

## 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 *What's New in Process Technology* magazine

ProcessOnline.com.au delivers in-depth, how-to information (white papers, new products, applications, technology advances & news) for process control, automation and instrumentation engineers. 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: 4602

Visits: 5451

Page Views: 10330

Site Update \*eNewsletter – 4300 subscribers (Dec 2011)

### Topic Centres:

- Process control systems
- Equipment
- Instrumentation
- Wireless
- Business
- Pneumatics & hydraulics
- Industrial networks & buses
- Materials handling & logistics
- Factory automation
- Safety
- Software & IT

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.safetyandsecurity.com.au](http://www.safetyandsecurity.com.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.

## What's New in Process Technology

A 'must-read' information source with a strong editorial focus on new products, case studies and technical articles, for major purchasing influences in plants, factories, sites and mines throughout the Australian and New Zealand markets for over 25 years. Covering the latest in process control, instrumentation and automation technology, What's New is the only magazine in this market to offer two-country audited circulation. Includes ProcessIT, focusing on IT solutions for control and automation, in every issue.

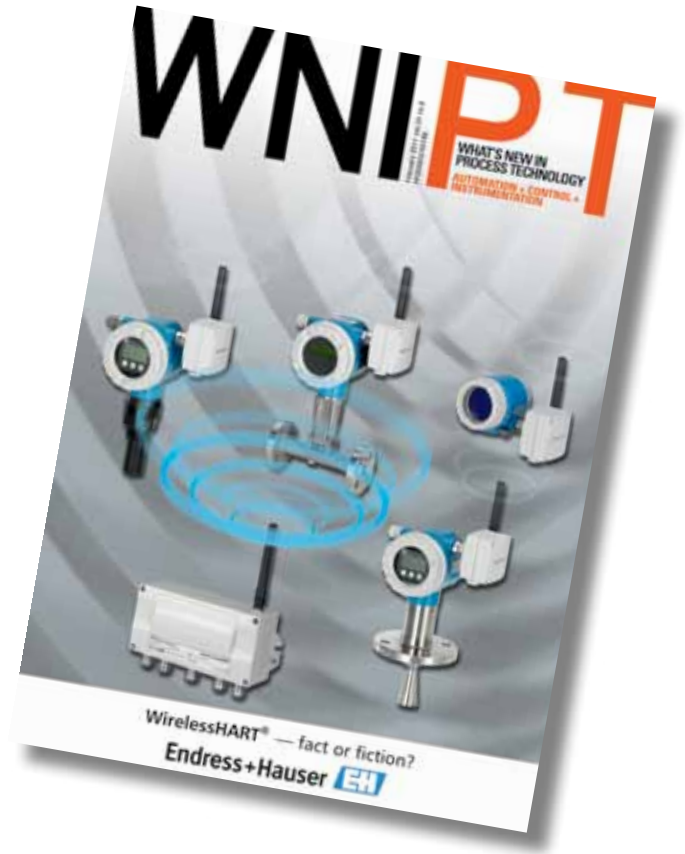
## Target Audience

Engineering management (systems, process, production, electrical and electronic), plant, site and factory floor management, and senior management in all industries where process control and automation technologies are used.

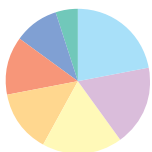
## Audited Circulation (Sept 2011)

7451 (CAB Audit) (92% personally requested)

Publishes monthly, Aust + NZ



### Circulation by Job Title



Systems/Project/Process Eng.	22%
Corp/General Management	18%
Electrical/Electronics Engineer	18%
Production/Maintenance Engineer	14%
R&D	13%
Consultant	10%
Other	5%

### Circulation by Industry



Mfg using Elect. Machinery	17%
Chemicals/Petroleum/Oil&Gas	12%
Govt/Utilities	12%
Food/Beverages	10%
Metal Products	10%
Consultancy	10%
Other Manufacturing	9%
Education/Research	7%
Mining	5%
Other	8%



December 8, 2011

## What's New in Process Technology 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 Process Technology*** reported **92% verified recipients** in the September 2011 audit, with 6,832 out of a total of 7,451 copies being delivered to readers who have personally requested to receive the magazine. Along with its stable partner, Safety Solutions, it is one of only two titles in the Manufacturing category to report any personally requested, verified recipients.

***Westwick-Farrow Media***, publishers of *What's New in Process Technology*, 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)

## An audience snapshot from our process technology industry media group

Total unique members (Dec 2011): **8418**

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

General Manager, Pauls Ltd  
Senior Engineer, Nestle Australia Ltd  
Plant Superintendent, Nalco Australia  
Project Engineer, Ansto Lucas Heights  
Site Engineering Mgr, Dulux Australia  
Manufacturing Mgr, Mackies Pty Ltd  
National Ops Mgr, James Hardie Windows  
Logistics Manager, Boral  
QA Manager, Cerebos Foods  
Factory Manager, Regal Paints Pty Ltd  
Manager Business Sys, Transfield Pty Ltd  
Project Director, Sydney Water  
Eng Resource Manager, Uncle Ben's Of Australia  
Main Site Manager, BHP Billiton-Newcastle  
QA Manager, Commonwealth Steel Co Ltd  
Engineering Manager, Kimberly Clark Aust P/L  
Manager Spec Project, Pasminco Hobart  
Tech Systems Analyst, Transfield Maintenance  
Operations Mgr, Huntsman Chemical Co Aust  
Manufacturing Mgr, Wattyl  
Operations Manager, Orica Spec Chemical Plant  
Group Eng Manager, Dunlop Foam Products  
Operations Manager, Bostik (Aust) Pty Ltd  
Mfg Control Manager, Cadbury Schweppes  
Manager Prod & Eng, Robert Bosch Australia  
Process Manager, Totally Pure Fruits  
Engineering Manager, Mars Confectionery  
Director, Bendigo Woollen Mills  
Technical Manager, Edgell Birdseye  
Wastewater Plant Mgr, Goulburn Valley Water  
Reliability Manager, The Uncle Tobys Co  
Site Operations Mgr, National Foods Ltd Dfg

Chief Engineer, Heat & Control Pty Ltd  
Operations Manager, Orica Explosives  
Operations Manager, Origin Energy  
Pilot Plant Super, CSIRO Energy Technology  
Group Leader Eng, Queensland Nickel  
Snr Maint Engineer, Curragh Qld Mining Ltd  
General Manager, Southern Wool Processors  
Manuf Engineer Mgr, General Motors Holden  
Maint Foreman, Caroma Industries  
Ops Administrator, Swan Brewery  
Systems Manager, Mineral & Petroleum  
Production Manager, Perth Mint  
Plant Manager, ACI Glass Packaging  
General Manager, WA Salt  
Process Sys Manager, Alcoa Of Australia Ltd  
Manufacturing Mgr, Nufarm Ltd  
Metallurgy Manager, WMC Resources Ltd  
Site Manager, Bonlac Foods Ltd  
Factory Manager, Colgate Palmolive PNG  
Engineering Manager, RD Tuna Cannery P/L  
Engineering Manager, Coca Cola Amatil (NSW)  
Engineering Manager, Wattyl Australia Pty Ltd  
Engineering Manager, Boral Bricks (NSW) P/L  
General Manager, Sinclair Knight Merz  
General Manager, Mighty River Power  
Group Eng Manager, Dunlop Form Products  
Head of Electronics, CSIRO Marine Labs  
I&C Engineer, Loy Yang Power  
Inst/Combustion Spec, Bluescope Steel  
Instrument Engineer, Norske Skog  
Maintenance Planner, Qld Rail

Magazine circulation (CAB – Sep 2011) : **7451** readers (92% personally requested)



eNewsletter subscribers (Dec 2011): **4609** eMag subscribers (Dec 2011): **2013**

2012

# deadlines & editorial calendar

Issue	Material Deadline Ad + Editorial	Insert to mailhouse	To readers
FEBRUARY	12/01/12	01/02/12	15/02/12
FEATURE	Instrumentation (incl. flow, level, temperature & pressure)		
MARCH	13/02/12	01/03/12	15/03/12
FEATURE	Robotics + Industrial ethernet		
APRIL*	20/03/12	10/04/12	24/04/12
FEATURE	Motors & drives + Safety <i>* Magazine distributed at NMW</i>		
MAY*	10/04/12	03/05/12	17/05/12
FEATURE	Asset management + Fluid power <i>* Magazine distributed at QLD Regional Roadshow</i>		
JUNE	15/05/12	06/06/12	21/06/12
FEATURE	Motion control + Industrial wireless		
JULY	13/06/12	02/07/12	16/07/12
FEATURE	Sensors & transducers + Energy efficiency		
AUGUST*	12/07/12	03/08/12	17/08/12
FEATURE	Control systems + Instrumentation (incl. flow, level, temperature & pressure) <i>* Magazine distributed at WA Regional Roadshow</i>		
SEPTEMBER	23/08/12	11/09/12	25/09/12
FEATURE	HMI/SCADA + Pneumatics & hydraulics		
OCTOBER	13/09/12	02/10/12	16/10/12
FEATURE	Materials handling + Automation		
NOVEMBER	12/10/12	05/11/12	19/11/12
FEATURE	Gases & fluids + Control systems		
DECEMBER	28/11/12	20/12/12	13/01/12
FEATURE	Leaders of Industry		

# 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)

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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.

What's New in Process Technology 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**



**Queensland  
Regional  
Roadshow**



Cnr. Fox Valley Road & Kiogle Street,  
 (Locked Bag 1289) Wahroonga NSW 2076 Australia  
 Ph: +61 2 9487 2700 Fax: +61 2 9489 1265  
[sales@westwick-farrow.com.au](mailto:sales@westwick-farrow.com.au) [www.westwick-farrow.com.au](http://www.westwick-farrow.com.au)