.sustainabilitymatters.net.au](http://www.sustainabilitymatters.net.au)

[www.processonline.com.au](http://www.processonline.com.au)

[www.radiocomms.com.au](http://www.radiocomms.com.au)

[www.labonline.com.au](http://www.labonline.com.au)

[www.voiceanddata.com.au](http://www.voiceanddata.com.au)

[www.safetysolutions.net.au](http://www.safetysolutions.net.au)

[www.foodprocessing.com.au](http://www.foodprocessing.com.au)

[www.electricalsolutions.net.au](http://www.electricalsolutions.net.au)

**Definitions:**

Unique Visitors - How many individuals have been to the site

Visits - The total number of visits for the period

Page Views - How many total pages have been looked at

**\*\* Contact your Account Manager for our full WFOonline Media Kit.**

# radio comms

## Radio Comms Asia-Pacific

Specialising in professional and commercial radio communications technology, it is the only product and new technology information source of its kind in the region. Readership includes those responsible for the selection, purchase, installation and maintenance of professional radio communications equipment. The magazine brings readers across the Asia-Pacific region the latest trends in radio comms technology and applications. (est.1987)

## Target Audience

Government, utilities, defence, emergency services, fleet transport, maritime and other users of radio communications technology.

## Audited Circulation (Sept 2011)

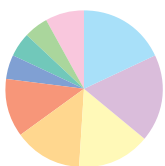
4225(CAB Audit) (84% personally requested)

Publishes bimonthly, Aust + NZ



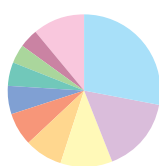
CIRCULATIONS  
AUDIT BOARD

### Circulation by Job Title



Radio Comms Engineer	18%
Corp/General Management	18%
Maintenance/Service Eng	15%
Electronic/Electrical Eng	14%
R&D	12%
Purchasing	5%
Consultant	5%
Education	5%
Other	8%

### Circulation by Industry



Communications Services	28%
Govt/Defence/Law	16%
Emergency Services/Transport	11%
Manufacturing	8%
Consultancy	7%
Marine/Aviation	6%
R&D	5%
Education	4%
Retail	4%
Other	11%



December 8, 2011

## Radio Comms Asia-Pacific delivers a committed audience for advertisers

Dear Advertiser,

The CAB's new Verified Recipient reporting provides advertisers and media buyers with a deeper insight into how many people have requested *Business and Professional* publications. As of September 2011 it is now a compulsory element of the standard audit process for publications with 80% or more of their distribution mailed to recipients.

The Verified Recipient Audit shows genuine audience commitment by confirming the number of recipients who have chosen to pay or exchange their contact information in order to receive a magazine.

**Radio Comms Asia Pacific** reported **84% verified recipients** in the September 2011 audit, with 3,550 out of a total of 4,225 copies being delivered to readers who have personally requested to receive the magazine.

**Westwick-Farrow Media**, publishers of *Radio Comms Asia-Pacific* are providing marketers and media buyers with increased confidence in their magazines by proving their requested recipients across all nine of their industrial and technology focused titles.

The CAB is a non-profit industry-owned association created by advertisers, ad agencies and publishers in 1957 to provide a forum for publications' total market circulations to be audited and disseminated to members. You can access the latest audited figures through eData, the CAB's online data portal to check the full details of audited figures for the October 2010 to September 2011 period.

Visit our website [www.auditbureau.org.au](http://www.auditbureau.org.au) today to check to see if the publications you deal with submit to the scrutiny of audit or give me a call on 02 8912 6001 to find out more.

Kind Regards,

Heather Craven  
Dir of Marketing & Communications  
email: [heather.craven@auditbureau.org.au](mailto:heather.craven@auditbureau.org.au)

Sample selection of opt-in subscribers\*

\* names protected by our Privacy Policy – all these subscribers have registered for the magazine (free subscription), eNewsletter or website

An audience snapshot from our radio comms industry media group

Total unique members (Dec 2011): **4845**

- Radio Technician, UN Mission Support E Timor
- Comms Engineer, Power & Water Authority
- RF Engineer, Austar
- SCADA Engineer, Counties Power
- Radio Sys Design Eng, Railcorp
- Superintendent SFC, NSW Fire Brigades
- Network Systems Mgr, Qantas
- Comms Engineer, St John Ambulance (NSW)
- Radio Officer, Ku-ring Gai Bush Fire Bgd
- Radio Eng Manager, Ericsson Australia
- Radio Comms Engineer, CSIRO
- Specialist Eng Radio, Telstra NDC
- Radio Comms Engineer, Rural Fire Service
- Eng-Telecom Networks, Energy Australia
- Radio Manager, National Parks & Wildlife NSW
- Proprietor, Radtech Communications
- Unit Leader, Radio Network Services
- Director, Northland Communications
- Telemetry Manager, Mid Coast Telemetry
- Station Manager, RHEMA FM
- Supv Radio Tech-Nth, State Forests of NSW
- Chief Engineer, Radio 2GF
- Comms Manager, Shoalhaven City Council
- Radio Comms Dev Manager, NRMA Info Services
- Mgr Data Networks, Aust Federal Police
- Radio Room Manager, Canberra Cabs
- Technical Officer, Spectrum Management Agency
- IT Support, Toll Logistics

- STO, Metrop Fire/Emerg Services
- Mgr Defence Projects, Airservices Australia
- Manager Tech Support, Victoria Police
- Comms Specialist, Rural Ambulance Victoria
- Comms System Eng, Boeing Australia Ltd
- Snr Comms Officer, State Emergency Service
- Radio Projects Eng, QLD Rail
- Chief Comms Officer, Dept Primary Ind Forestry
- Comms Engineer, Woodside Energy Ltd
- Networks Officer, Western Power
- Radio Engineer, Maritime Safety Authority
- Snr Engineer Radio, Tranz Rail
- Supervisor, ATS Mining Maintenance
- Comms Inspector, BHP Billiton Iron Ore
- Mgr Communications, Tasmania Fire Service
- IT&T Technician, NZ Police
- Air Traffic Sys Eng, Airways Corporation
- Manager Stratacom, Taxis Combined Services
- Operations S'visor, Waterways Authority
- Mgr Operational Comm, NSW Rural Fire Services
- Telecomms Tech/IT&T, State Rail Authority NSW
- IS Manager, Heggies Bulkhaul Ltd
- GM Mining Tech Services, Centennial Coal Co Ltd
- Engineering Manager, Prime Television
- Commander, Metro Fire Brigade
- Manager System Eng, South East Water Ltd
- IT Manager, Wingara Wine Group
- Principal Advisor, Dept of Main Road

Magazine circulation (CAB – Sep 2011) : **4225** readers (84% personally requested)  
eNewsletter subscribers (Dec 2011): **3190**, eMag subscribers (Dec 2011): **1147**



2012

# deadlines & editorial calendar

Issue	Material Deadline Ad + Editorial	Insert to mailhouse	To readers
JAN/FEB*	05/12/11	22/12/11	17/01/12
FEATURE	RoIP GPS * Magazine distributed at APCO		
MAR/APR*	16/02/12	06/03/12	20/03/12
FEATURE	Antennas * Magazine distributed Aust & NZ Disaster & Emergency Management Conf		
MAY/JUN*	16/04/12	04/05/12	18/05/12
FEATURE	RF devices * Magazine distributed at CeBIT		
JUL/AUG	18/06/12	05/07/12	19/07/12
FEATURE	Test & measurement		
SEP/OCT	20/8/12	06/09/12	20/09/12
FEATURE	Telemetry & site monitoring		
NOV/DEC*	17/10/12	08/11/12	22/11/12
FEATURE	GPS & fleet comms * Magazine distributed at RadioComms Connect 2012		
RC CONNECT	22/10/12	08/11/12	22/11/12

# magazine 2012 rate card & specifications

## Additional Rates

Special Positions: Specifically requested positions in magazine plus 10% (eg: COV2, COV4, page 5, page 9).

## Inserts

Cost to insert varies depending on weight and other factors. Due to complex postal regulations, each insert can only be costed after accurate weight and coverage requirements are supplied. State runs are accepted.

## Front/Feature/Section Covers

Limited availability, price on application. Stringent conditions apply to Covers, and it is essential that advertisers contact the Publisher before preparing any artwork. Special Front and Inside Front Cover plus Page 3 Package (4-colour throughout): on application. Contact your representative for availability.

## Pantone (PMS) colour

Where it is wished to match a PMS colour, this can be done using the 4-colour process; however, no guarantee of an exact colour match can be given.

Where it is wished to print a PMS colour, this becomes a fifth ink and as such attracts different rates. (Price on application.)

## Mono

Deduct \$450 from the 4-colour rates.

# print advertising specifications

As part of our guarantee of top-quality service, all incoming material is scrutinised for possible problems in reproduction. If problems are identified in your material, you will be advised of what we have found. Often, with your permission, we can correct the problem or you may wish to replace the material. We are here to assist you maximise the quality of the reproduction of your material.

However, Westwick-Farrow does not take responsibility for the repair, quality or integrity of any supplied advertising.

Suppliers of advertising material are responsible for checking all files before sending to Westwick-Farrow. Any work undertaken by Westwick-Farrow to process non-compliant material will incur a charge.

Due to the highly specialised and complex technical nature of image/plate setters, and to ensure the best quality reproduction of your material, Westwick-Farrow has the following guidelines.

Any file that does not comply with these guidelines cannot be accepted.

PC Formatted (preferred):

Hardware: DVD

Software: Adobe Photoshop CS5, Adobe Illustrator CS5, InDesign CS5, Acrobat 9

MAC Formatted:

Hardware: DVD

Software: Adobe Illustrator CS3, Adobe Photoshop CS3, InDesign CS3

We do not accept: Film, Microsoft Publisher, Word, Powerpoint, Freehand, CorelDraw, Quark Express

Fonts: Only postscript fonts will be accepted. All fonts must be embedded or supplied (both printer and screen). Do not artificially stylise fonts (eg: bold, italics) as simulation results in unsatisfactory output.

Colour: All files must be CMYK or greyscale. No embedded colour profiles are to be used. LAB or RGB colour modes cannot be used. Spot PMS colours can only be accepted upon prior arrangement. Accurate colour reproduction cannot be expected unless material complies with our guidelines and is accompanied by an accurate press quality digital proof.

(Note: No standard office printer will give such proofs.)

Transparency: Please rasterise (remove) all transparency.

Proofs: Authenticity to original material cannot be expected without supply of a proof.

Colour accuracy cannot be expected unless an accurate press quality proof is supplied. (Examples of guidelines used by some printers can be found supplied by 3DAP on [www.3dap.com.au](http://www.3dap.com.au).) Only proofs labelled as such will be sent to the printer for colour matching. While Westwick-Farrow will print as accurately as possible to such proofs, no liability is accepted.

Images: Must have a resolution of 300 dpi @ 100%, line art bitmap tiff files 1200 dpi. File types should be tiff or composite EPS.

GIF, DCS, PICT files cause loss of quality or print errors and will not be accepted. JPEG files will only be accepted after being checked for quality, and should be converted into tiff format. Note that embedded JPEGs can cause print errors and should not be used.

Bleed: Minimum 3 mm is required for full-page advertisements only, and always allow enough space for trim. All smaller-sized ads should be made to the mechanical specifications given.

Size: Advertisements must comply with the correct size booked.

PDFs: We recommend that PDFs be created using the Westwick-Farrow job options available by download from our website, or via email from Westwick-Farrow.

Note: All suppliers' fonts must be substituted in the fonts section of distiller job options, and embedded.

Upload files via Quickcut or ftp (contact us for details)  
email files to: [copy@westwick-farrow.com.au](mailto:copy@westwick-farrow.com.au)

Rates effective 1/1/2012. Rates subject to 10% Goods & Service Tax

FOUR COLOUR	Casual \$	3x \$	6x \$	12x \$
DPS	6810	6200	5740	5380
Full Page	4700	4175	3925	3605
2/3 p	3730	3380	3135	2960
1/2 DPS	4700	4175	3925	3605
1/2 p	3040	2750	2565	2370
1/3 p	2575	2300	2135	1970
1/4 p	2030	1875	1740	1650
1/6 p	1640	1525	1455	1380
1/8 p	1360	1290	1195	1105

ALL RATES ARE QUOTED EXCLUSIVE OF G.S.T.

## Ad Dimensions

Material Size	Width	Depth
(All magazines)	mm	mm
DPS Trim	420	297
DPS Bleed	430	307
Full-Page Trim	210	297
Full-Page Bleed	220	307
Full-Page Live Type	180	270
Half-Page Horizontal	180	135
Half-Page Vertical	88	270
Half-Page Junior A4	135	180
Two-Thirds Vertical	118	270
One-Third Vertical	57	270
One-Third Horizontal	180	90
Quarter-Page Standard	88	135
Quarter-Page Vertical	42	270
Quarter-Page Horizontal	180	67
One-Sixth Page	180	45
Eighth-Page Horizontal	180	35
Eighth-Page (Stacked)	88	65

## Design Charges

DPS	\$555
Full Page	\$405
1/2 Page	\$250
1/3 Page	\$175
1/4 Page	\$150
1/6 Page	\$130
1/8 Page	\$100

## Design Service

We offer a complete ad design facility. Small changes or other minimal artwork is not charged. Charges for all design services will be made separately. Correction proofs, if required, are supplied for advertisements received by deadline.

Should extensive work or author changes\* be required, additional charges will be incurred at an hourly rate of \$115.

\*Author changes are where an advertiser supplies copy or has agreed to copy and, on sighting the proof, makes extensive changes to the previously agreed/supplied copy.

# The experts in technology & industrial B2B media

For over 30 years, Westwick-Farrow Media has been delivering must-have business information to industrial and technology professionals across a range of vertical industry sectors. A mix of magazines (print + digital), eNewsletters, websites and targeted events provides decision makers with up-to-the-minute product information, technology applications, solutions and how-to tips, along with breaking technology news and industry commentary.

Westwick-Farrow Media's media channels include 9 industry specific magazines and related websites, dozens of informative eNewsletters, along with a growing list of niche, targeted events - all aimed at building community and delivering information where, how and when our members want to receive it.



**Western  
Australia  
Regional  
Roadshow**



**Queensland  
Regional  
Roadshow**



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