



Media Kit 2012



Delivering vital business information to tech & industry professionals

www.westwick-farrow.com.au

From the publishers of *Voice&Data* magazine

VoiceandData.com.au is a content-rich information resource (new products, applications, tech papers, technology advances & news) for IT and communications professionals, focusing on convergence, unified communications, security, storage, networking and CIO related issues. 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: 4342

Visits: 5100

Page Views: 9090

Site Update *eNewsletter – 5376 subscribers (Dec 2011)

Topic Centres:

- CIO
- Convergence
- Cloud computing
- Data centres
- Business
- Networking
- Security
- Storage
- Wireless

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

www.sustainabilitymatters.net.au

www.processonline.com.au

www.radiocomms.com.au

www.labonline.com.au

www.voiceanddata.com.au

www.safetyolutions.net.au

www.foodprocessing.com.au

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.

Voice+Data

The leading IT convergence business news and products magazine for business, industry and technology leaders throughout Australia and New Zealand. With an editorial focus on features, trends and breaking news, plus case studies and the latest products, this magazine delivers the latest information on merging communications technologies and how best to apply them. *Voice+Data* is a supporter of SNIA, ATUG, TUANZ and the TSA. (est. 2001)

Target Audience

Senior management (CIO, CFO, CEO), IT & comms management, senior engineers, consultants and commercial buyers across government, top 500 companies, carriers, service providers, utilities, defence, emergency services and more.

Audited Circulation (Sept 2011)

7120(CAB Audit) (83% personally requested)
Publishes monthly, Aust + NZ

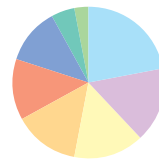


Circulation by Industry



Carriers/Service Providers	18%
Mfg/Supplier/Reseller	17%
Consultancy	15%
Installation/Service	13%
Govt/Military	12%
Commercial User	10%
Software Develop/Supply	6%
Education/Training	6%
Other	3%

Circulation by Job Title



CIO/MIS	25%
CEO/MD	17%
Consultant	14%
Comms Technician	13%
R&D/Projects	11%
Comms Engineer	10%
Education/Analyst	6%
Other	4%



December 8, 2011

Voice+Data 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.

Voice+Data reported **83% verified recipients** in the September 2011 audit, with 5,895 out of a total of 7,120 copies being delivered to readers who have personally requested to receive the magazine.

Westwick-Farrow Media, publishers of *Voice+Data*, 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 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

An audience snapshot from our IT & Comms industry media group

Total unique members (Dec 2011): **7855**

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

Info Systems Officer, Snowy River Shire Council	Hd Ntwrk Infrastruc, Credit Suisse Asset Mngmt
Snr N'work Architect, Boeing Australia Ltd	IT Ops Manager, WorkCover NSW
Voice Comms Manager, Allianz Australia	Voice Comms Manager, OneSteel
Voice Manager, Citigroup	Nat Voice Ops Mngr, TNT Telecommunications
General Manager IT, Colonial First State Inv	Enterprise Nwrks Mgr, Ford Motor Company
Exec Mngr Voice Syst, Commonwealth Bank of Aust	Director (ITS), La Trobe University
V&D Network Manager, Deutsche Bank AG	Telecomms Manager, St Vincent's Hospital
IT Comms Manager, Mission Australia	Operations Manager, TABCorp
Mgr Regulatory Compl, Powertel	IT Manager, Miele Australia Pty Ltd
General Manager, Primus Telecommunications	Director of IT, PMP Limited
Snr Mgr Comms System, Reserve Bank of Australia	General Manager IT, BMW Group Financial Serv
Solution Architect, TCNZA	MIS Manager, OCE Australia Ltd
Operations Manager, Telstra Corporation	Oceania Appl/Srv Mgr, Shell Australia
General Manager, Telstra Research Labs	Network Manager, Cadbury Schweppes
IT Manager, The University of Sydney	Chief Technol/Infras, ANZ Banking Group Ltd
Voicenet Manager, Aust Broadcasting Corp	Chief Exec Officer, Global Speech Networks
Mgr Information Sys, State Rail Authority NSW	Director, Rural Ambulance Victoria
Telecomms Manager, Accor Asia Pacific	Mngr Call Centre Ops, Dept of Human Services
Systems Devel Mngr, News Limited	IT Manager, RAAF
Group IT Manager, ADI Limited	IT Project Manager, Australia Post Tech Serv
Logistics Manager, Boral	Corp Telecomms Mngr, Thiess
General Mngr Network, Ericsson Australia	Director, Queensland Transport
Mngr Core Ntwrk Supp, AAPT Telecommunications	Mgr Network Systems, Telstra Corporation
IT Project Manager, Downer Engineering	Telecom Manager, Ergon Energy (BSP)
Mngr eBusiness Serv, MLC	Voice Services Mngr, Queensland Health
GM Business Data Ntw, SingTel Optus	Head of IT, Virgin Blue Airlines P/L
Technol Infrastr Mgr, Southcorp Wines Pty Ltd	IT Manager, Black & White Cabs
IT Manager, Grundy Television	Chief Exec Officer, Voxson Limited
IT Manager, Nine Network Australia	Group GM Technology, UniTAB Limited
MIS Manager, Global Telecom Ltd	Mngr Comms Systems, Department of Defence
Chief Exec Officer, Mobilesoft (Aust) Pty Ltd	Snr Telco Analyst, Lion Nathan Australia
Chief Tech Officer, Longreach Tele	Mngr Telecom Systems, Defence*Department of
Network Ops Manager, Sun Microsystems	Chief Info Officer, Dept of Human Services
Telecom/Cust Sup Mgr, Fuji Xerox Australia	CIO, Workcover Corporation
Mngr Telephone Serv, NSW Police Service	Comms & Ops Manager, WA Newspapers Ltd
Infrastructure Mngr, Arnotts Biscuits Limited	Telecoms Team Leader, Woodside Energy Ltd
Mngr Data Networks, Aust Federal Police	Network Manager, Alcoa World Alumina Aust
CIO, Australian Customs Serv	Communications Mngr, WA Police
Asst Commissioner IT, Aust Electoral Commission	Network Ops Manager, Hydro Tasmania
Snr Director IT Serv, Aust Taxation Office	Info Systems Manager, Tasmania Fire Service
Director IT Security, Aust Bureau of Statistics	Mngr Comms Services, Tasmania Police
Manager Telecomms, Country Energy	Snr N'work Proj Mngr, Roads & Traffic Authority
T/Comms Manager, Dairy Farmers	Senior Systems Admin, Hunter Water Corp
CIO, Sydney Airport Corp Ltd	General Manager, Telstra
Network Sys Manager, Qantas	IT Director, Travelex
Dir Info Sys/Support, Ambulance Service of NSW	Mngr IS Architecture, TNT
	CIO, Lion Nathan

Magazine circulation (CAB – Sep 2011): **7120** readers (83% personally requested)
eNewsletter subscribers (Dec 2011): **5433** eMag subscribers (Dec 2011): **2468**



2012

deadlines & editorial calendar

Issue	Material Deadline Ad + Editorial	Insert to mailhouse	To readers
FEBRUARY	04/01/12	23/01/12	07/02/12
FEATURE	Data centres & Cloud		
MARCH	06/02/12	23/02/12	08/03/12
FEATURE	Unified comms		
APRIL	06/03/12	23/03/12	10/04/12
FEATURE	Storage		
MAY*	29/03/12	24/04/12	09/05/12
FEATURE	Security * Magazine distributed at CeBIT & BICSI		
JUNE	07/05/12	24/05/12	07/06/12
FEATURE	Data centres & Cloud		
JULY	04/06/12	22/06/12	06/07/12
FEATURE	Unified comms		
AUGUST	05/07/12	24/07/12	07/08/12
FEATURE	Storage		
SEPTEMBER	07/08/12	24/08/12	07/09/12
FEATURE	Security		
OCTOBER	04/09/12	21/09/12	08/10/12
FEATURE	Data Centres & Cloud		
NOVEMBER	05/10/12	24/10/12	07/11/12
FEATURE	Unified comms		
DECEMBER	25/11/12	14/12/12	09/01/13
FEATURE	Storage		

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.) 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

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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