

A unique new concept in magazine publishing, providing the launch pad for a high-level, year-round program incorporating exclusive events and social media membership – bringing leaders together across a range of technology sectors for information and ideas exchange ...

The program commences with the bumper annual magazine issues (choose from one or more of the following magazines ... *What's New in Electronics* Dec/Jan, *Voice&Data* Dec/Jan & *Electrical Solutions* Jan/Feb), which will feature ...

- **LeaderProfile** spreads from leading vendors
- **Crystal Ball** predictions from technology leaders for 2011
- the **Hottest Products** of 2010
- snapshots from our **Microsite** Online Directory Partners
- stepping stone to the Leaders in Technology **ideas exchange events** series and www.LeadersinTechnology.com.au member-only business social media hub – commencing February 2011

Profile and Position YOUR company in the all-new 2011 Leaders in Technology program ...

Leaders IN TECHNOLOGY 2011

Help shape the future of B2B industrial marketing by giving your company a voice in this exciting new program. Choose from a range of cost-effective marketing options ...

FIND OUT HOW other businesses are transforming to **MEET THE CHANGING** needs of customers

FirstChoice LeaderProfile

- only 6 available – positioned in the first 6 spreads of magazine
- double-page spread, with your ad on left, and corporate profile* on right
- CEO/MD interview + photo in the 2011 Crystal Ball article
- your CEO/MD invited to Leaders in Technology roundtable in Feb 2011
- member log-in to exclusive business social media website www.LeadersinTechnology.com.au to exchange ideas with fellow leaders of technology both on the vendor and end-user side across several vertical markets
- large logo block on outside back cover

Investment - \$5500

Standard LeaderProfile

- double-page spread, with your ad on left, and corporate profile* on right
- your CEO/MD invited to Leaders in Technology roundtable in Feb 2011
- member log-in to exclusive business social media website www.LeadersinTechnology.com.au to exchange ideas with fellow leaders of technology both on the vendor and end-user side across several vertical markets
- logo on outside back cover

Investment - \$3500

TARGETING our engaged, qualified and **VERIFIED** magazine audiences

what's new in
electronics

Voice
and
data

ELECTRICAL
SOLUTIONS
for the Australian and New Zealand electrical community

REAL ISSUES, real
IDEAS, real VALUE ...

EXCHANGE
IDEAS and challenges
with other leaders at
www.LeadersinTechnology.com.au

give **YOUR** company a
VOICE at the
Leaders in Technology
ROUNDTABLE
EVENT series

Additional Marketing Options

Hottest Product editorial**

- exclusive, one to a page (with surrounding advertising)
- will have featured in the magazine or on the website during 2010
- includes accompanying photo
- links to your product item on website and upgrade to Hot Product format

Investment - \$600

Standard Display Advertising

- limited spaces available – see sample issue
- standard ¼ pages and ½ pages only

www.LeadersinTechnology.com.au

- launching February 2011
- ideas and information exchange – exclusive member-only access
- c-level content from the WFOonline website network
- resources for B2B marketers from across the globe
- blogs from senior-level vendors and customers
- facilitated by our editorial team

Leaders in Technology ideas exchange event series

- roundtable ideas and information exchange – kicking off February 2011
- leading vendors from the control, automation, instrumentation, industrial safety and sustainability sectors
- facilitated by our publishing management team
- stepping stone to the inaugural Leaders in Technology IdeasFest – featuring vendors and end users – to be held in June 2011

Leaders IN TECHNOLOGY 2011

** Corporate Profile editorial spread will feature 3 sections, and a template will help you compile information that will add value to our readers and ensure best ROI for you – ask your Account Manager for a sample.*

*** The Hottest Product marketing option is only available to advertisers in this issue.*

Contact your Account Manager NOW for more information and to secure your place in this exciting and innovative new marketing program.