

# Industry Update

MANUFACTURING MEDIA



**THE REVOLUTION  
IN THE DELIVERY OF  
TRADE MEDIA IS HERE**

**- INDUSTRY UPDATE VIDEOS**

## INDUSTRY UPDATE MANUFACTURING MAGAZINE

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)

### NO.1 INDUSTRY MAGAZINE IN AUSTRALIA

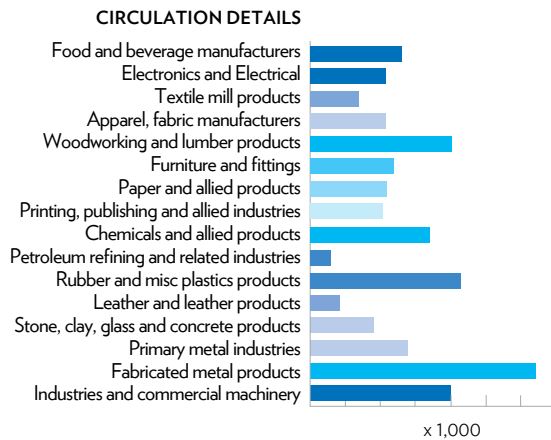
**73,332** PER-ISSUE READERSHIP

**86%** ARE KEY DECISION MAKERS

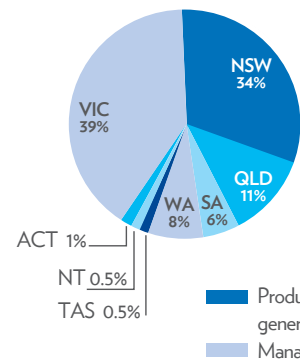
**22** YEARS SERVING AUSTRALIAN INDUSTRY

### DISTRIBUTION AND READERSHIP

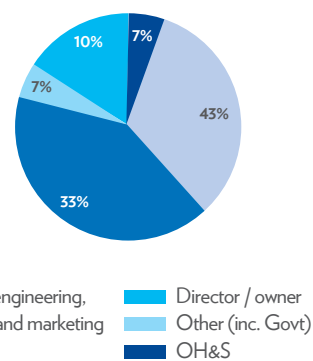
Total Industry Circulation: 18,333 (cab audit\*) November 2017



### STATE BY STATE BREAKDOWN



### POSITION TYPES



\*Pending finalisation of CAB audit on November the 24<sup>th</sup>, 2017

## 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 18,333 and a readership of 73,332, 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.

### EDITORIAL

Industry Update's unique editorial format cuts straight to the facts that matter for today's time-pressed industry professionals. Brief product-focused articles are a major component of IU editorial coverage.

IU also boasts informative news and feature articles by authoritative industry leaders. These articles provide practical advice about the critical issues and diverse problems that confront manufacturing businesses in the twenty-first century.

Industry Update Editorial Standards: The Editor has the responsibility to maintain publishing standards, and so reserves the right to alter or omit any part of submitted editorial. Allocation of space and position are also at the Editor's discretion, but we will always try to accommodate your requests.

**INDUSTRY UPDATE FEATURES LIST 2018****REGULAR FEATURES:**

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

**2018****FEBRUARY**

- Industry Update's 100th Issue
- Materials Handling
- Industrial Doors, Products and Accessories
- Electronics
- ARBS Preview
- Focus: Footwear

**APRIL**

- Preview NMW/Safety First – Sydney
- Welding and Cutting Technologies
- Pollution Control
- Industrial Lighting
- Machine Building
- Exploiting the Instant Asset Write-Off
- Focus: Safety Glasses

**JUNE**

- Cemat Australia Preview
- Materials Handling
- Energy Efficiency
- Packaging Equipment, Packaging and Labelling
- Heating
- Robotics, Automation and Production Control
- Warehousing and Storage
- NMW Review
- Focus: Safety Helmets

**AUGUST**

- Cleaning: High Pressure Cleaners, Sweepers, Industrial Cleaning Products
- 3D Technologies
- Test & Measurement, Weighing, Sensors, Analysers and Calibration
- Compressors and Pneumatics
- Fluid Controls, Pumps, Pipes and Valves
- Industrial Flooring Solutions
- 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
- Packaging
- Workplace Hygiene
- Focus: Personal Protection Equipment

**2019****FEBRUARY**

- Auspack Melbourne Exhibition Preview
- Materials Handling
- Industrial Doors, Products and Accessories
- Electronics
- Focus: Footwear

**APRIL**

- Preview NMW/Austech Melbourne
- Welding and Cutting Technologies
- Pollution control
- Industrial Lighting
- Machine Building
- Industrial Flooring Solutions
- Focus: Safety Glasses

**JUNE**

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

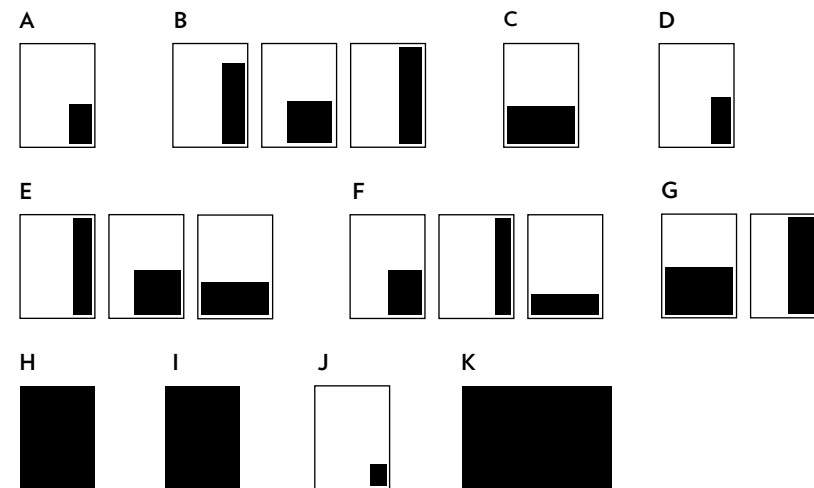
**PREFERRED MEDIA FOR REPRODUCTION:**

- 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.

\* 4 colour \$4095 plus tax

<b>A</b>	Single Unit Front Cover	74mm (w) x 133mm (d)
<b>B</b>	Third Page Front Cover	74mm (w) x 267mm (d) or 151mm (w) x 133mm (d) or 74mm (w) x 310mm (d)
<b>C</b>	Half Page Front Cover	231mm (w) x 133mm (d)
<b>D</b>	Single Unit Inside Page	74mm (w) x 155mm (d)
<b>E</b>	Third Page Inside	73mm (w) x 320mm or 152mm (w) x 155mm or 230mm (w) x 100 mm
<b>F</b>	Quarter Page	113mm (w) x 156 (d) or 53.25mm (w) x 320mm (d) or 230mm (w) x 75mm (d)
<b>G</b>	Half Page	230mm (w) x 155mm (d) or 113mm (w) x 320mm (d)
<b>H</b>	Full Page	245mm (w) x 340mm (d) + 3mm bleed
<b>I</b>	Back Cover (bleed)	245mm (w) 340mm (d) + 3mm top, bottom and left
<b>J</b>	Flash Ads single	54mm (w) x 66mm (d) or double 113mm (w) x 66mm (d)
<b>K</b>	Double Page Spread (bleed)	490mm (w) x 340mm (d) + 3mm top, bottom and left



**2018 MAGAZINE DEADLINES**

<b>ISSUE</b>	<b>Advertising</b>	<b>Editorial</b>	<b>Final Copy</b>	<b>Publish Date</b>
<b>February</b>	29.1.18	29.1.18	31.1.18	19.2.18
<b>April</b>	17.4.18	12.4.18	24.4.18	30.4.18
<b>June</b>	19.5.18	18.5.18	22.5.18	7.6.18
<b>August</b>	17.7.18	13.7.18	20.7.18	7.8.18
<b>October</b>	18.9.18	14.9.18	21.9.18	7.10.18
<b>November</b>	25.10.18	25.10.18	27.10.18	7.11.18

**PRINT PRICING**

All rates quoted on this page exclude GST. All rates in Australian dollars.

**ONSERTS / INSERTS**

\$350 per thousand up to 20 grams

\$400 up to 40 grams

\$450 up to 60 grams

Heavier weights need to be quoted. Please contact your account manager  
(Minimum charge \$2000)

**A6 front cover wrap around**

- Casual \$8400
- 3 editions x \$6300 plus tax

**Fly Sheet****(Industry Update Mailing Address Sheet) A4 Only**

Each IU Cover sheet offers clients a prime advertising space. For printing and posting the following rates apply

Mono \$2625

2 colour \$3570

4 colour \$4095 plus tax

**MAGAZINE**

Program	1 edition	2 – 3 editions	4 – 5 editions	6 editions
Single unit	\$2,425	\$2,205	\$1,985	\$1,654
Single unit front cover*	\$3,969	\$3,749	\$3,418	\$2,977
Quarter page	\$2,867	\$2,646	\$2,315	\$1,874
One third	\$3,087	\$2,867	\$2,535	\$2,095
One third front cover*	\$5,042	\$4,800	\$4,630	\$4,190
Half page	\$4,190	\$3,859	\$3,528	\$2,977
Half page front cover*	\$8,600	\$7,938	\$7,166	\$6,615
Two thirds full page	\$5,292	\$4,740	\$4,300	\$3,528
Full page	\$7,166	\$6,615	\$5,513	\$4,630
Double page spread	\$13,000	\$11,500	\$9,900	\$8,000
Flash single ads	\$419	\$389	\$347	\$305
Flash double ads	\$656	\$599	\$524	\$436

HOSTED BY NATIONAL TV ICON AND NEWS JOURNALIST TIM WEBSTER



A REVOLUTION IN THE DELIVERY OF TRADE MEDIA

The 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 level impact rate.

The 6pm nightly news format is a first in Trade Media and has created a much needed media option for advertisers in the manufacturing space. Tim Webster is a national icon and he is the most well known news and sports journalist to the manufacturing demographic. Trade Media does not traditionally use 'Star Power' for brand building, but the manufacturing videos with Tim as host ensure instant recognition for our advertisers.

- Filmed in a 6pm nightly news broadcast style creating a high level of integrity for client's products and services
- First released in the IU e-newsletter, IU Search Engine and on YouTube then clients may use anywhere (no raw footage released)
- Released to all opted-in subscribers of Australia's market leading manufacturing magazine - Industry Update
- Videos run maximum of one minute per video and are sold four x one minute videos in a Video Pack
- Google now prefers video content over text so the IU Videos will rise to top of Google very quickly
- Videos are produced at the Industry Update St Leonards, NSW, studio with national TV icon and journalist Tim Webster as host
- Tim's 40 years experience and well known voice ensures unbeatable delivery of content. Tim is the best know journalist to the manufacturing demographic
- IU has employed former Fairfax video creator Rhys McGowan to run the video department with early phenomenal success
- \* 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 HAVE THE FOLLOWING OPTIONS ON WHEN THEIR VIDEOS ARE RELEASED:

1. Release one video per week for five weeks (recommended)
2. Release one video twice a week for two and a half weeks
3. Release one video per fortnight

RATES	Video Duration	(Agency rebate applies)
One Video Pack	4 x 1 minute	\$5,500.00 plus tax
Two Video Pack	8 x 1 minute	\$9,500.00 plus tax
Three Video Pack	12 x 1 minute	\$12,000.00 plus tax

HOW THEY WORK:

Advertisers have three options to release their four videos (four videos per pack) in the IU e-newsletter that is published twice weekly on Tuesdays and Thursdays.

Advertisers only need to provide four-to-five bullet points for each video and photography stills and video as overlay. IU editors will write scripts and edit to completion. If advertisers require IU assistance in producing overlay content then please contact your sales representative.

Clients provide four bullet points for each video. If clients do not provide the bullet points for scripts to be written by the due date, anything not provided will expire.

## MANUFACTURING PRODUCT CARDS

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 peoples 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

# STAND OUT & INCREASE SALES

with our exclusive product cards

ASK US ABOUT OUR PACKAGE DEALS



“  
 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  
 Marketing Manager, Ansell Healthcare  
 ”



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

**Industry Update** To see a difference in sales call Scott, Sean or Glyn on 02 9439 1288 email: [sales@industryupdate.com.au](mailto: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.

### PRODUCT CARDS

1 Pack per year

1 Card	\$3,528 per card	Front card \$4,000
2 Cards	\$2,976 per card	

Product Cards are mailed to Industry Update Magazine subscribers. They are mailed as an individual pack and not with the magazine.



**ONLINE MEDIA**

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](http://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](http://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](http://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](http://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](http://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 users on Google are pulled directly to your product / company profiles on [industryupdate.com.au](http://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*



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

<sup>^</sup>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

**WEBSITE AD RATES**

A	Top Banner	\$1500 + GST per month
B	Left Skyscraper	\$1500 + GST per month
C	Right Skyscraper	\$1500 + GST per month
D	Top MREC	\$1000 + GST per month
E	Lower MREC	\$900 + GST per month
F	Bottom Leaderboard	\$1000 + GST per month

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

A	Top Banner	468px (w) x 60px (d)
B	Left Skyscraper	120px (w) x 600px (d)
C	Right Skyscraper	120px (w) x 600px (d)
D	Top MREC	300px (w) x 250px (d)
E	Lower MREC	300px (w) x 250px (d)
F	Bottom Leaderboard	728pxw (w) x 90px

**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.

ALL RATES ARE PLUS GST AND ARE IN AUSTRALIAN DOLLARS



**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

**EDM SPECS**

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

**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.

A	Top Banner	710px (w) x 70px (d)
B	Square Ad Left	230px (w) x 190px (d)
C	Square Ad Right	230px (w) x 190px (d)

