

Industry Update



MANUFACTURING MEDIA

**AUSTRALIA'S NO.1 MANUFACTURING &
INDUSTRIAL EQUIPMENT MAGAZINE & DIRECTORY**

MEDIA KIT 2024

Industry Update Magazine

Industry Update (IU) is Australia's largest circulating manufacturing magazine. It is the ultimate news and product publication for the manufacturing industry.

70,160 Per-issue Readership

17,540 Circulation (Current CAB Audit figures)

86% Key Decision Makers

28 years serving Australian Industry



About Us

Established in 1995 by Scott Filby, Industry Update has been an industry leader in manufacturing magazines for 27 years.

With constantly-updated online news, and six magazine editions a year, Industry Update offers a valuable information resource for companies and people across the manufacturing supply chain.

Our Values

Industry Update focuses on reporting the news and needs of the manufacturing community, and delivering results for advertisers and readers.

Testimonials

"Industry Update has an outstanding reach to manufacturers and contractors, through its print and digital platforms. Guided by Founder/Publisher, Scott Filby, Industry Update's business undertakings are open, honest, results-driven, and productive for all involved. As a B2B public relations agency with several clients in related fields, We have valued the support of Industry Update for more than a decade."



Brent Whyte

Founder/Director | Whyte Public Relations

"The Industry Update Magazine is one that offers the reader a broader spectrum coverage over ALL industry groups."



Paul Johnson

Director Sales and Marketing
Adept Conveyor

"Mouser Electronics has been associated with IndustryUpdate for many years. It's a great platform to position our brand along with strategically promoting product lines through the Diamond listing, and reach a wider target audience. The Industry Update team is extremely supportive & encouraging while initiating any new strategy or a campaign with an expected ROI."



Saswati Ray

Sr. Marketing Manager | Mouser Electronics

"After having worked with industry media for many years, I can honestly say that Scott and his team provide both me and my clients with a highly effective and adaptable communications vehicle. IU, both in print and online, has proven to be great value, delivering a significant impact for the investment...and the IU personnel are always friendly and helpful to boot!



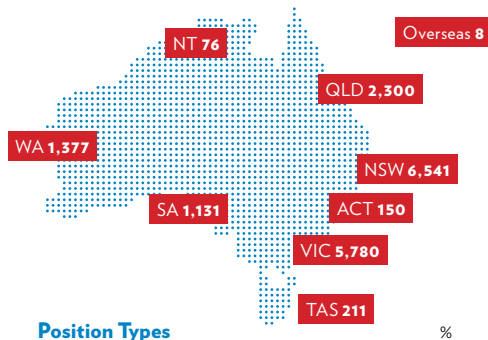
Peter Mellet

Adworks Creative

Circulation & Readership Profile

IU magazine boasts a circulation of 17,540 and readership of 70,160, making it the top manufacturing magazine. Targeting B2B manufacturing professionals, including decision-makers, we offer:

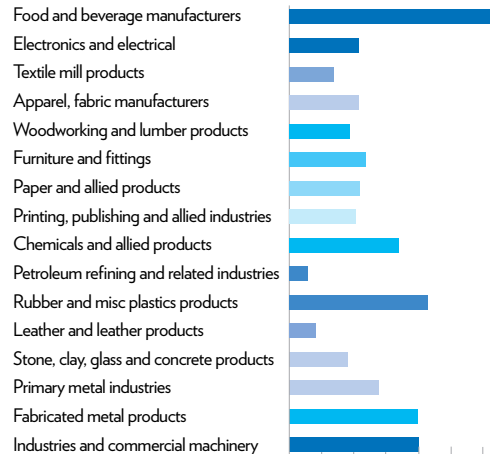
- Access to a wide range of products.
- Timely manufacturing news and features.
- Coverage of finance, tax, superannuation, and marketing.
- In-depth insights into safety, tech, training, and the environment.
- Effective direct marketing tools like product cards and inserts.
- IU's design suits advertisers and decision-makers, offering concise, relevant content. Published bimonthly, IU stays fresh for advertisers and markets.



Position Types



Circulation Details



Magazine Features 2024

Regular features

- Universities, Research & Collaboration
- Australian Made
- Women In Manufacturing
- Manufacturing Finance
- Recruitment
- Education, Training, Apprentices & Skills
- Energy, Waste & Recycling
- Machinery, Metalworking & Machine Tools
- Workplace Safety
- Additive Manufacturing
- Automation / Robotics & Smart Manufacturing
- Transport & Logistics

February/March

- Manufacturing Trends At A Glance 2024
- APPEX 2024
- Materials Handling- Cranes
- Warehousing & Storage
- Industrial Doors, Products and Accessories
- Welding & Cutting technologies
- Cyber Security For Manufacturing
- **Focus: NT / SA manufacturing**

August/September

- Modern Manufacturing Preview
- Workplace Health & Safety Show Feature
- Industrial Cleaning Products
- Industrial Flooring
- 3D Technologies
- Test & Measurement:
- Weighing, Sensors & Instruments
- Compressors & Pneumatics
- Fluid Controls, Pumps, Pipes and Valves

April/May

- **Special: NSW Australia's leading manufacturing state**
- Australian Manufacturing Week
- Austech Preview
- Electronex Preview
- Workplace Health & Safety Show Feature
- ARBS Feature
- Australian Made Week Feature

October

- Cooling & Fans
- Transport & Logistics
- Motors & Drives
- PPE Including Gloves & Safety Glasses
- Machine Building
- Welding & Cutting Technologies

June/July

- CeMAT 2024 Preview
- Materials Handling
- Warehousing & Storage
- Robotics, Automation and Production Control
- Packaging Equipment, Packaging & Labeling
- **Focus: New Zealand Manufacturing**

November

- LED Lightning and Industrial Lighting
- Alcohol & Drug Awareness Safety Feature
- IT Hardware & Software
- Fasteners & Adhesives
- Workplace Hygiene

Magazine Features 2025

Regular features

- Universities, Research & Collaboration
- Australian Made
- Women In Manufacturing
- Manufacturing Finance
- Recruitment
- Education, Training, Apprentices & Skills
- Energy, Waste & Recycling
- Machinery, Metalworking & Machine Tools
- Workplace Safety
- Additive Manufacturing
- Automation / Robotics & Smart Manufacturing
- Transport & Logistics

February/March

- Manufacturing Trends At A Glance 2025
- Materials Handling- Cranes
- Warehousing & Storage
- Industrial Doors, Products and Accessories
- Welding & Cutting technologies
- Cyber Security For Manufacturing

August/September

- Modern Manufacturing Preview
- Workplace Health & Safety Show Feature
- Industrial Cleaning Products
- Industrial Flooring
- 3D Technologies
- Test & Measurement:
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Magazine Specifications

Magazine Deadlines

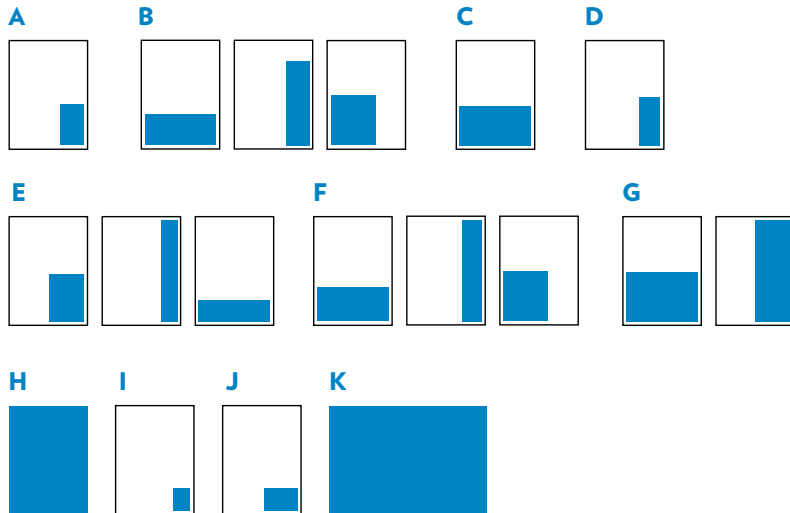
Issue	Advertising	Editorial	Final Copy	Publish Date
February	25th Jan	24th Jan	1st Feb	6th Feb
April	14th Mar	15th Mar	21st Mar	26th Mar
June	20th May	17th May	27th May	5th Jun
August	19th July	18th Jul	26th Jul	7th Aug
October	13th Sep	12th Sep	20th Sep	2nd Oct
November	18th Oct	17th Oct	25th Oct	6th Nov

Preferred Media for Reproduction

- Adobe Acrobat with all fonts embedded
- PDF files that contain no spot colours
- Microsoft Word text and separate scans of pictorial matter plus layout requirements for internal production

Please also note that all pictorial content should be supplied in CMYK and at a minimum of 300dpi. Additional production charges may be incurred.

Print Specifications



Ad Type	Dimensions (W x H mm)
A 1/6 Front Cover	69 x 125
B 1/3 Front Cover	218 x 78 / 70 x 236 / 144 x 125
C 1/2 Front Cover	218 x 125
D 1/6 Page Inside	69 x 139
E 1/4 Page Inside	105 x 139 / 50 x 268 / 214 x 71
F 1/3 Page Inside	214 x 92 / 69 x 268 / 141 x 139
G 1/2 Page Inside	214 x 139 / 105 x 268
H Back Cover (FP)	230 x 297 + 5mm bleed
I Flash Ads Single	50 x 68
J Flash Ads Double	105 x 68
K Double Page Spread	460 x 297 + 5mm bleed
L A6 Wraparound	210 x 148 + 5mm bleed (folded 105 x 148)
M Earpiece Ad	40 x 40
N Flysheet (Front)	110 x 110
O Flysheet Rear (FP)	245 x 170 + 5mm bleed

Magazine Advertising Rates

Front Cover Ads

	Ad Type	1 Edition	2-3 Editions	4-5 Editions	6 Editions
A	1/6 Page	\$4,500	\$4,250	\$3,650	\$3,350
B	1/3 Page	\$5,500	\$5,200	\$4,900	\$4,600
C	1/2 Page	\$8,960	\$8,100	\$7,300	\$6,800
M	Earpiece Ad	\$1,100			

All rates quoted on this page exclude GST. All rates in Australian dollars.
Advertisers outside of Australia must pay in Australian dollars and GST is NOT payable companies outside of Australia.

Standard Ads (Inside Magazine)

	Ad Type	1-2 Ed.	2-3 Ed.	4-6 Ed.	12 Ed.
D	1/6 Page	\$2,450	\$2,050	\$1,850	\$1,650
E	1/4 Page	\$2,750	\$2,450	\$2,050	\$1,850
F	1/3 Page	\$3,050	\$2,750	\$2,250	\$2,050
G	1/2 Page	\$3,980	\$3,500	\$3,150	\$2,950
	2/3 Page / Jr Page	\$4,550	\$4,150	\$3,750	\$3,500
H	Full page	\$6,150	\$5,750	\$4,850	\$4,650
I	Flash Ads Single	\$650	\$550	\$500	\$450
J	Flash Ads Double	\$750	\$650	\$600	\$550
K	Double page spread	\$11,200	\$10,200	\$8,200	\$8,000



A6 Front Cover Wraparound

Cover wrap advertisements are used to communicate directly to business executives (B2B) as well as many other highly targeted audiences. Cover wraps are trim, fold and saddle stitch onto outside IU Magazine (at top).

4-page Single Fold	Cost
Ad Space	\$7,900
Printing Cost	\$1,700

NOTE Back Cover add 10% loading to full page rate. Cover and Premium ads are payable 60 days prior to publication. 10% agency rebate on net rates. Rates are in Australian Dollars only

10 | Magazine Advertising Rates



Inserts

Delivering your message to your customers by insert marketing is one of the most effective ways. Print media inserts are noticed because they stand out from the other ads in the magazine.

Weight	Cost Times by 18 (per thousand)
Up to 10g	\$400
11 to 20g	\$450
21 to 30g	\$500
31 to 40g	\$550

Heavier weights need to be quoted



Fly Sheet

Industry Update Mailing Address Sheet. Each IU Cover sheet offers clients a prime advertising space. Included: square section on front and full reverse side. (see page 10 for print specifications)

Print	Cost
4 Colour	\$3,999

Heavier weights need to be quoted. Printing of flysheet not included. Please ask your sales manager for a quote

industryupdate.com.au | Australia's No.1 Manufacturing & Industrial Equipment Magazine & Directory

Manufacturing Videos

More than **2,236,000** impressions
and **978,700** views in the first two years

Industry Update launched its manufacturing video channel in August 2017 and the industry's response has been phenomenal.

As a new trade media concept for the manufacturing industry, the videos provide high-impact exposure that gathers remarkably good response rates for advertisers.

The channel is hosted by one of Australia's best known and trusted news and sports journalists, Tim Webster, who presents the content in a 6pm nightly news format, providing massive credibility and instant recognition.

The channel programming has expanded since launch, and now combines product news with case studies and documentary programs. Industry update manufacturing videos are a great way to educate audiences on your B2B product and brand.

Quick Bite Video (15 Seconds)	Cost
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1 Video	\$777
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Price does not include GST.

Product Videos **NEW LOOK**

Video Quality & Style - Television quality production and 6pm nightly news broadcast style - creates a high level of integrity and connectivity for clients product and videos.

Video Timing - 1 min max per video which are sold as 4x 1min video pack.

Video Placements / Releases - IU e-newsletter, IU magazine and IU Youtube page - with options for video releases over 4,8 or 12 week options.

Video Personality - Tim Webster, Australia's leading broadcasters and television personality with over 40 years of experience in the field, best known journalist to the manufacturing demographic.

Video Engagement - 81% of people have been convinced to buy a product or service by watching a brand's video. In addition, advertisers may use their videos anywhere once they have been released on IU media platforms.

Product Video (1 Minute)	Current Mag Advertiser	Non Mag Advertiser
1x Video Pack of 4	\$6,700	\$7,700
2x Video Pack of 8	\$10,700	\$11,700
3x Video Pack of 12	\$13,500	\$16,500

Prices do not include GST.



The production process is straight forward and requires very little input from advertisers.

- Advertisers only need to provide four or five bulletpoints for each video as Industry Update editorial staff will write the scripts
- Provide photography stills and/or video as overlay



Case Study Videos

Our case study videos and testimonial videos run for two to three minutes each. These videos are different to our standard one-minute product videos.

Case studies are critical for marketers in the B2B industry because decision makers often convert once exposed to case studies when researching purchases.

Potential buyers want to be informed prior to making purchasing decisions and want to learn more about your brand and your industry products, all from the comfort of their office.

Industry Update Case Study Videos and Testimonial Videos are the answer!

Our unique videos revolutionises information delivery to help your potential, current and past customers to learn more about dealing with your business.

People do care about others customer experiences. Industry Update will film an interview with you and your customer at your customer's premises.

This is particularly helpful if your business has recently made an installation or similar that we can film and show in detail.

Industry Update Case Study and Testimonial Videos offer many options, the sky truly is the limit!



Case Studies (3 Minutes)	Current Mag Advertiser	Non Mag Advertiser
1 Video	\$5,700	\$6,700
2 Videos	\$9,500	\$10,900
3 Videos	\$15,000	\$16,000

Prices do not include GST.

NEW Documentary Videos

With ever-increasing demand, Industry Update has expanded its video offerings to include short format documentaries for our manufacturing audience. Covering any area from Workplace Safety to Automation and Materials Handling, we can produce a documentary that delivers the strongest possible message as to why your product or service is an industry leader.

IU documentaries run in a 10-minute format, which can be combined with additional documentary videos to create a series. We will reach out to the experts and officials of your industry so they can be interviewed as a spokesperson. Having an unbiased third party commenting on your behalf ensures maximum credibility and gives a unique edge over your competitors.

You provide us with a topic then Industry Update writing team researches an angle to showcase your product or service. We film on location anywhere within Australia with an Industry Update researcher to meet your clients needs and visit your facilities.

**For pricing & availability, contact Scott or James
02 9439 1288 / sales@industryupdate.com.au**



How they work?

- Filmed on location anywhere within Australia.
- Includes interview with a spokesperson from the industry.*
- On-location shoot with Tim Webster or an Industry Update reporter
- 10-minute documentary format suitable for online publishing and distribution.
- Scripts are written by Industry Update and approved by you prior to filming

*Interview with Industry Expert is subject to availability and approval

NOTE Tim Webster available as host on request at an additional expenses. Additional expenses may apply to Case Study Videos & Documentaries due to filming on location. Expenses outside of the Sydney metro area include airfares, car hire or cabs, meal expenses and airport transfers. We will always seek your approval before booking airfares and attempt to get the best price, but keep in mind that if we are unable to complete filming in one day on an interstate shoot then airfare change fees may apply. Further, if additional days are also required to complete filming each additional day is due and payable by the client at \$950.00 plus tax per day. If required, hotel costs are also payable by the client and we will do our best to achieve the lowest rates and save money for each client.

Manufacturing Product Cards

Past advertisers have reported hundreds of responses from Industry Update product cards with one safety advertiser reporting over 1,000 responses!!!

Today people are bombarded with electronic e-newsletters and information, many are deleted without consideration. It is harder than ever to get noticed. Businesses need to stand out!

Industry Update Manufacturing Product Cards arrive on the reader's desk as an individual pack, separate to the magazine, wrapped in clear plastic. As the product cards are unique they grab people's attention immediately, guaranteeing rapid response from readers leading to new sales.

Product cards are great for promoting new products, special offers, services, company name or address changes.





Product Cards	1 Pack per Year	Front Card
1 Card	\$3,700 per card	\$4,900
2 Cards (Same Pack)	\$3,100 per card	-

Prices do not include GST. Product Cards are mailed to IndustryUpdate Magazine subscribers. They are mailed as an individual pack and not with the magazine.

For pricing & availability, contact Scott or James
02 9439 1288 / sales@industryupdate.com.au

Preferred Media for Reproduction

- Size: 210mm (w) x 99mm (d) + 3mm bleed all round
- Adobe Acrobat with all fonts embedded
- PDF files that contain no spot colours
- Microsoft Word text and separate scans of pictorial matter plus layout requirements for internal production

Please also note that all pictorial content should be supplied in CMYK and at a minimum of 300dpi. Additional production charges may be incurred.

Client Testimonial

“With rising costs and shrinking budgets making sure we have bang for our buck is an absolute necessity to continue to partner with any publication. Ansell used Jet interactive to monitor ROI with Industry Update. Through this service we managed to generate solid leads that we have traced back to revenue. By using services like this we have happily continued to partner with Industry Update as our premium media partner.”

David Nicholls Former Marketing Manager, Ansell Healthcare

Online Media

24,000 Monthly Visitors

Thousands of Suppliers and Products

13,755 Newsletter Subscribers

Online content and campaigns aimed to increase SEO investments, customer engagement, and brand & product awareness digitally. Reporting analytic measurements available to advertisers 24/7.



Optimised Mobile Design

Our Industry Update website adapts seamlessly to various devices, offering features like video playback and responsive images. Key content, including news and blogs, is easily accessible for an intuitive browsing experience.

Engaging Visuals and Search

IU's digital shift emphasises unique text and industry keywords, enhancing interactions. The visual hub and search strategies cater to decision-makers and influencers, driving customer engagement.

Digital Magazine Integration

IU Magazine connects print with digital through QR codes, client website links, and product editorials, boosting customer engagement effectively.

Trusted Online Resource

Building on IU Magazine's credibility, our website offers quality online content, including video interviews, interactive guides, and influencer insights, serving as a reliable industry resource.

Amplified Engagement

Our content engages decision-makers, attracting new visitors and providing advertisers with targeted promotion opportunities.

High-Impact Immersive Ads

Immersive ads captivate your target market visually, delivering a full-screen experience that directly engages decision makers and influencers in manufacturing. Stand out from competitors and shape audience responses effectively!

Diverse Ad Formats

Choose from Hero, top/bottom banners, side skyscrapers, and MREC ads. Just \$5000.00 plus tax per month. Our in-house creative team crafts interactive campaigns including:

- Masthead: High-impact static ads integrated into our site portal for maximum exposure.
- Immersive Ads: Full header ads merging home page graphics with interactive elements.
- Custom competitions, surveys, and email campaigns.
- Video and banner ad light-boxes.

SEO Boost

Industry Update's targeted B2B portal drives traffic and leads to your business. Our SEO investment maximizes readership and ROI, ensuring your products/services shine on industryupdate.com.au. Our algorithm targets specific Google search terms, driving regular traffic to your site for true customer engagement.

Effective Reporting

Track campaign success via our real-time reporting center. Measure ad impact, access demographic insights, and optimize strategies easily. Your go-to resource for digital insights and enhancement.

Online Advertising Packages

Introducing Industry Update Online Packages

- Company profiles with info and contact details
- Unlimited* uploads of products, content, and videos
- Featured in bi-weekly e-newsletter
- Effective SEO boosts visibility on search engines
- Drive traffic and sales through quality content
- Choose your own dates for product advertisements in our e-newsletter.

Industry Update Manufacturing Media delivers current industry news to manufacturers and professionals. Engage with your target audience through blogs, newsletters, and social media.

(*Unlimited uploads for Diamond advertisers and major magazine advertisers with print & online services from us.)

Online Advertising Packages

Type of Content	Gold	Platinum	Diamond
Branding	Yes	Yes	Yes
Online Statistics	Yes	Yes	Yes
Priority Placement	3rd	2nd	1st
Newsletters	4	6	Unlimited
Content (Items)	60	200	Unlimited
Multiple Category Listing	6	12	Unlimited
Video	3	6	Unlimited
Features New Product Range	Yes	Yes	Yes
Yearly Cost	\$2,200	\$4,000	\$7,000
Magazine Advertiser Rate	\$1,870	\$3,200	\$5,000

Sponsored Content

No. of Articles	Cost
1-2	\$1,500 ea
3-4	\$1,100 ea
6+	\$700 ea

Prices do not include GST.

Online Display Rates & Specs

Display advertising is the perfect way to build brand awareness and increase customer interest in your product. Advertise your business by placing graphics, videos, or rich media into our immersive display ad unit or banner ads.

With display advertisements, you can get creative and convey your message with bright colors, large text and graphics. This can be a great way to reach a wide audience for a relatively small investment, since display ads are generally inexpensive compared to other channels. These ads include an affordable form of marketing that puts your brand in front of valuable customers, targeting an audience that's most likely to become leads.

Banner Ads

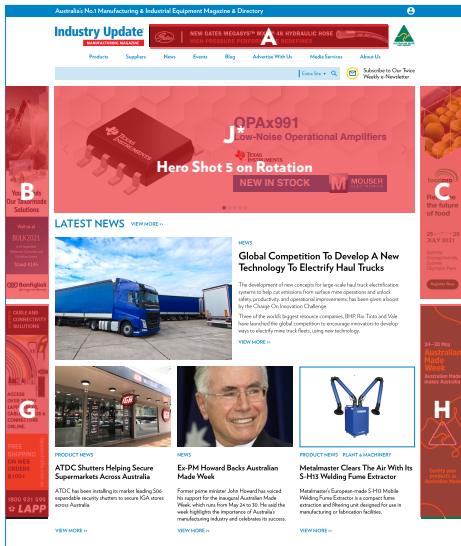
On rotation with up to 2 other advertisers for top banner.

Immersive

Immersive Advertising: Rate is \$3,500 for one week. Immersive is multiple banner ads on the homepage at one time. The positions are A,B & C.

	Ad Location	100% Voice	Specifications
A	Top Banner	\$1,500	960px (w) x 90px (d)
B	B Left Skyscraper	\$1,500	120px (w) x 600px (d)
C	C Right Skyscraper	\$1,500	120px (w) x 600px (d)
D	D Top MREC	\$1,500	300px (w) x 250px (d)
E	E Lower MREC	\$1,200	300px (w) x 250px (d)
F	F Bottom Leaderboard	\$1,200	960px (w) x 90px (d)
G	NEW Left Skyscraper 2	\$1,500	120px (w) x 600px (d)
H	NEW Right Skyscraper 2	\$1,500	120px (w) x 600px (d)
I	NEW Middle Leaderboard	\$1,200	960px (w) x 90px (d)
J	NEW Hero Shot	3 on Rotation	1600px(W) X 500px(d)^

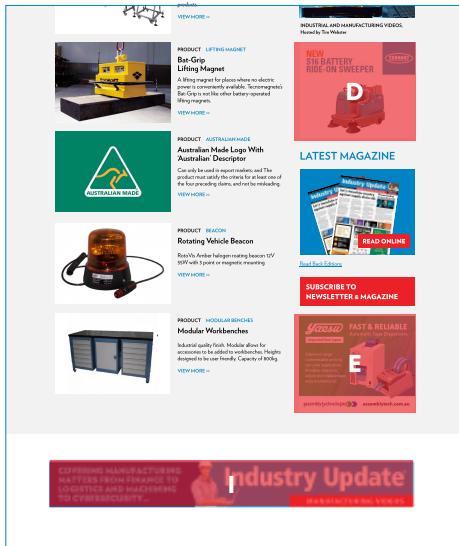
Prices do not include GST. ^1200px (w) x 800px (d) image needs to be provided for mobile compatibility.



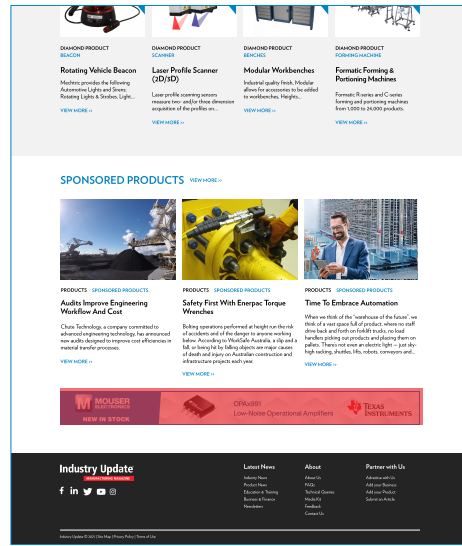
Top of page. *Hero shot on 5 rotation.

NOTE * ease also note the specs below must be followed accurately. Material provided incorrectly cannot be used and the ad will not be placed.

Australia's No.1 Manufacturing & Industrial Equipment Magazine & Directory | industryupdate.com.au



Middle of Page



Bottom of Page

Online Display Rates & Specs | 21

EDM - Email Blasts

EDMs, also known as Email Blasts, effectively deliver your message to potential buyers' inboxes. Utilising Industry Update, a trusted manufacturing media brand, enhances message delivery to IU magazine readers.

By tapping into Industry Update's customer databases, clients reach specific industry segments familiar with IU, building customer loyalty and hitting the target market.

Advantages of EDM Marketing:

- Easy design and customisation
- Relationship building
- Accessible analytics for tracking

EDMs are a smart way to promote your brand and products to targeted readers using precise industry information. This credible data is diligently researched to provide accurate insights about your market's current state.

This approach sets your company apart from the competition!

How it works?

- You provide your content, and we will send it to our e-newsletter's Industry Update mailing list.
- Readers who have opted out of third-party emails will not receive our Email Blasts.
- Enjoy two email blasts per month to ensure customer engagement.
- Your content will reach over 11,000 of our subscribers!
- Rest assured, Industry Update Email Blasts are not spam.

To witness the effectiveness of an Email Blast, get in touch with us today! Rate: \$4000 + GST.

Specifications

The images must have a maximum width of 720px and a file size not exceeding 15Mb. They should be in .html format and include the Industry Update header and footer.

EDMs can be edited and customized by IU for an additional charge if needed.



e-news

Stay up to date between editions with our **Industry Update Magazine**. It has never been more important to stay informed about vital industry news.

Key features and benefits

- Delivered directly to your inbox
- Helps you stay at the forefront of customers' minds
- Provides the most up-to-date news
- Informs you about case studies and technology articles
- Offers a chance to promote your latest products or services
- Showcases manufacturing videos
- Serves as a powerful conversion tool

Published twice weekly and circulated to our 13,755 subscribers. For more frequent mailings, please feel free to contact us.

Rates (+GST)

Earpiece	1 Day	\$500
	1 Day	\$750 / day
Banner A	4 Days	\$650 / day
	4 Weeks	\$500 / day
Banner B, C, D	1 Day Pack	\$400
	2 Day Pack	\$650
	4 Day Pack	\$1,200

* For longer periods, rates on application

Specifications

Images must be in jpeg/gif/png format. Max file size 5mb.

728px (w) x 90px (d) < 150kb

200px (w) x 200px (d) - e-News Earpiece



AUSTRALIA'S NO.1 MANUFACTURING & INDUSTRIAL EQUIPMENT MAGAZINE & DIRECTORY

Industry Update[®]

MANUFACTURING MEDIA

Suite 403, 116-118 Christie Street
St Leonards, NSW 2065

02 9439 1288
info@industryupdate.com.au

industryupdate.com.au



fb.com/IndustryUpdateMedia



twitter.com/industryupdate



youtube.com/c/IndustryUpdate



linkedin.com/company/industry-update



instagram.com/industryupdatemedia