



Media Kit 2012



Delivering vital business information to tech & industry professionals
www.westwick-farrow.com.au

From the publishers of *What's New in Electronics* magazine

Electronicsonline.net.au is a vital information resource (new products, applications, white papers, technology advances & news) for electronics professionals in manufacturing, design and service. The target audience covers all industries using electronic products and technology, with key industry sectors being communications, industrial control, computers, whitegoods, general manufacturing, broadcasting and more. 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: 3888
Visits: 4431
Page Views: 9795
Site Update *eNewsletter – 4284 subscribers (Dec 2011)

Topic Centres:

- Components
- Test & measure
- Plugs, cables & interconnects
- Protection
- Sensors
- Assembly
- Plugs, cables & interconnects
- Design
- Data acquisition & Management
- Wireless
- Power
- 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

www.sustainabilitymatters.net.au

www.processonline.com.au

www.radiocomms.com.au

www.labonline.com.au

www.voiceanddata.com.au

www.safetyandsecurity.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.**

What's New in Electronics

Since 1981, *What's New in Electronics* has provided the professional electronics industry with a complete marketing vehicle. Fully integrating the Australian and New Zealand markets, its new product focus on components, design tools and test and measuring equipment has proved a success with advertisers and readers alike.

Target Audience

All industries using electronic products and technology in manufacturing, design and service. Key industry sectors include: communications, industrial control, computers, whitegoods, general manufacturing, broadcasting and more. Qualified readership includes design engineers, middle/senior management, engineering management and other purchasing influences.

Audited Circulation (Sept 2011)

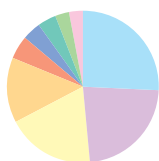
6241 (CAB Audit) (85% personally requested)

Publishes monthly, Aust + NZ



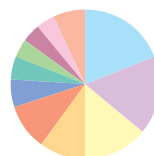
**CIRCULATIONS
AUDIT BOARD**

Circulation by Job Title



Design/Research Engineers	26%
Senior/Middle Management	23%
Engineering - general	19%
Service/Maintenance	14%
Production	5%
Purchasing	4%
Communications	4%
Consultant	3%
Other	3%

Circulation by Industry



Manufacturing	19%
Communications	17%
Industrial Control/Systems	14%
Computers etc	10%
R&D	10%
Education	6%
Defence	5%
Test/Measure	4%
Utilities	4%
Broadcast	4%
Other	7%



December 8, 2011

What's New in Electronics 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.

What's New in Electronics reported **85% verified recipients** in the September 2011 audit, with 5,321 out of a total of 6,241 copies being delivered to readers who have personally requested to receive the magazine.

Westwick-Farrow Media, publishers of *What's New in Electronics*, 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 electronics industry media group

Total unique members (Dec 2011): **7839**

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

Chief Engineer R&D, Equipmed Pty Ltd

Snr Design Engineer, Toyota Tech Centre Aust

Snr Instrument/Elect Eng, Worley ABB Computer

Hardware Maint, BHP Steel

Configuration Eng, Sydney Water Ltd

Elect Tech Supervisor, BHP

Communications Eng, Roads & Traffic Authority

Comp Hardware Specialist, Aust Federal Police

Design Engineer, Codan Pty Ltd

D&D Engineer, Krone Australia

Principal Engineer, Telstra Corporation

Elect Superintendent, Gladstone Port Authority

Electronics Manager, CSIRO Textile & Fibre

Design Engineer, Siemens VDO Automotive

Senior Engineer, Alcoa of Australia Ltd

Snr Control Sys Eng, Veolia Water Solutions

Elect Design Engineer, Cochlear

Elect Design Engineer, VDO Australasia

Design Engineer, Westel Wireless Systems

Design Engineer, Robert Boach (Aust) Pty Ltd

Head of Manufacturing, Resmed Limited

Design Engineer, Foxboro Transportation

Design Engineer, Siemens Limited

Designer, Smart Card Design Pty Ltd

Development Engineer, Trimble Navigation NZ Ltd

Development Engineer, Alcatel NZ

Director, Aviation Ground Services

Director R&D, Micronix Pty Ltd

Elect Design Drafter, ADI Limited

Elect Engineer, Ford Motor Co

Elect Production Supervisor, Fuji Xerox Australia

Design Engineer, Plessey Asia Pacific

Electronics Tech, Holden Limited

Engineering Director, Creative Audio

Control Sys Analyst, Prosperpine Sugar Mill

D&D Engineer, Cochlear Australia

Engineering Manager, Sew-Eurodrive Pty Ltd

D&D Engineer, Navman NZ Limited

Design Engineer, SIGMA Air Conditioning

Instrument Engineer, WA Petroleum

Instrument Draftsman, Worley Ltd

Applications Eng, Tait Electronics

ASIC Design Engineer, Semiconductor Tech Aust

Avionics Engineer, Qantas Airways

Chief Design Eng, Energy Intellect

Elect Design Engineer, Australia Antarctic Division

Main Supervisor, BHP Port Kembla

Managing Engineer, Holden Limited

Manager Traffic Systems, Roads & Traffic Authority

Elect Design Manager, Marine Air Systems NZ Ltd

SNR Software Eng, Aristocrat Leisure Industries

Elect Eng Mesa Sys, Bluescope Steel

Elect Engineer, Queensland Rail

Network Engineer, Singtel Optus Pty Ltd

Design Engineer, Chubb Electronic Security

Design Engineer, Sirius Cybernetics

Product Devel Engineer, Zip Heaters Australia P/L

Director, Logic Designs International

Director, InChip Design Pty Ltd

Production Engineer, British Aerospace Aust

Production Engineer, NEC Australia Pty Ltd

R&D Engineer, RNZAF

Design Engineer, Hunter Watertech

Design Engineer, Cherry Microsystems Research

Engineer, Kodak Australia Pty Ltd

Design Engineer, Boeing Australia

RF Engineer, QLD Television Limited

Magazine circulation (CAB – Sep 2011) : **6241** readers (85% personally requested)

eNewsletter subscribers (Dec 2011): **4670** eMag subscribers (Dec 2011): **1791**



2012

deadlines & editorial calendar

Issue	Material Deadline Ad + Editorial	Insert to mailhouse	To readers
FEBRUARY	09/01/12	27/01/12	10/02/12
FEATURE	Power supplies & batteries		
MARCH	09/02/12	28/02/12	13/03/12
FEATURE	RF systems + Test & measure		
APRIL	13/03/12	30/03/12	17/04/12
FEATURE	Soldering + M2M		
MAY	04/04/12	26/04/12	10/05/12
FEATURE	Cables & connectors		
JUNE	11/05/12	30/05/12	14/06/12
FEATURE	Power supplies & batteries		
JULY	07/06/12	27/06/12	11/07/12
FEATURE	Test & measure		
AUGUST	09/07/12	31/07/12	14/08/12
FEATURE	RF devices + Design engineering		
SEPTEMBER*	15/08/12	03/09/12	17/09/12
FEATURE	Cables & connectors * Magazine distributed at Electronex		
OCTOBER	07/09/12	26/09/12	11/10/12
FEATURE	Embedded Solutions		
NOVEMBER	10/10/12	29/10/12	12/11/12
FEATURE	Semiconductors + Test & measure		
DECEMBER	06/11/12	28/11/12	12/12/12
FEATURE	Components		

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.

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.

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

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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.

What's New in Electronics 2012

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**

radio
comms
connect

**Queensland
Regional
Roadshow**

wfm
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