



Media Kit 2018

@AuManufacturing is the news and analysis website and companion newsletter of the Australian Manufacturing Forum LinkedIn networking group – the largest on any social media platform in Australia. The site and newsletter feature the views of real Australian manufacturers and thought leaders, and commentary from editors Peter Roberts and Brent Balinski, who have more than 50 years’ shared experience in industry reporting.

The highly credible, in-depth analysis is read by C-suite and other executives in manufacturing businesses, as well as other key decision-makers and influencers involved with the industry. Our curated content represents what Australian manufacturing is talking about.

Detailed audience metrics will be available in 2019. AuManufacturing’s website and newsletter service commenced in November 2018, however, we have an initial mailing list circulation of 2,000 and a highly-engaged LinkedIn group membership of 5,000. The breakdown of the latter is made of 73% manager-level readers, comprising job descriptions of Manager (22%), Senior Manager (20%), Director (13%), Vice President (10%), business owners and other.

Products

AuManufacturing offers various digital advertising opportunities.

1) Website advertising

Online advertising gives you a chance to put your brand forward 24 hours a day, on a website frequented by your ideal audience: key decision makers in manufacturing.

Ad location	One month	Three months	Six months
Header (468 x 60)	\$800	\$2,000	\$3,500
Homepage leader (768 x 90)	\$800	\$2,000	\$3,500
MREC (300 x 250)	\$500	\$1,300	\$2,200

Requirements

Send files to editor@amanufacturing.com.au with the subject line “Website advertising material”. Due date is seven days before publication. Please observe sizes above, and provide a click-through URL.



2) Newsletter advertising

Newsletter advertising is available in one-month, three-month and six-month blocks. One newsletter is sent per week each Monday at lunchtime (in between 12 and 1 pm, Sydney/Melbourne/Hobart/Canberra time). Each month-long period includes four email sends.

Ad location	One month	Three months	Six months
Leaderboard (468 x 60)	\$500	\$1,200	\$2,000
Second slot (468 x 60)	\$400	\$1,000	\$1,800
Third slot (468 x 60)	\$250	\$600	\$1,000

Requirements

Send files to editor@amanufacturing.com.au with the subject line "Newsletter advertising material". Due date is seven days before publication. Please observe sizes above, and provide a click-through URL.

3) Resources

Do you have engaging, high-quality material ready to go and generate leads for you? You can find an audience for it - whether it's a case study, a white paper, an explainer or something else - in the resources section of www.amanufacturing.com.au. The published resource comes with promotion via a link and short introduction in one weekly newsletter. After this, further inclusions in the newsletter are possible at \$50 per send.

Resource	Hosting fee
Advertorial item	\$200
White paper	\$400

Requirements

Send files to editor@amanufacturing.com.au with the subject line "Resource material". Due date is seven days before publication. Please provide any relevant click-through URL

4) Promote your business

@AuManufacturing offers listings for companies to promote their capabilities. This is charged at \$100 for three months, \$180 for six months and \$320 for one year.

Requirements

Send files to editor@amanufacturing.com.au with the subject line "Resource material". Please provide company logo, 100-140 words on capabilities, a contact name, email and website address.



BOOKING CONFIRMATION FORM

Confirm your booking by filling out the form below. Scan and email the returned form to brent@amanufacturing.com.au

Please forward all booking enquiries and artwork to

editor@amanufacturing.com.au

AuManufacturing Advertising Department

PO Box 711, Hove, South Australia 5048

Phone: 0431 510 339

Publisher

Australian Manufacturing Forum

ABN 22 682 643 900

Booking name	Created date
Prepared by	Account name
Address	Order number

Customer and advertiser

Customer name	Organisation name
Organisation	Contact person
Address	Phone
	Email
Phone	
Email	

Product	Line item description	Start date	End date	Sales price

Total price:



PAYMENT DETAILS

Total advertisement price: \$ to be paid by direct deposit

Bank: Commonwealth Bank of Australia

Account name: Australian Manufacturing Forum

BSB: 062-105

Account number: 1091 3171

Terms and conditions for advertising material

These terms and conditions apply to the advertiser (herein referred to as “the client”) and the publisher, the Australian Manufacturing Forum (herein referred to as “AMF”). The information in this booking form will be treated as confidential by both the client and the AMF.

Advertising material must not contain any profanity, be defamatory, breach a confidence, or infringe any laws, regulations or statutes. It will be accepted on the assumption the client has copyright of the material and the right to mention any service, individual, entity or product contained within.

Material must be submitted seven days before the scheduled date of publication.

Material should fit the specified dimensions contained in the media kit. If significant alterations are needed to make the material usable, then a fee of \$100 per hour will be charged to the client for this.

Full and final payment must be made five days or more before the scheduled publication date.

Any cancellation must be made three days or more before the publication date. No refund will be given outside of this period.

The AMF also reserves the right to reject, exclude or cancel advertising at any time.

The client will be refunded for any advertisements that the AMF is unable to publish. In that case, the AMF is not liable for costs greater than the amount the client has paid.

The AMF is not liable for any indirect or consequential losses following publication of the client’s advertising. The advertiser will indemnify and hold harmless the AMF in the event the material published leads to claims, cost penalties, or demands.