

# Magazine Media Kit 2009



## INTEGRATED B2B MEDIA MARKETING

■ magazines ■ events ■ websites ■ creative

For over 27 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, websites and face-to-face, targeted events provides decision makers with up-to-the-minute new product announcements, application and how-to tips, and breaking technology news.

Westwick-Farrow Media's stable includes 10 industry specific magazines and related websites, 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.

Delivering vital business information to tech & industry professionals

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

## What's New in Electronics

### 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.

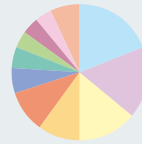
### Audited Circulation (Mar 2009)

8249 (CAB Audit).

Publishes monthly.

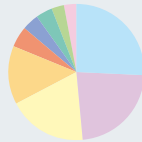


### Circulation by Industry



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%

### 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%

Your industry website ...

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

## Sustainability Matters

### Target Audience

Qualified readership includes CEOs of leading industrial companies, senior managers across a broad range of manufacturing and general industry, environmental and waste professionals in all areas of industry, business and all levels of government. We support important leading industry events such as OzWater, Enviro and other AWA and WMAA events.

### Audited Circulation (Mar 2009)

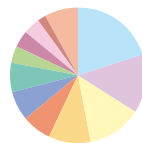
8571 (CAB Audit).

Publishes bimonthly.



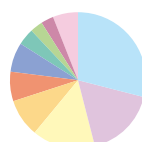
Now also available  
in digital

### Circulation by Industry



Manufacturing/Processing	20%
Consultancy/Environmental	14%
Government	13%
Water/Agriculture/Rural	10%
Recycling	7%
Equipment Supplier	7%
Hospitals/Health/Lab	7%
Mining	4%
Waste Contractor	4%
Utilities	4%
Landfill	2%
Other	8%

### Circulation by Job Title



Gen. Management	29%
CEO/Director	17%
Engineer	15%
Laboratory Staff	9%
Government	7%
Consultant	7%
Maintenance	4%
Contractor	3%
Education	3%
Other	6%

Your industry website ...

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

## What's New in Process Technology

### 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 (Mar 2009)

8642 (CAB Audit).

Publishes monthly.

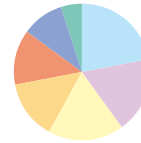


### Circulation by Industry



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%

### Circulation by Job Title



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

Your industry website ...

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

## Radio Comms Asia-Pacific

### Target Audience

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

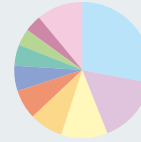
### Audited Circulation (Mar 2009)

4940 (CAB Audit).

Publishes bimonthly.

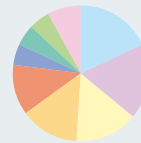


### Circulation by Industry



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%

### 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%

Your industry website ...

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

# What's New in LAB Technology

## Target Audience

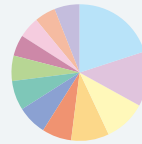
In-depth penetration of laboratory facilities in Australia (government and private) and New Zealand, including universities, hospitals, biotech, research and clinical. Qualified readership includes department heads, lab management, and senior scientific and technical officers.

## Audited Circulation (Mar 2009)

8494 (CAB Audit).  
Publishes bimonthly.

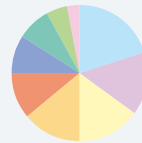


## Circulation by Industry



University	20%
Hospital/Clinic	13%
Manufacturing	10%
Consultancy	9%
Food/Beverage	7%
Chemicals/Pharmaceuticals	7%
Lab - other	7%
Environmental	6%
CSIRO	5%
Electronics design/Mfg	5%
Horticulture/Rural	5%
Other	6%

## Circulation by Job Title



Lab Management	20%
Lab Director/Dept Head	15%
Technical Officer	15%
Corporate Management	14%
R&D/Quality	11%
Consultant	9%
Lab Personnel	8%
Education	5%
Other	3%

Your industry website ...

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

# Voice&Data

## Target Audience

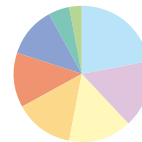
Senior management (CIO, CFO, CEO), IT & comms management, senior engineers, consultants and commercial buyers across government, top 500 companies, carriers, service providers, utilities, defence, emergency services and more.

## Audited Circulation (Mar 2009)

8604 (CAB Audit).  
Publishes monthly.



## 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%

## 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%

Now also available  
in digital

Your industry website ...

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

## Safety Solutions

### Target Audience

Plant managers, purchasing officers, safety consultants and general management across: factories and plants, government facilities, building and construction, mines, utilities, offshore exploration and more.

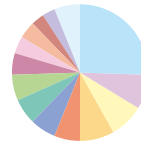
### Audited Circulation (Mar 2009)

10,499 (CAB Audit).

Publishes 8 times a year.

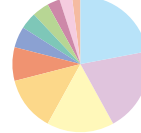


### Circulation by Industry



General Manufacturing	25%
Mining	8%
Chemical/Oil/Petroleum	8%
Consultancy	8%
Construction/Building	6%
Health/Medical Services	6%
Government	6%
Electrical	6%
Safety Related Services	5%
Transport	4%
Metal Products	4%
Safety Products Supplier	3%
Education	3%
Other	6%

### Circulation by Job Title



Mgmt - Plant/Mine/Mfg/Util	22%
OH&S Officer/Manager	20%
Management - Corp/General	16%
Engineer (incl Safety)	13%
Consultant	8%
Education/Training	5%
Govt. - Safety Personnel	4%
Project Manager	4%
Health/Medical Services	3%
Lab Personnel	3%
Other	2%

Your industry website ...

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

## What's New in Food Technology & Manufacturing

### Target Audience

Food processors and manufacturers, food plant management and engineers, packaging specialists, food product designers, food technologists, consultants and other purchasing influencers.

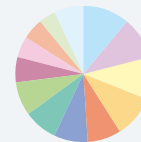
### Audited Circulation (Mar 2009)

6867 (CAB Audit).

Publishes bimonthly.

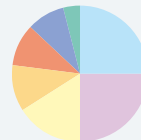


### Circulation by Industry



Meat/Smallgoods	11%
Beverages	10%
Research/Consultancy	10%
Food Processing - general	10%
Dairy	8%
Confectionery/Snackfoods	8%
Equipment Supplier	8%
Baking	8%
Fruit/Vegetable	6%
Distribution	5%
Packaging	5%
Education	4%
Other	7%

### Circulation by Job Title



Corp/General Management	25%
Manufacturing Management	25%
Engineer	16%
Food Technologist	11%
Consultant	10%
R&D	9%
Other	4%

Your industry website ...

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

# InMotion

## Target Audience

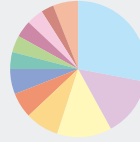
Qualified readership includes senior engineers, maintenance staff, plant managers and senior managers who make purchasing decisions across a range of industries including manufacturing, mining, irrigation, agriculture, transport and OEM sectors throughout Australia and New Zealand!

## Audited Circulation (Mar 2009)

8161 (CAB Audit).  
Publishes quarterly.

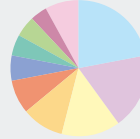


## Circulation by Industry



OEM/General Manufacturing	28%
Reseller/Distributor/Wholesaler	14%
Repairs/Maintenance	13%
Construction/Earthmoving/Mining	8%
Engineering Services	6%
Consultancy	6%
Govt/Utilities/Defence	4%
Transport/Equipment/Machinery	4%
Food/Beverage/Pharmaceuticals	4%
Rural Industries/Irrigation	4%
Education/TAFE/Universities	3%
Other	6%

## Circulation by Job Title



Senior Management	22%
Project/Design/System Engineer	18%
Management/Other	14%
Automation/Plant Operations	10%
Maintenance & Repairs	8%
Mobile Hydraulics	6%
Resellers	5%
Consultant	5%
Education	4%
Other	8%

Your industry website ...

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

# Electrical Solutions

## Target Audience

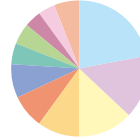
Electrical Solutions goes directly to qualified readers in all mid- to top-level electrical contractor firms, and all wholesaler branches and head offices throughout Australia and New Zealand.

## Audited Circulation (Mar 2009)

7582 (CAB Audit).  
Publishes bimonthly.



## Circulation by Industry



Industrial Contractor	22%
Domestic Contractor	15%
Air Conditioning	13%
Engineering	10%
Govt/Utilities	8%
Cabling/Data Comms	8%
Building/Construction	5%
Consultancy	5%
Government	4%
Manufacturer	4%
Other	6%

## Circulation by Job Title



Electrical Contractor	19%
CEO/MD	19%
Electrical Engineer	12%
Contractor Management	12%
Communications Tech	9%
Service/Maintenance	8%
Technician	7%
Design	5%
Heating/Ventilation	4%
Other	6%

Your industry website ...

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

# 2009 magazine rate card — PRINT

## Additional Rates

Special Positions: Specifically requested positions in magazine plus 10% (eg: IFC, 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.

IBM Formatted (preferred):

Hardware: CD

Software: Adobe Photoshop CS3, Adobe Illustrator CS3, InDesign CS3, Acrobat 8

MAC Formatted:

Hardware: CD

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 1/1/2009. Rates subject to 10% Goods & Service Tax

FOUR COLOUR	Casual \$	3x \$	6x \$	12x \$
DPS	6751	6150	5688	5334
Full Page	4662	4139	3894	3575
2/3 p	3694	3347	3112	2929
1/2 DPS	4662	4139	3894	3575
1/2 p	3019	2729	2548	2355
1/3 p	2556	2278	2119	1958
1/4 p	2017	1866	1729	1639
1/6 p	1627	1519	1446	1377
1/8 p	1352	1260	1193	1093

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
One-Third (other)	88	180
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	\$480
Full Page	\$350
1/2 Page	\$215
1/3 Page	\$150
1/4 Page	\$130
1/6 Page	\$110
1/8 Page	\$85

## 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 \$100.

\*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.

# 2009 rate card & specifications — eMag\*

\* Digital magazine advertising is only available for *Voice&Data* and *Sustainability Matters*

Digital editions of magazines open a new world for advertisers and readers. Leverage your brand with a complete suite of marketing channels — print, web, digital and multimedia. No proprietary reader or additional application is required. An elegant interface via a web browser makes it easy to receive and read issues online.

## How is the magazine delivered?

- Subscribers request their issues to be delivered in print, digitally or both.
- Subscribers receive notification via an html email, with a link to an easy-to-use website for immediate access to their complete issue.
- The issue is interactive with hotlinks to all URLs in both editorial and advertising.
- Subscribers are able to download, read online and 'pass along' to a friend.
- Each edition has search, print and share capability, as well as archived back issues.

## What marketing opportunities does digital delivery provide?

1. One of the most powerful opportunities is sponsorship of the issue. Your company has prime space on the reader with a leaderboard multimedia advertisement, as well as your logo and a listing/link appearing in the notification html email sent to all subscribers.
2. Enhance the message of your print ad with a multimedia overlay, or full-page replacement.
3. Extend the reach of your insert by sending it out to a wider circulation.
4. Strengthen your message by adding a deep link to your print advertisement and directing traffic to a target page.
5. Your print ad will have a hotlink to your company website at no extra charge.

*Suppliers of digital advertising files are responsible for checking all files before sending to Westwick-Farrow. Westwick-Farrow does not take responsibility for the quality or integrity of any supplied advertising files.*

## 1. Digital Issue Sponsorship (exclusive) **SAMPLE** Includes LeaderBoard banner throughout plus logo and listing/link in notification email (html) \$2200

LeaderBoard: W728 px. x H90 px. Animated GIF format only. File size limit 100 KB. Please supply URL address separately.

Email: company logo plus 25 words. This will be embedded in the issue alert html email.

## 2a. Overlay ad: multimedia (one size only) **SAMPLE** Available to half-page or larger print advertisers \$500

Overlay ads will be anchored as close to the centre of your advertisement as possible.

*Our technicians will mount all files supplied in a player with close button.*

File Types accepted: .avi (recommended), .mov (recommended), mpeg, .wmv, .flv, .rm, .swf

File Size: 5-10 MB .swf, 15 MB max. for other formats. (Please note files may be compressed during processing.)

Duration: Maximum 2 minutes. (Files which exceed this may be rejected.)

Pixel Dimension: W320 px. x H220 px. (Do not lock. Files must be scalable.)

Frame Rate: 30 fps

Looping: Optional

URL link to your website must be embedded

## 2b. Full Page replacement: multimedia **SAMPLE** \$650

File Types accepted: .swf ONLY

File Size: 5-10 MB (Please note files may be compressed during processing.)

Duration: Maximum 2 minutes. (Files which exceed this may be rejected)

Pixel Dimension: W1247 px. x H1766 px. (Do not lock. Files must be scalable)

Frame Rate: 30 fps

Looping: Optional

URL link to your website must be embedded

## 3. Deep link \$180

Replaces the company web link on print ad with a deep link to a specified target page.

Please supply the URL address separately. It will be integrated with your file by our technicians.

## 4. Digital supplements/inserts \$1000 (no multimedia)

Can be a reproduction of print insert or an eMag insert only.

Supply as high-resolution pdfs, which will run at the back of the magazine.

Growing YOUR business with our targeted marketing solutions