

AUSTRALIA'S LEADING MANUFACTURING PUBLICATION

Industry Update

MANUFACTURING MEDIA

31

YEARS
1995-2026



MULTIMEDIA DISCOUNT PACKAGE RATES AVAILABLE - CONTACT SALES

MEDIA KIT 2026

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

30 years as of June 2025 serving Australian Industry

About Us

Established in 1995 by Scott Filby, Industry Update has been a leader in manufacturing magazines for 30 years.

With constantly-updated online news and six print editions a year, Industry Update is a valuable resource for businesses 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.



"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

"Mouser Electronics has been associated with Industry Update 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

"Treotham is a foundation advertiser with Industry Update. Over the last 25 years, Industry Update has provided excellent support and involvement with Treotham's marketing campaigns. A fabulous resource."



Ralph Harpur
Marketing Manager
Treotham Automation

30 YEARS OF TRUST ACROSS **AUSTRALIAN MANUFACTURING**

Why industry leaders partner with us year after year

"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

"Industry Update has been an effective advertising avenue for LAPP Australia. They have a huge print circulation to key audiences in manufacturing, and they are supportive with editorial, too. We've been with them since LAPP first set up a permanent subsidiary in Australia more than five years ago, and it's helped our growth here."



Simon Pullinger
Lapp Australia
Managing Director

"We have been partnering with Scott and the team at Industry Update since we first started our business 8 years ago. They are always enthusiastic about our clients and are great at coming up with creative ideas to amplify our message. Because of the broad reach of the publication, not only in circulation but also in manufacturing and technology topics, we find IU to be a good match for many of our clients, offering a cost-effective vehicle to reach a broad audience. I would highly recommend IU as a proactive and efficient partner for any communications campaign."



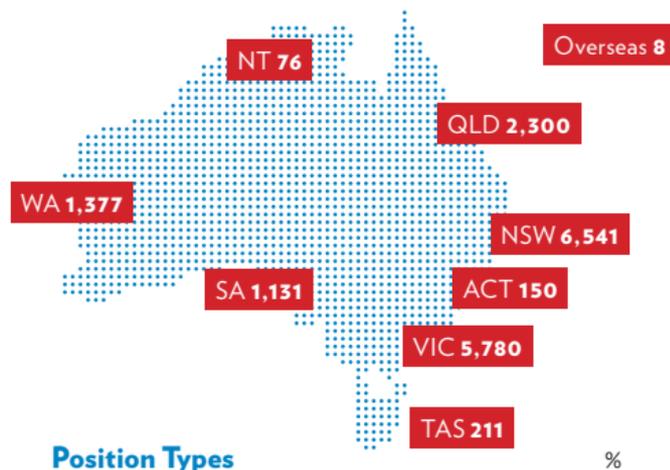
Rene Rose
Founder of Positiv

Circulation & Readership Profile

IU magazine boasts a circulation of 17,540 and readership of 70,160, making it Australia's premier manufacturing magazine.

Targeting manufacturing professionals, including decision-makers, we offer:

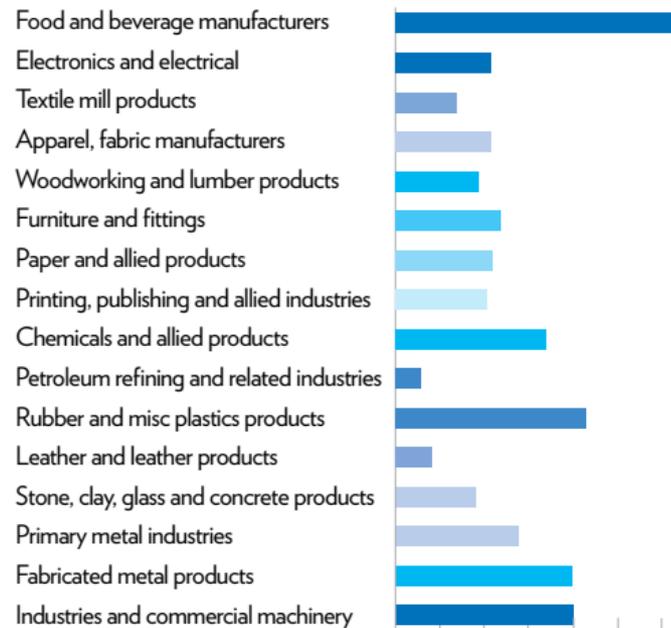
- The latest manufacturing news and features.
- In-depth product editorials and case studies
- Analysis of finance, regulations and relevant political issues
- Insights into safety, skills and sustainability
- Effective direct marketing tools such as product cards and inserts
- Concise, relevant content with sharp design
- Six editions per year to ensure maximum relevance



Position Types



Circulation Details



Industryupdate.com.au



- 10,000+ website visits a month
- Latest news, products, events and many more
- 1200+ suppliers in various categories with range of 8,000 products from leading manufacturers in Australia and international suppliers, so your business can find the right solution

Email & Newsletters



- Bi-weekly newsletters - 9,000+ subscribers
- See what's latest in the industry, products and many more
- EDM - we offer a full auto generated report of the EDM's we sent to our 9,000+ subscribers for our advertisers.

Socials



- 8,000+ followers overall
- Join our community on Youtube, LinkedIn, IU group on LinkedIn, Facebook, Instagram & X.

Magazine



- Market leader
- Publishing record breaking editions
- 17,540 Circulation (Current CAB audit figures)
- 70,296 per issue readership
- 86% key decision makers
- 6 x annual digital and print issues
- 30 years serving Australian industry

Magazine Features 2026

Regular features

- Universities, Research & Collaboration
- Australian Made
- Defence
- 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

6 | Magazine Features

February/March

- Manufacturing Trends At A Glance 2026
- Materials Handling - Cranes
- Warehousing & Storage
- Industrial Doors, Products and Accessories
- Welding & Cutting technologies
- Cyber Security For Manufacturing
- Workplace Health & Safety Preview
- Full feature on Food & Bev
- **Focus: NT / SA manufacturing**

August/September

- 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

- AMW 2026 Preview
- Electronex Preview
- Workplace Health & Safety Show Feature
- ARBS Feature
- Australian Made Week Feature
- Electronex

October

- Cooling & Fans
- Transport & Logistics
- Motors & Drives
- PPE Including Gloves & Safety Glasses
- Machine Building
- Welding & Cutting Technologies
- **Focus: New Zealand Manufacturing**

June/July

- CeMAT 2026 Preview
- Foodpro Feature
- Materials Handling
- Warehousing & Storage
- Robotics, Automation and Production Control
- Packaging Equipment, Packaging & Labeling
- Workplace Health & Safety Preview
- Abrasive Blasting Equipment

November

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

Magazine Features 2027

Regular features

- Universities, Research & Collaboration
- Australian Made
- Defence
- 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
- Workplace Health & Safety Preview

August/September

- 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

- AMW 2025 Preview
- Electronex Preview
- FoodTech Preview
- Workplace Health & Safety Show Feature
- Australian Made Week Feature
- Welding & Cutting Technologies

October

- Cooling & Fans
- Transport & Logistics
- Motors & Drives
- PPE Including Gloves & Safety Glasses
- Machine Building
- **Focus: New Zealand Manufacturing**
- Special Focus feature for Food & Bev

June/July

- Materials Handling
- Warehousing & Storage
- Robotics, Automation and Production Control
- Packaging Equipment, Packaging & Labeling
- Workplace Health & Safety Preview

November

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

Magazine Specifications

Magazine Deadlines

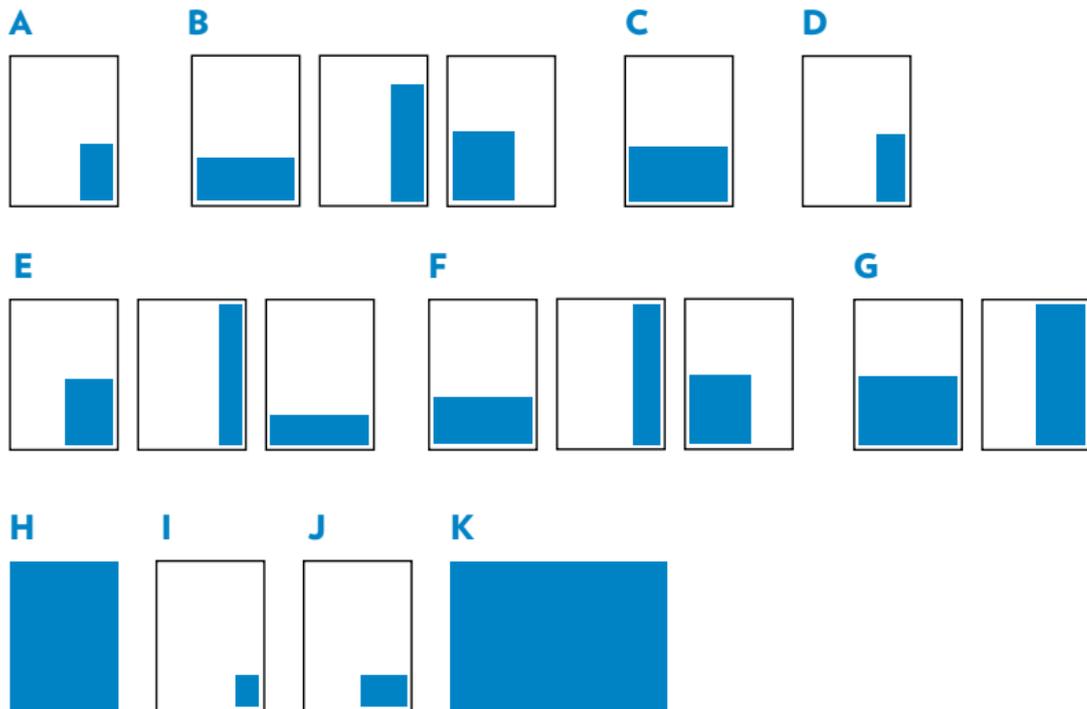
Issue	Advertising	Editorial	Final Copy	Publish Date
February	23 Jan	22 Jan	3 Feb	8 Feb
April	21 Mar	20 Mar	26 Mar	1 Apr
June	23 May	22 May	29 May	5 Jun
August	23 July	22 Jul	28 Jul	7 Aug
October	16 Sep	15 Sep	22 Sep	2 Oct
November	17 Oct	16 Oct	24 Oct	6 Nov

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

Magazine Advertising Rates

Front Cover Ads

	Ad Type	1 Edition	2-3 Editions	4-5 Editions	6 Editions
A	Earpiece Ad	\$1,200	\$999	n/a	n/a
B	Mini Cover	\$3,150	\$2,850	\$2,450	\$2,250
C	1/6 Page	\$4,500	\$4,250	\$3,650	\$3,350
D	1/3 Page	\$8,960	\$8,100	\$6,950	\$6,800
E	1/2 Page	\$15,000	\$12,000	\$10,050	\$8,000

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.	3-4 Ed.	5-6 Ed.	12+ Ed.
F	Flash Ads Double	\$750	\$650	\$600	\$550
G	Flash Ads Single	\$650	\$550	\$500	\$450
H	1/6 Page	\$2,450	\$2,050	\$1,850	\$1,650
I	1/4 Page	\$2,950	\$2,650	\$2,250	\$1,700
J	1/3 Page	\$3,300	\$2,950	\$2,500	\$2,000
K	1/2 Page	\$3,980	\$3,600	\$3,300	\$2,700
L	2/3 Page	\$4,550	\$4,150	\$3,750	\$3,500
M	Full page	\$6,650	\$5,750	\$4,850	\$4,200
N	Back Cover	\$7,315	\$6,325	\$5,335	\$4,620
O	Double page spread	\$12,000	\$10,500	\$8,900	\$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

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



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



Flysheet

Industry Update Mailing Address Sheet. Each IU Cover sheet offers clients a prime advertising space. Included: square section on front and full reverse side. Flysheet Rear (FP) 245w x 170h + 5mm bleed

Print	Cost
4 Colour	\$6,000

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

Magazine Advertising Rates | 11

Australian Manufacturing Awards

Industry Update launched the first annual Australian Manufacturing Awards in 2025, drawing over 400 guests to the Sofitel Sydney Wentworth for a night that celebrated the best and brightest of the manufacturing sector.

The event will return in 2026 in Melbourne, and is the perfect opportunity to get your brand in front of the entire manufacturing industry. Attendees represent the cream of the crop of business, peak bodies, government and academia, with hundreds of potential buyers in the room.

The first edition was extremely well-supported by the industry and the night itself was a fitting tribute to the great work done across manufacturing. To secure an Award sponsorship or event partnership, get in touch today.

Contact Scott or Paul @ 02 9439 1288

Email sales@industryupdate.com.au / awards@industryupdate.com.au

AUSTRALIAN MANUFACTURING AWARDS 2026





Manufacturing Videos

Industry Update launched its manufacturing video channel in August 2017 and the industry's response has been phenomenal, with over 3.5 million impressions made and over 1.1 million views for our clients.

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

They are made in a nightly news format with TV production values, providing superb credibility and instant recognition.

The channel 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 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 client's 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 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	\$7,300	\$8,500
2x Video Pack of 8	\$12,000	\$14,000
3x Video Pack of 12	\$15,000	\$15,000

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.

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	\$6,800	\$8,500
2 Videos	\$11,000	\$14,500
3 Videos	\$16,000	\$18,000

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 Paul
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 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 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.

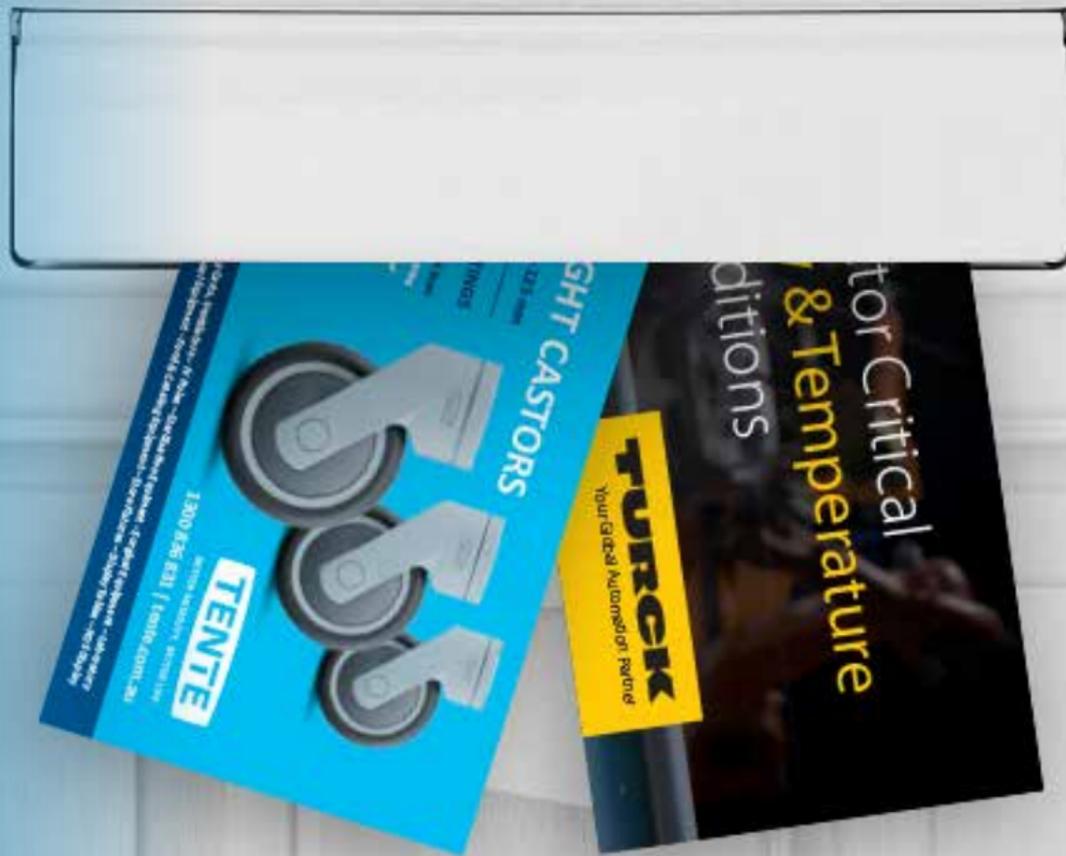
Manufacturing Product Cards

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.





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.

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 Paul
02 9439 1288 / sales@industryupdate.com.au

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.

Sponsored Content (Online Only)

Tell your business story in Industry Update with a bespoke Sponsored Content article. We can provide case studies, unique stories and advertorial with full consultation on content. Our editor can walk you through the process and provide insights into maximising your story within our pages.

Many advertisers have enjoyed tens of thousands of reads with some articles reaching over 70,000 plus reads.

We have a dedicated section on the homepage of industryupdate.com.au for Sponsored Content, and it is also published in our e-newsletter as a 'Special Feature'.

At this stage, Sponsored Content is for online only and does not included the printed magazine. For options relating to the magazine please contact our sales department.

No. Articles	Cost
1-2	\$1500 ea
3-4	\$1100 ea
6+	\$700 ea

For further information relating to traffic, please see the online media options pages in this media kit or contact sales directly.

SPONSORED CONTENT MORE ARTICLES



A future-facing Pact driving the circular economy

A circular economy is a systemic approach to economic development designed to benefit businesses, society and the environment. It is regenerative and aims to gradually decouple growth from the consumption of finite resources.

Since 2002, the Pact Group has been a driver of the circular economy through reuse, recycling and packaging solutions. The Pact Group employs over 6000 people and has over 8000 customers. They are an ASX listed company that is the largest possible...

[VIEW MORE](#)



Audits improve engineering workflow and cost

Chute Technology, a company committed to advanced engineering technology, has announced new audits designed to improve cost efficiencies in material transfer processes.

With decades of Australian and international practical engineering experience behind it, Chute has used its advanced expertise in flow enhancement and problem-solving technologies to solve issues that have, in some cases, hampered mineral and coal throughput for years and cost millions in unrealised...

[VIEW MORE](#)

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
Priority Placement	3rd	2nd	1st
Editorials in e-news	12	24	35
Number of products you can add to Listing	60	200	500
Advance Product Placement in e-news*	Yes	Yes	Yes
Multiple Category Listing	6	12	As req'd
Videos	3	6	15
IU Produced videos		Unlimited	
Features New Product Range	Yes	Yes	Yes
Events, Conferences, Expos & Open Houses	Yes	Yes	Yes
Magazine Advertiser Rate	\$2,350	\$3,500	\$5,900

Disclaimer: Advertisers can log on to our website and schedule their product placements in our e-newsletter on their preferred day, subject to availability. Please ensure to book in advance to secure your desired date.

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

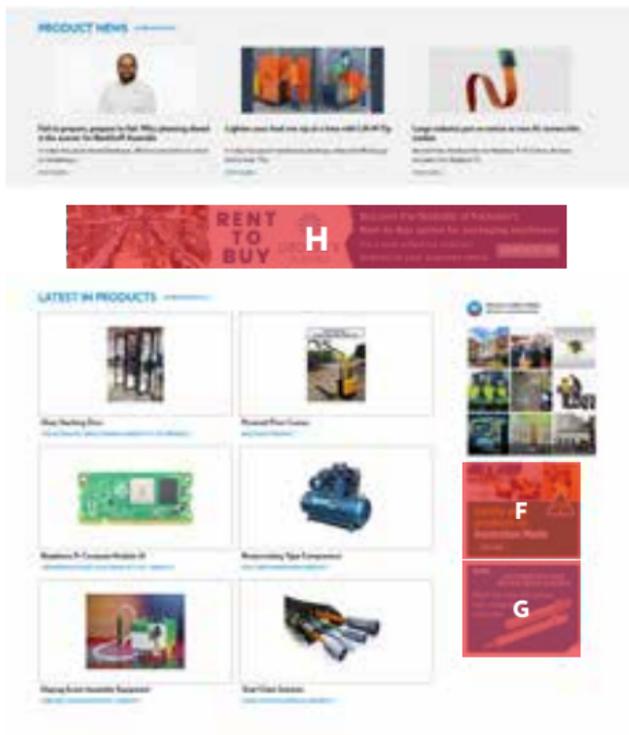
Immersive Advertising: Rate is \$3,500 for one week. Immersive is multiple banner ads on the homepage at one time. The positions are A,B & C.

Ad Location	100% Voice	Specifications
AA Star Banner	\$2,200	800px (w) x 80px (h)
A Top Banner	\$2,500	960px (w) x 90px (h)
B Left Skyscraper	\$1,800	120px (w) x 600px (h)
C Right Skyscraper	\$1,800	120px (w) x 600px (h)
D Left Skyscraper 2	\$1,800	120px (w) x 600px (h)
E Right Skyscraper 2	\$1,800	120px (w) x 600px (h)
F Top MREC	\$1,500	300px (w) x 250px (h)
G Lower MREC	\$1,200	300px (w) x 250px (h)
H Middle Leaderboard	\$1,200	960px (w) x 90px (h)
I Bottom Leaderboard	\$1,200	960px (w) x 90px (h)
J Hero Shot	3 on Rotation	1600px(w) X 500px(h)^

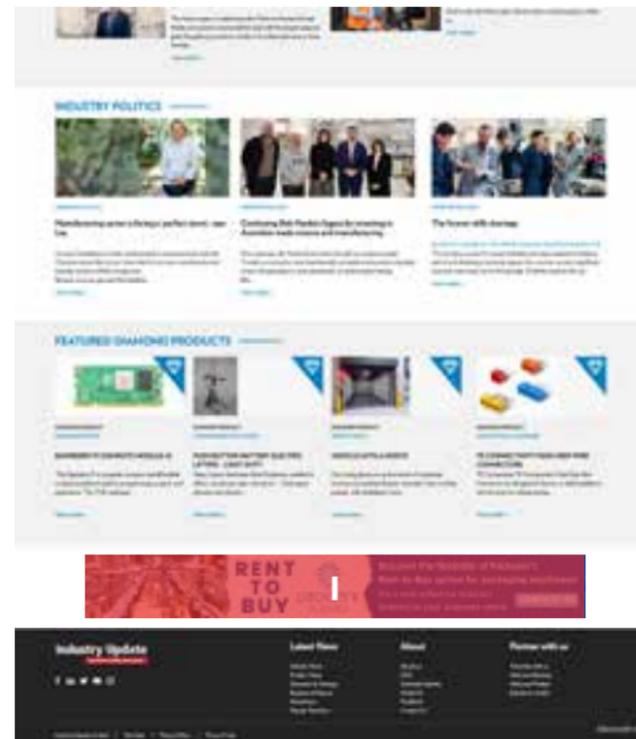
Prices do not include GST. ^1200px (w) x 800px (d) image needs to be provided for mobile compatibility. Images must be in jpeg/gif/png format.



Top of page. *Hero shot on 5 rotation.



Middle of Page



Bottom of Page

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

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 own content, which we distribute to our Industry Update mailing list.
- Readers who have opted out of third-party emails will not receive our Email Blasts.
- Send up to two email blasts per month to ensure customer engagement.
- Your content will reach over 11,000 subscribers!

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

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 customised by IU for an additional charge if needed.



Note: EDM HTML files must be submitted two weeks before the publication date. E-news banners/skyscrapers and their hyperlinks must also be submitted two weeks before the publication date. Cancellations must be advised 60 days before the publication date.

e-news

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Banner	Length	Rates	Lowest Rates on Contract
Earpiece	1 Day	\$800.00	Lowest we would sell on contract for all 96 x spots in a year is \$500.000 = \$48K plus tax
	4 Day Pack	\$3000.00	
	8 Day Pack	\$4800.00	
Banner A	1 Day	\$750.00	Lowest on contract we'd sell is 96 days @ \$450.00 +\$43,200.00
	4 Day Pack	\$2800.00	
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Banner B, C, D	1 Day	\$600.00	Lowest on contract 8 day pack \$2000. Lowest \$225 x 96 days = \$21,600.00
	4 Day Pack	\$1600.00	
	8 Day Pack	\$2400.00	
Banner E	4 Days Pack only	\$896.00	Lowest 96 x \$190 = \$18,240.00
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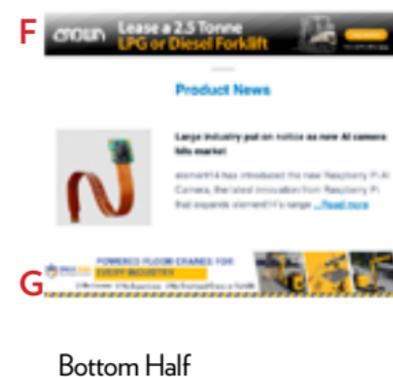
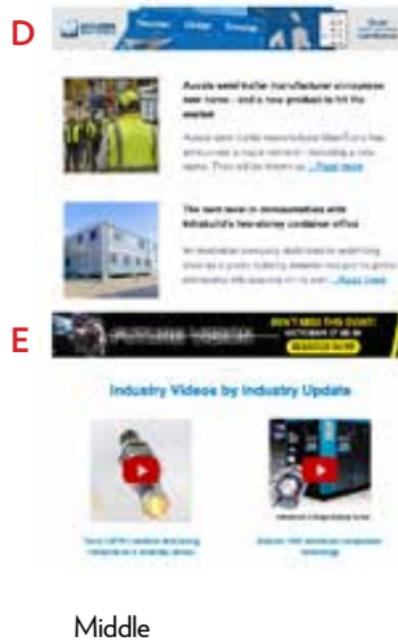
* For longer periods, rates on application

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Specifications

Images must be in jpeg/gif/png format. Max file size 5mb.
 728px (w) x 90px (d) > 150kb
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