2019 MEDIA KIT

Industry Update

MANUFACTURING MEDIA

MAGAZINE • VIDEO • SEARCH ENGINE • DIRECT MAIL • DESIGN • PRODUCT CARDS
Industry Update (IU) is Australia’s largest circulating manufacturing magazine. It is the ultimate news and product publication for the manufacturing industry.

(Audited by the Circulations Audit Board)

**DISTRIBUTION AND READERSHIP**
Total Industry Circulation: 19,030 (cab audit) November 2017

**STATE BY STATE BREAKDOWN**

- NSW 34%
- VIC 39%
- QLD 11%
- WA 6%
- SA 8%
- NT 0.5%
- TAS 0.5%
- ACT 1%

**POSITION TYPES**
- Director / owner
- Other (inc. Govt)
- OH&S

**CIRCULATION AND READERSHIP PROFILE**

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

IU has an Audited National Circulation of 19,030 and a readership of 76,120, making it the most widely read manufacturing magazine in the country.

The magazine is considered a must-read for the people who make buying decisions. Our readers include top-level management, technical engineers, purchasing and marketing managers – the people you need to reach.

- Industry Update’s clear layout makes it a valuable resource guide, offering the reader quick access to thousands of products throughout the year.
- Unlike the internet where you must go searching, Industry Update arrives on the reader’s desk.
- Industry Update provides the latest manufacturing news and current affairs as well as informative industry features.
- Industry Update offers business leaders and staff valuable information on important topics like finance, tax, superannuation and manufacturing marketing.
- Industry Update is the only specialist publication to provide regular and comprehensive coverage of vital issues such as safety at work, manufacturing technology, industry training and the environment.
- Industry Update manufacturing product cards continue to be a successful direct marketing tool.

We have developed a unique style to meet the needs of industry advertisers and decision makers. IU is densely packed with relevant information and free of ‘filler’ copy. This makes IU the ultimate time-efficient read. Published bimonthly, IU is always fresh and relevant to the needs of our advertisers and their markets.
INDUSTRY UPDATE
FEATURES LIST 2019

REGULAR FEATURES:
• Workplace Safety
• Environment/Waste Management
• Machinery, Metalworking and Machine Tools
• Business, Finance and Marketing
• Education, Training, Skills, Apprentices and Recruitment
• Australian Made

2019
FEBRUARY
• Materials Handling
• Industrial Doors, Products and Accessories
• Electronics
• AUSPACK Preview
• Focus: Footwear

APRIL
• Preview NMW and Austech 2019
• Welding and Cutting Technologies
• Pollution Control
• Industrial Lighting
• Machine Building
• Focus: Safety Glasses

JUNE
• Materials Handling
• Energy Efficiency
• Packaging Equipment, Packaging and Labelling
• FoodTech Qld Preview
• Robotics, Automation and Production Control
• Warehousing and Storage
• NMW and Austech Review
• Focus: Safety Helmets

AUGUST
• Industrial Cleaning Products
• 3D Technologies
• Test & Measurement: Weighing, Sensors & Instruments
• Compressors and Pneumatics
• Fluid Controls, Pumps, Pipes and Valves
• Industrial Flooring
• Electronex Exhibition Preview
• Focus: Gloves

OCTOBER
• Cooling and Fans
• Packaging, Wrapping and Labelling
• Motors and Drives
• Pollution Management
• Solar and Emergency Lighting
• Focus: Hearing

NOVEMBER
• LED Lighting
• Alcohol and Drug Awareness Safety Feature
• IT Hardware and Software
• Fasteners and Adhesives
• Workplace Hygiene
• Focus: Personal Protection Equipment

2020
FEBRUARY
• ARBS Preview
• Materials Handling
• Industrial Doors, Products and Accessories
• Electronics
• Focus: Footwear

APRIL
• Machine Building
• Foodpro Preview
• Welding and Cutting Technologies
• Pollution control
• Industrial Lighting
• Industrial Flooring
• Focus: Safety Glasses

JUNE
• Materials Handling
• Energy Efficiency
• Packaging Equipment, Packaging and Labelling
• Robotics, Automation and Production Control
• Warehousing and Storage
• Focus: Safety Helmets
**PRINT SPECIFICATIONS**

**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.*

**2019 MAGAZINE DEADLINES**

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>Advertising</th>
<th>Editorial</th>
<th>Final Copy</th>
<th>Publish Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>29.1.19</td>
<td>24.1.19</td>
<td>31.1.19</td>
<td>14.2.19</td>
</tr>
<tr>
<td>April</td>
<td>25.3.19</td>
<td>20.3.19</td>
<td>27.3.19</td>
<td>8.4.19</td>
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<td>June</td>
<td>24.5.19</td>
<td>23.5.19</td>
<td>28.5.19</td>
<td>7.6.19</td>
</tr>
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<td>August</td>
<td>23.7.19</td>
<td>19.7.19</td>
<td>23.7.19</td>
<td>7.8.19</td>
</tr>
<tr>
<td>October</td>
<td>17.9.19</td>
<td>17.9.19</td>
<td>20.9.19</td>
<td>3.10.19</td>
</tr>
<tr>
<td>November</td>
<td>22.10.19</td>
<td>18.10.19</td>
<td>24.10.19</td>
<td>4.11.19</td>
</tr>
</tbody>
</table>

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A 1/6 Front Cover 74mm (w) x 133mm (d)

B Third Page Front Cover 74mm (w) x 267mm (d) or 151mm (w) x 133mm (d) or 74mm (w) x 310mm (d)

C Half Page Front Cover 231mm (w) x 133mm (d)

D 1/6 Inside Page 74mm (w) x 155mm (d)

E Third Page Inside 73mm (w) x 320mm (d) or 152mm (w) x 155mm (d) or 230mm (w) x 100mm (d)

F Quarter Page 113mm (w) x 156 (d) or 53.25mm (w) x 320mm (d) or 230mm (w) x 75mm (d)

G Half Page 230mm (w) x 155mm (d) or 113mm (w) x 320mm (d)

H Full Page 245mm (w) x 340mm (d) + 3mm bleed

I Back Cover 245mm (w) x 340mm (d) + 3mm bleed

J Flash Ads single 54mm (w) x 66mm (d) or double 113mm (w) x 66mm (d)

K Double Page Spread 490mm (w) x 340mm (d) + 3mm bleed
**PRINT PRICING**

All rates quoted on this page exclude GST. All rates in Australian dollars. All advertisers outside of Australia must pay in Australian dollars and GST is payable by all advertisers worldwide.

**INSERTS**

Times by 19 x (per thousand)
- $350 up to 10 grams
- $400 up to 20 grams
- $450 up to 30 grams
- $500 up to 40 grams
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
A4, 4 colour $3077

*4 colour $4095 plus tax

<table>
<thead>
<tr>
<th>Program</th>
<th>1 edition</th>
<th>2 – 3 editions</th>
<th>4 – 5 editions</th>
<th>6 editions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/6 Page</td>
<td>$3,977</td>
<td>$3,747</td>
<td>$3,417</td>
<td>$2,977</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$5,077</td>
<td>$4,777</td>
<td>$4,477</td>
<td>$4,177</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$8,577</td>
<td>$7,777</td>
<td>$6,977</td>
<td>$6,677</td>
</tr>
</tbody>
</table>
A6 front cover wrap around $7,777

<table>
<thead>
<tr>
<th>Program</th>
<th>1 edition</th>
<th>2 – 3 editions</th>
<th>4 – 5 editions</th>
<th>6 editions</th>
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</thead>
<tbody>
<tr>
<td>1/6 Page</td>
<td>$2,477</td>
<td>$2,207</td>
<td>$1,877</td>
<td>$1,677</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$2,867</td>
<td>$2,577</td>
<td>$2,277</td>
<td>$1,877</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$3,087</td>
<td>$2,867</td>
<td>$2,537</td>
<td>$2,097</td>
</tr>
<tr>
<td>Half Page</td>
<td>$4,177</td>
<td>$3,777</td>
<td>$3,277</td>
<td>$2,977</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$4,777</td>
<td>$4,347</td>
<td>$3,977</td>
<td>$3,577</td>
</tr>
<tr>
<td>Full page</td>
<td>$6,577</td>
<td>$5,917</td>
<td>$5,517</td>
<td>$4,617</td>
</tr>
<tr>
<td>Double page spread</td>
<td>$13,077</td>
<td>$11,577</td>
<td>$9,900</td>
<td>$7,777</td>
</tr>
<tr>
<td>Flash single ads</td>
<td>$527</td>
<td>$427</td>
<td>$347</td>
<td>$307</td>
</tr>
<tr>
<td>Flash double ads</td>
<td>$677</td>
<td>$577</td>
<td>$477</td>
<td>$407</td>
</tr>
</tbody>
</table>

*Back Cover add 10% loading to full page rate
INDUSTRY UPDATE MANUFACTURING VIDEOS

INDUSTRY UPDATE MANUFACTURING VIDEOS HAD OVER 1,000,000 IMPRESSIONS AND 487,000 VIEWS IN JUST 3 MONTHS!

A REVOLUTION IN THE DELIVERY OF TRADE MEDIA

Industry Update manufacturing videos launched in August 2017 and have been a phenomenal success with advertisers reporting very high response rates and an extremely high impact level.

The product videos are filmed at our studio in a 6pm nightly news format - a first for Australia’s Manufacturing Trade Media - and have created a much needed media option for advertisers in the manufacturing space.

As one of Australia’s most trusted and most well known news and sports TV journalists, Tim Webster is a national icon and is extremely popular with the manufacturing demographic. Trade media do not traditionally use ‘star power’ for brand building, but the manufacturing videos with Tim as host ensure instant recognition for our advertisers.

HOW PRODUCT VIDEOS WORK

• Filmed in a 6pm nightly news broadcast style, creating a high level of integrity for clients’ products and services

• Videos run maximum of one minute per video and are sold as four x one minute videos in a Video Pack

• First released in the IU e-newsletter, IU website and on the IU YouTube page. Videos released over 4, 8 or 12 weeks options

• Released to all opted-in subscribers of Australia’s market leading manufacturing magazine – Industry Update

• Google now prefers video content over text so the IU Videos will rise to top of Google Videos very quickly

• Videos are produced at the Industry Update studio in NSW

• Tim’s 40 years experience and well known voice ensure unbeatable delivery of content. Tim is the best-known journalist to the manufacturing demographic

• Manufacturing industry has limited media options for advertising. Industry Update Media is now the most successful manufacturing trade media company in Australia

• Television quality production

• Advertisers may use their videos anywhere once they have been released on IU media platforms - no raw footage released.
Our brand new case study videos and testimonial videos run for two to three minutes each. These videos are different to our standard one-minute product videos.

Potential buyers want to know more before they make purchasing decisions and they want to learn more about you and your business. And they want to discover this vital intelligence from the comfort of their office.

Industry Update Case Study Videos and Testimonial Videos are the answer! Our unique video business is the revolution in the delivery of information and technology to help your potential, current and past customers to learn more about dealing with your business. People really care about and the experience of others and if they are happy customers.

Industry Update will film an interview with you and your customer on location 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.

There are many options of what we can do in Industry Update Case Study Videos and Testimonial Videos, and the sky truly is the limit!

**PRODUCTION REQUIREMENTS**

**PRODUCT VIDEOS**

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

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

**CASE STUDY VIDEOS**

Unlike Product Videos above, Case Study Videos have added travel expenses for on location filming. Rates need to be specifically quoted.

### CURRENT ADVERTISER

<table>
<thead>
<tr>
<th>PRODUCT VIDEOS</th>
<th>CASE STUDY VIDEOS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 x Video Pack of 4 x 1 minute</td>
<td>$5,777.00</td>
</tr>
<tr>
<td>2 x Video Pack of 8 x 1 minute</td>
<td>$9,777.00</td>
</tr>
<tr>
<td>3 x Video Pack of 12 x 1 minute</td>
<td>$15,777.00</td>
</tr>
<tr>
<td>1 x Video of 3 minutes</td>
<td>$3,777.00</td>
</tr>
<tr>
<td>2 x Video of 3 minutes</td>
<td>$6,777.00</td>
</tr>
<tr>
<td>3 x Video of 3 minutes</td>
<td>$9,777.00</td>
</tr>
</tbody>
</table>

### NEW ADVERTISER

<table>
<thead>
<tr>
<th>PRODUCT VIDEOS</th>
<th>CASE STUDY VIDEOS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 x Video Pack of 4 x 1 minute</td>
<td>$7,777.00</td>
</tr>
<tr>
<td>2 x Video Pack of 8 x 1 minute</td>
<td>$12,777.00</td>
</tr>
<tr>
<td>3 x Video Pack of 12 x 1 minute</td>
<td>$17,777.00</td>
</tr>
<tr>
<td>1 x Video of 3 minutes</td>
<td>$4,777.00</td>
</tr>
<tr>
<td>2 x Video of 3 minutes</td>
<td>$7,777.00</td>
</tr>
<tr>
<td>3 x Video of 3 minutes</td>
<td>$12,777.00</td>
</tr>
</tbody>
</table>
Today people are bombarded with electronic e-newsletters and information, many are deleted without consideration.

It is harder than ever to get noticed in today’s busy world. 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.

<table>
<thead>
<tr>
<th>PRODUCT CARDS</th>
<th>1 Pack per year</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Card</td>
<td>$3,528 per card</td>
</tr>
<tr>
<td>Front card</td>
<td>$4,000</td>
</tr>
<tr>
<td>2 Cards</td>
<td>$2,976 per card</td>
</tr>
</tbody>
</table>
10,000 Visitors monthly
6,000 Suppliers and products
52,140 Page impressions monthly
Visitors on average look at 4 pages per visit which is double our opposition
11,500 Newsletter Subscribers

**MOBILE RESPONSIVE**
The Industry Update website is mobile responsive, offering a customised browsing experience no matter what device our audience is using. Our adaptive layout ensures easy access to key features of the site from desktops, laptops, tablets and phones.

**VISUAL OVERHAUL AND SIMPLIFIED SEARCH**
The new Industry Update Portal, industryupdate.com.au, has a modern, simple, look and feel. Experts and client polling have been used to make sure the layout and navigation are as simple and intuitive as possible. This helps makes your products and editorial easier than ever to find.

Our search engine has been engineered from the ground up to be lightning fast and incredibly simple to use. Just as importantly, it’s been built to provide a higher quality of relevant results for users, saving them time and making sure your products get maximum exposure.

**POSITIONING ITSELF AS A TRUSTED ONLINE NEWS PORTAL**
Industry Update Magazine gained its No. 1 position by delivering the most relevant in-depth content to help build the largest, most engaged readership in the market. industryupdate.com.au takes this strategy into the future by providing the same level of quality content to our readers online and comfortably moves into its new role as market leader in delivery of industry news online. industryupdate.com.au features new online-only content including:

- Monthly feature video interviews with industry leaders.
- Interactive guides on topics like workplace fitness and OH&S.
- In-depth feature series on critical content.

Quality content means quality traffic: our strategy is intended to encourage key decision makers in various sectors of industry to engage with content more deeply and come back more regularly. A greater level of engagement gives advertisers more opportunities for effective, targeted promotion of their products.

**NEW HIGH IMPACT IMMERSIVE ADVERTISING**
Our Portal’s new immersive ads give advertisers the opportunity to create highly targeted, powerful visual imprint on all visitors to industryupdate.com.au.

Our in-house creative team will work with you to design interactive / immersive advertising campaigns, including:

- Masthead – high impact static ads integrated into our site portal masthead for maximum exposure
- Immersive ads - Full header ads combining immersive home page graphics with interactive components
- Custom competition and survey pages
- Email campaigns to communicate directly with our engaged audience
- Video and banner ad light-boxes

**SEO INVESTMENT**
industryupdate.com.au ranks highly on highly targeted/ niche Industry, Manufacturing and Business and Finance search terms on Google. The portal has been developed to optimise content for search so that user on Google are pulled directly to your product / company profiles on industryupdate.com.au.

**REPORTING AND MEASUREMENT**
The portal includes a comprehensive live reporting centre to help advertisers measure the impact and value of their investment. Just log on and get your stats 24/7!
INDUSTRY UPDATE SEARCH ENGINE

Industry Update Online Packages have been created to give advertisers maximum exposure by creating profiles that include:

• Introduction about your company
• All contact details
• Unlimited* upload of products, editorials, case studies and videos available on some packages.
• Products and news items from your listing will be featured in our twice-weekly e-newsletter
• Upload text that has not already been used elsewhere online. This will ensure that Google will index your content. Please note that only changing a word or two will not be sufficient. You must rewrite your information so that it sounds at least a little different. We understand that this is time consuming and we are able to assist with editorial writing services. Please ask your account manager about this service.

• The ability to self-schedule products to be advertised in our bi-weekly e-newsletter on dates of your choosing

The Industry Update Manufacturing News & Search Engine is very different to our competitors! We have deliberately taken a different approach because we have a very different view about trade media and the people who use trade media products. As such, we believe our products engage the reader more effectively than our competitors! Please take a close look at all Industry Update Manufacturing Media Products and see what you think!

*Unlimited upload restricted to Diamond advertisers and major magazine advertisers that buy print and online services from Industry Update Manufacturing Media

ONLINE ADVERTISING PACKAGES

<table>
<thead>
<tr>
<th>Packages</th>
<th>Gold</th>
<th>Platinum</th>
<th>Diamond</th>
</tr>
</thead>
<tbody>
<tr>
<td>Branding – Your brand (logo) is displayed on Industry Update</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Online Statistics</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Priority Placement – of supplier listings in directory categories</td>
<td>3rd</td>
<td>2nd</td>
<td>1st</td>
</tr>
<tr>
<td>Newsletters (2, 3 and 4 news items a month and logo inclusions)</td>
<td>4</td>
<td>6</td>
<td>unlimited</td>
</tr>
<tr>
<td>Content – Publish product listings, reviews, news releases, feature articles &amp; events.</td>
<td>60 items</td>
<td>200 items</td>
<td>unlimited</td>
</tr>
<tr>
<td>Multiple Category Listing</td>
<td>6</td>
<td>12</td>
<td>unlimited</td>
</tr>
<tr>
<td>Video – product demonstrations &amp;/or company announcements</td>
<td>3</td>
<td>6</td>
<td>unlimited</td>
</tr>
<tr>
<td>Featured New Products Page</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Yearly</td>
<td>$2,200*</td>
<td>$4,000*</td>
<td>$7,000*</td>
</tr>
<tr>
<td>Rates for magazine advertisers</td>
<td>$1,870*</td>
<td>$3,200*</td>
<td>$5,000*</td>
</tr>
</tbody>
</table>

*All rates plus GST
Please also note the specs below must be followed accurately. Material provided incorrectly cannot be used and the ad will not be placed.

**BANNER ADS**
On rotation with up to 2 other advertisers for top banner

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Top Banner</td>
<td>$1500 + GST per month</td>
</tr>
<tr>
<td>B</td>
<td>Left Skyscraper</td>
<td>$1500 + GST per month</td>
</tr>
<tr>
<td>C</td>
<td>Right Skyscraper</td>
<td>$1500 + GST per month</td>
</tr>
<tr>
<td>D</td>
<td>Top MREC</td>
<td>$1000 + GST per month</td>
</tr>
<tr>
<td>E</td>
<td>Lower MREC</td>
<td>$900 + GST per month</td>
</tr>
<tr>
<td>F</td>
<td>Bottom Leaderboard</td>
<td>$1000 + GST per month</td>
</tr>
</tbody>
</table>

**IMMERSIVE**
Immersive Advertising: Rate is $3,500.00 for one week. Immersive is multiple banner ads on the homepage at one time. The positions are A,B & C.

**WEBSITE AD RATES**

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Top Banner</td>
<td>$1500 + GST per month</td>
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<td>B</td>
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</tr>
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<td>C</td>
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<td>$1500 + GST per month</td>
</tr>
<tr>
<td>D</td>
<td>Top MREC</td>
<td>$1000 + GST per month</td>
</tr>
<tr>
<td>E</td>
<td>Lower MREC</td>
<td>$900 + GST per month</td>
</tr>
<tr>
<td>F</td>
<td>Bottom Leaderboard</td>
<td>$1000 + GST per month</td>
</tr>
</tbody>
</table>

**WEBSITE BANNER SPECS** – jpeg, gif or png. Maximum file size 5mb.

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Top Banner</td>
<td>468px (w) x 60px (d)</td>
</tr>
<tr>
<td>B</td>
<td>Left Skyscraper</td>
<td>120px (w) x 600px (d)</td>
</tr>
<tr>
<td>C</td>
<td>Right Skyscraper</td>
<td>120px (w) x 600px (d)</td>
</tr>
<tr>
<td>D</td>
<td>Top MREC</td>
<td>300px (w) x 250px (d)</td>
</tr>
<tr>
<td>E</td>
<td>Lower MREC</td>
<td>300px (w) x 250px (d)</td>
</tr>
<tr>
<td>F</td>
<td>Bottom Leaderboard</td>
<td>728pxw (w) x 90px</td>
</tr>
</tbody>
</table>

Scroll top of home page

Scroll bottom of home page
**EDM - EMAIL BLASTS**

EDM’s, also known as an Email Blasts, are an effective and legitimate marketing method to get your information to the Inbox of potential buyers – fast!

By using the registered, well known and trusted manufacturing media brand Industry Update, you will have far more chance of getting your message delivered to readers of Industry Update Manufacturing Magazine.

How it works: You supply content that will be placed inside the Industry Update e-newsletter template and we email it to the Industry Update mailing list.

At present, more than 11,000 people receive our email blasts. Industry Update Email Blasts are not spam. We do not send to readers that have opted out of receiving 3rd party emails – so subsequently we cannot email to the full 19,000 circulation of Industry Update Magazine!

If you want our subscribers to receive your message, then contact us about an Email Blast.

To ensure that we don’t ‘over do it’ we only send out a maximum of 2 Email Blasts per month. This ensures that people do not become bored and stop reading. This also means there is a greater chance that people will read your Email Blast!

One of our regular Email Blast clients (please contact us for details and reports) has given us permission to share their results with you. And their results are quite impressive!

Based on Google Analytics, the first Email Blast booked by this client was sent to just 2,750 readers. A total of 1000 people opened the email, with an impressive 70 that clicked through to their website. A further 425 people viewed the tweet via the Industry Update Twitter account.

Another Email Blast sent to just over 11,000 readers resulted in 249 people clicking through to the website! These are outstanding results and the client continues to book Email Blasts regularly.

If you would like to see how effective an Email Blast can be, please contact us today!
Rate: $4000 + GST

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**E-NEWSLETTER AND EDM RATES AND SPECIFICATIONS**

**EDM SPECS**
The pictures need to be a maximum width of 600px and no more than 15Mb
Must be .html format

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**E-NEWSLETTER**

Published twice weekly to our circulation of 11,500 each mailing.
1 day is $350, 2-day pack is $595 and a 4-day pack is $896. For more frequent mailings please contact us.

**E-NEWSLETTER AD SPECS** – jpeg, gif or png.
Maximum file size 5mb.

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