

industry

THE AUSTRALIAN INDUSTRY GROUP MAGAZINE

Media Kit 2012

Making Industry work for you

The Australian Industry Group's flagship publication, *Industry* magazine, has a proud history of keeping its members – Australia's leaders in industry – informed of policy and economic developments that affect their businesses on a daily basis.

These issues include regular features on workplace relations, innovation, OHS and workers' compensation, economic updates, environment and energy, trade, and defence.

The magazine also offers practical business improvement features on topics such as insurance, superannuation, tax and financial planning, security, and succession planning.

A high quality publication, the magazine provides easy and informative reading to Ai Group members. It is distributed free to members, governments at all levels, and media three times a year.

Industry offers advertisers a prime opportunity to reach industry and business leaders in Australia along with their employees. *Industry* magazine is ideal for targeting small to medium enterprises with many Ai Group members employing between one and 100 employees. Ai Group also represents businesses that employ as many as 5,000+ employees.

Ai Group is a peak industry association in Australia which along with its affiliates represents the interests of more than 60,000 businesses in an expanding range of sectors. The businesses which Ai Group represents employ more than 1 million employees.



Dedicated readership • Distributed nationally • Quality editorial

FAST FACTS

Frequency:	Three times a year (March, July, November)
Circulation:	12,500
Cover price:	FREE to Australian Industry Group members
Distribution:	National
Target market:	Chief executives and senior executives, business owners, industry leaders
Casual page rate:	\$3,250 + GST

For advertising enquiries, please contact Industry Advertising: Eun Bryan 02 9466 5507
or email industryadvertising@aigroup.asn.au

DISTRIBUTION

Ai Group members operate in an expanding range of industry sectors including: manufacturing; engineering; construction; automotive; food; transport; information technology; telecommunications; call centres; labour hire; printing; defence; mining equipment and supplies; airlines; and other related service industries.

- Transport & Storage
- Communication Services
- Education
- Retail Trade
- Personal & Other Services
- Electricity, Gas & Water Supply
- Construction
- Health & Community Services
- Wholesale Trade
- Finance & Insurance



EDITORIAL OVERVIEW

In the News

This front section of Industry comprises snippets of news that are of interest to, or affect our members, and covers business, government and compliance updates. It's In the News you'll find the news that's pertinent to your state, and of national relevancy. Articles on members' achievements are also a feature of this section.

To submit a news item for consideration, please email it to editor@aigroup.asn.au.

Features

Industry typically contains three or four main features, focussing on major political developments that have implications for our members, interviews and profiles of key Australian decision makers, in-depth analysis of a wide range of issues such as the economy, workplace relations, climate change, business and financial planning, and human resources topics. Opinion pieces from business leaders, economists and politicians are also featured.

Regulars

Industry includes several regular articles on the topics of environment, trade, defence, training and legal issues. A calendar of upcoming events and seminars is also included as well as coverage of Ai Group's highly regarded Australian Performance of Manufacturing Index®, Australian Performance of Services Index®, and Australian Performance of Construction Index®.



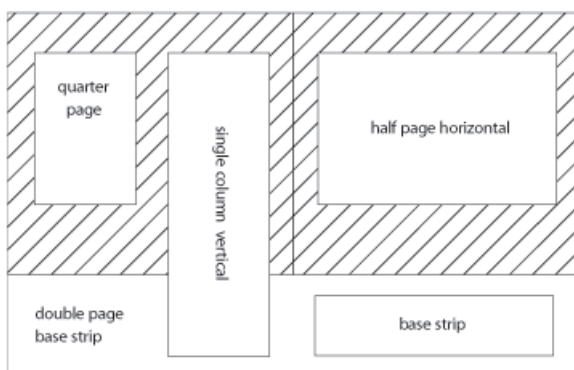
ADVERTISING RATES

FULL COLOUR ADS	1AD +GST	2 ADS +GST	3 ADS +GST	AD SIZE H x W (mm)
Full Page	\$3250 \$325	\$3050 \$305	\$2760 \$276	305 x 240 + 5mm Bleed
Double Page Spread	\$5720 \$572	\$5376 \$537	\$4860 \$486	305 x 480 +5mm Bleed
Half Page Horizontal	\$2110 \$211	\$1980 \$198	\$1790 \$179	123 x 212
Quarter Page - NEWS SECTION ONLY	\$1250 \$125	\$1170 \$117	\$1060 \$106	123 x 85
Single Column Vertical - NEWS SECTION ONLY	\$1800 \$180	\$1690 \$169	\$1530 \$153	278 x 50
Base Strip	\$1400 \$140	\$1320 \$132	\$1190 \$119	50 x 212
Double Page Base Strip	\$2350 \$235	\$2210 \$221	\$1990 \$199	85 x 480 + 5mm Bleed
PREFERRED POSITIONS	1AD +GST	2 ADS +GST	3 ADS +GST	AD SIZE H x W (mm)
Right Hand Page	\$3450 \$345	\$3240 \$324	\$2930 \$293	305 x 240 + 5mm Bleed
Inside Front Cover	\$4300 \$430	\$4030 \$403	\$3650 \$365	305 x 240 + 5mm Bleed
Inside Back Cover	\$3950 \$395	\$3710 \$371	\$3360 \$336	305 x 240 + 5mm Bleed
Outside Back Cover	\$4650 \$465	\$4370 \$437	\$3950 \$395	305 x 240 + 5mm Bleed
INSERTS (up to 4 page A4)	1AD +GST	2 ADS +GST	3 ADS +GST	AD SIZE H x W (mm)
Full Distribution	\$2730 \$273	\$2570 \$257	\$2320 \$232	297 x 210
NSW/ACT ONLY	\$1100 \$110	\$1030 \$103	\$940 \$94	297 x 210
VIC ONLY	\$1400 \$140	\$1320 \$132	\$1190 \$119	297 x 210
QLD ONLY	\$700 \$70	\$660 \$66	\$600 \$60	297 x 210
SA ONLY	\$700 \$70	\$660 \$66	\$600 \$60	297 x 210

Media commission is NOT included in the pricing

INDUSTRY MAGAZINE

Double page spread: Trim 480 x 305mm.
Allow a 6mm bleed over trim marks.



CIRCULATION

NSW	4,130
Victoria	5,370
Queensland	2,000
South Australia	600
Media / Gov	400
Combined	12,500

ADVERTISING SCHEDULE – PUBLISHING DATES

Edition 56	5 March 2012
Edition 57	2 July 2012
Edition 58	5 November 2012

ED.	BOOKING DEADLINE	MATERIAL DEADLINE
56	Mon 16 Jan	Mon 30 Jan
57	Mon 14 May	Mon 28 May
58	Mon 17 Sept	Tue 2 Oct

CONDITIONS AND SPECIFICATIONS

All advertisements are published nationally and will be placed in an appropriate position as space allows. All advertising is accepted subject to content, availability of issue date and weight/size of inserts.

ARTWORK SPECIFICATIONS

Artwork should be supplied by email or on CD as a high resolution PDF. All fonts must be embedded and images must be in CMYK mode. Output at 175 lpi screen. Please quote your booking number and supply a laser proof.

Send artwork to: Australian Industry Group, Communications Department L5, 51 Walker Street, North Sydney NSW 2060
or email to: commsjob@aigroup.asn.au

