



# @AuManufacturing

Powered by the Australian Manufacturing Forum

## MEDIA KIT / MAY 2020

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PO Box 711, Hove, SA, 5048  
[www.aumanufacturing.com.au](http://www.aumanufacturing.com.au)

# WELCOME

*The @AuManufacturing news and analysis website and newsletter are the centre of a dynamic network of Australian manufacturers and innovators.*

Based on the largest social media group of Australian manufacturers – the 5,300-member Australian Manufacturing Forum on LinkedIn – we know and are passionate about success in the local industry. Every day we are first to report the real news of a sector that contributes over \$100 billion to Australia's GDP, employs 900,000 Australians and leads private sector R&D spending.

Join us in our quest to grow manufacturing through visionary leadership, cutting edge R&D, new thinking for the IoT age and the adoption of the latest equipment and services. In 2019 we helped clients ranging from SME Corban & Blair to the giant Bosch Australia Manufacturing Solutions to reach their goals. If you want to reach our audience of manufacturing winners contact us today to discuss how we can help:



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# WHO ARE WE?

*At our heart is the Australian Manufacturing Forum LinkedIn networking group – the largest community on any social media platform for the sector.*



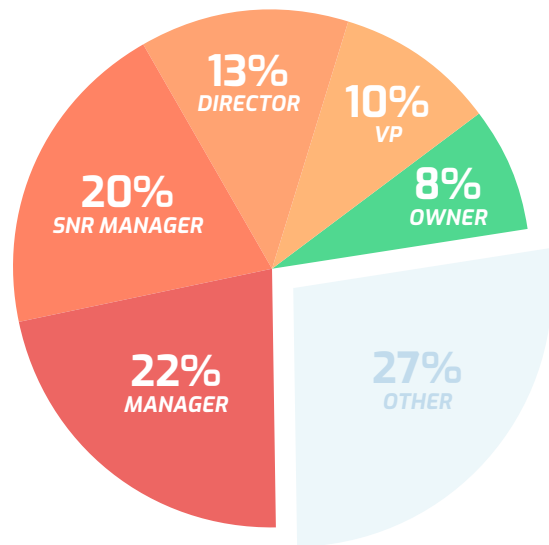
**5.3K**  
MEMBERS



**73%**  
ABOVE MANAGER LEVEL

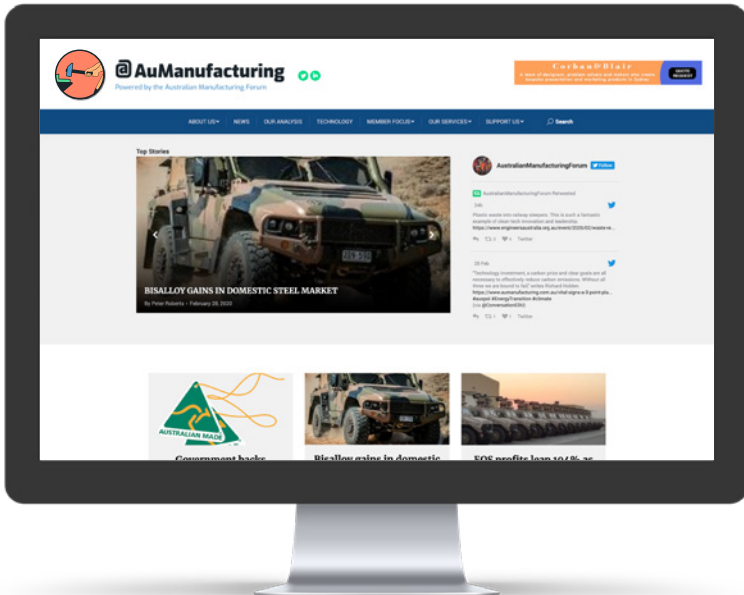


**50YRS**  
EDITORS' SHARED EXPERIENCE



The Australian Manufacturing Forum includes 5,300 members and is the place where the leaders of manufacturing meet, discuss and network. Our members are 73 per cent at manager-level and above - comprising job descriptions of Manager (22 per cent), Senior Manager (20 per cent), Director (13 per cent), Vice President (10 per cent), business owners and other. We tailor bespoke events where manufacturing leaders and their suppliers are showcased to members.

The @AuManufacturing news website has grown in only a year to rival established players in its reach. We feature breaking news stories, the views of real Australian manufacturers and thought leaders, and commentary from editors Peter Roberts and Brent Balinski, who have over 50 years' shared experience in industry reporting. We are the champions of the innovative businesses who are transforming manufacturing and are committed to independent, ethical journalism based on honesty with readers.



**10K+**

AVG VIEWS PER WEEK



**27K+**

PEAK VIEWS PER WEEK

### Website

@AuManufacturing has grown steadily to reach between 10,000 pageviews per week (based on year to May) and peaks of 27,000-plus views.



**1.25K+**

SUBSCRIBERS



**36.5%**

OPEN RATE

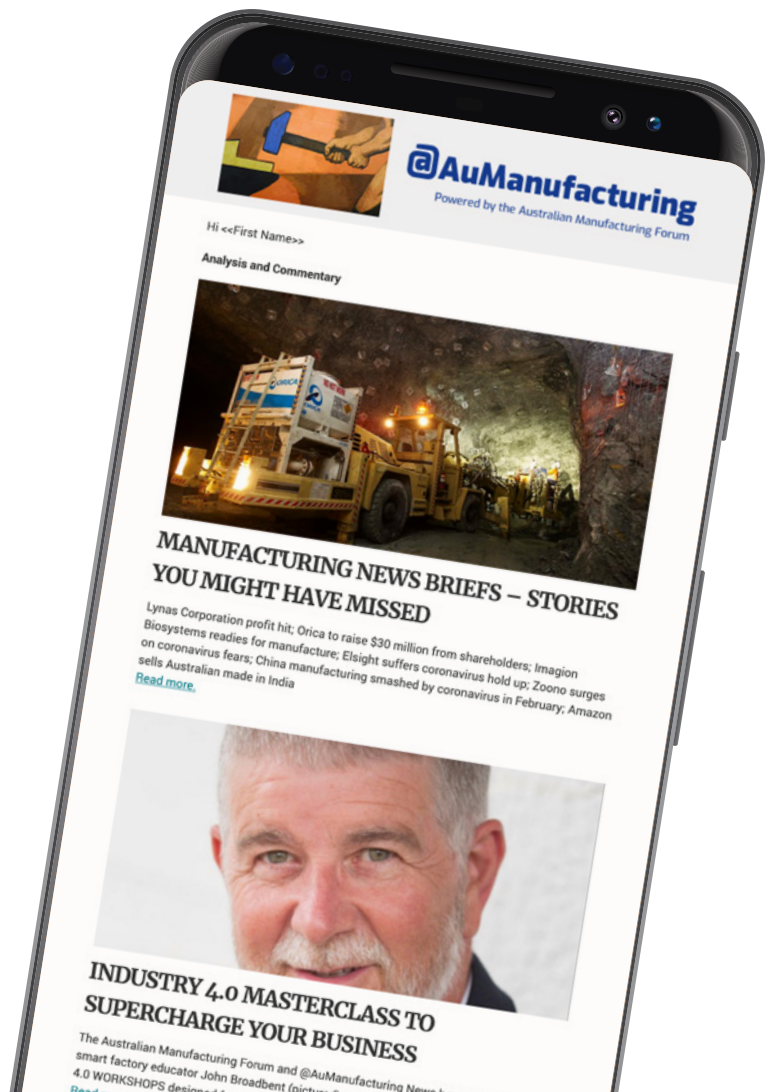


**12.5%**

CLICK RATE

### Bi-Weekly Newsletter

@AuManufacturing's twice-weekly newsletter now reaches a list of 1,250 manufacturer subscribers, and continues to expand daily. Our readers and members are committed - the newsletter's open rate is 36.5 per cent and click rate is 12.5 per cent.

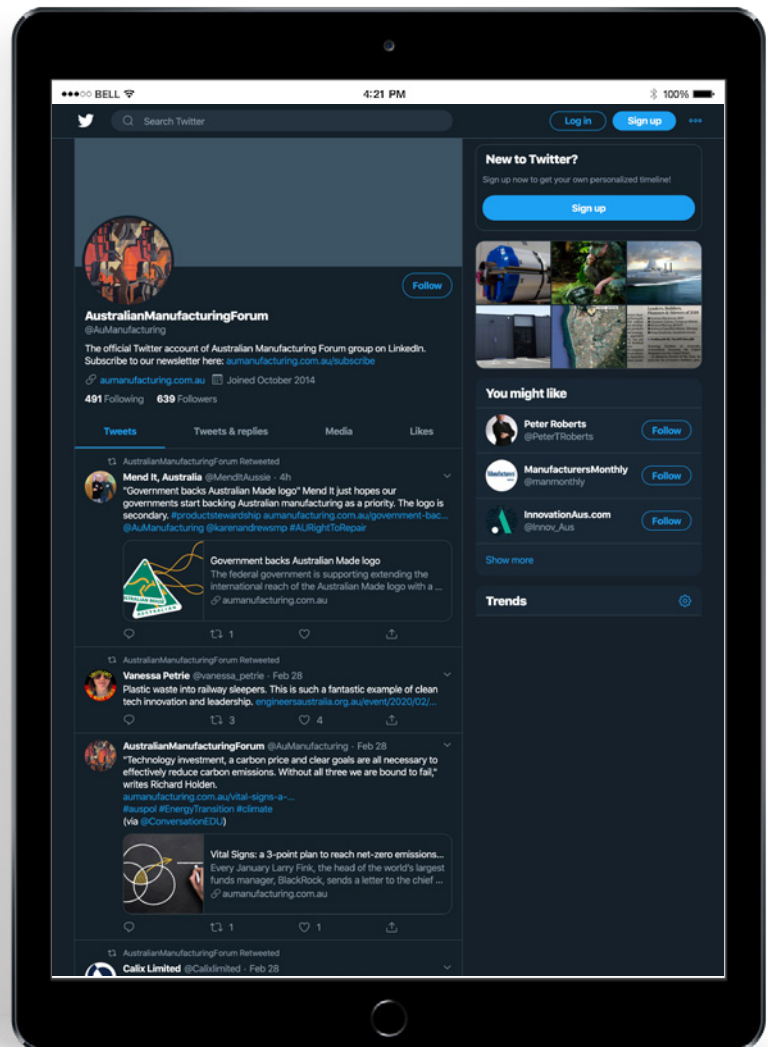




**10K+**  
CONNECTIONS

## Social Media

Distribution via social media is immense through our LinkedIn Group and @AuManufacturing Twitter account, friendly social media groups in the manufacturing space, and via personal networks of more than 10,000 connections





## Advanced Manufacturing Expo

By National Manufacturing Week

@AuManufacturing's editors are thought leaders in their own right. Through our partnership with Reed Exhibitions we conduct daily roundtable discussions of manufacturing CEOs at the biannual Advanced Manufacturing Expo (AMX) (Sydney 2020), and biannual National Manufacturing Week (Melbourne 2021).



# 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.*

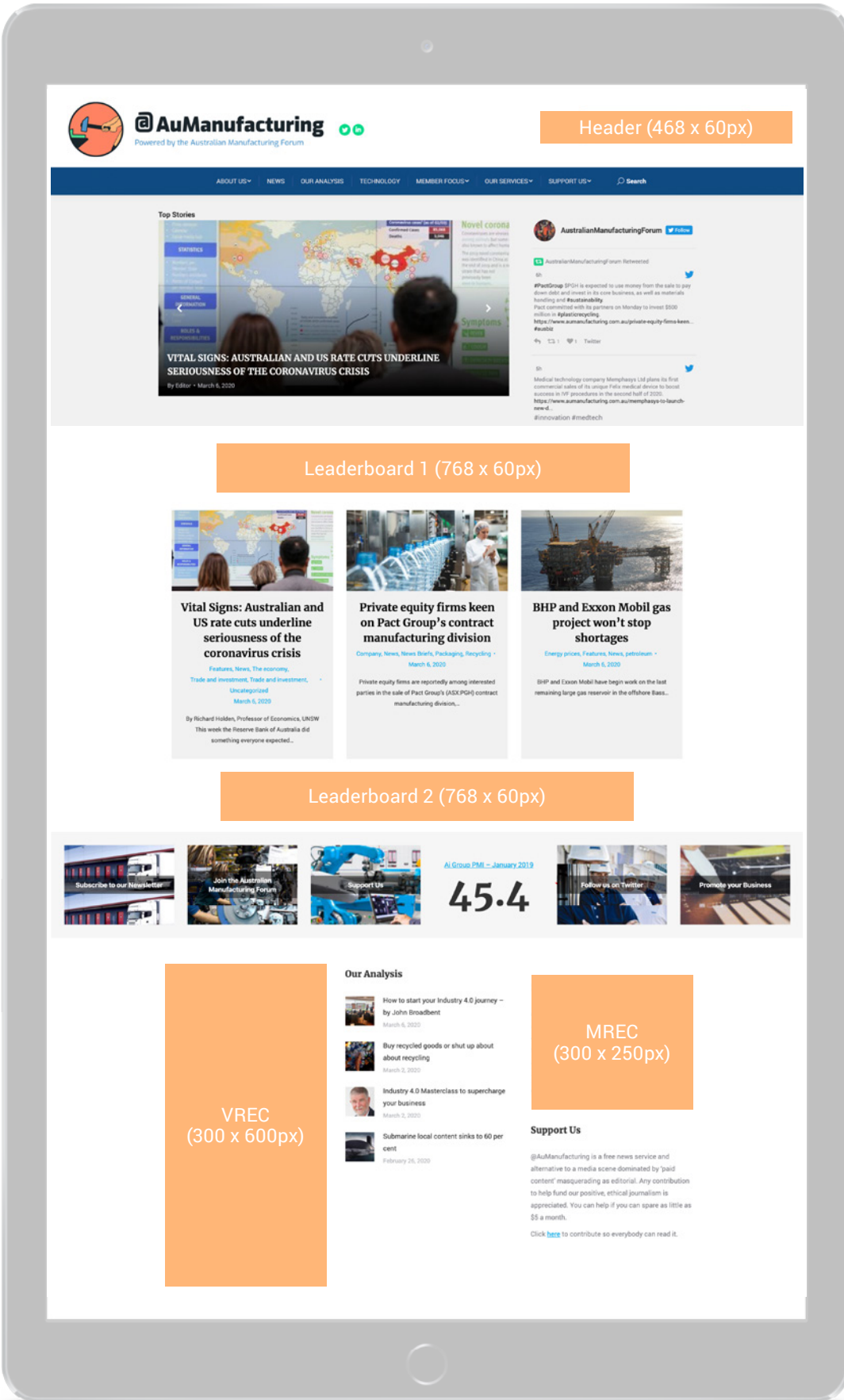
AD LOCATION	1 MONTH	3 MONTHS	6 MONTHS
Header (468 x 60px)	\$1,000	\$2,500	\$5,000
Leaderboard 1 (768 x 90px)	\$1,000	\$2,500	\$5,000
Leaderboard 2 (768 x 90px)	\$800	\$2,000	\$3,500
Half-page (300 x 600px)	\$1,500	\$3,500	\$6,000
MREC (300 x 250px)	\$500	\$1,300	\$2,200

## Ad Material Requirements

- RGB
- 72 - 92 DPI Resolution
- Extensions .jpg .png or gif
- Copy must be spell-checked and proofed

Send files to [editor@aumanufacturing.com.au](mailto:editor@aumanufacturing.com.au) with the subject line "Website advertising material". Due date is seven (7) days before publication. Please observe sizes above, and provide a click-through URL.





Header (468 x 60px)



Top Stories

**VITAL SIGNS: AUSTRALIAN AND US RATE CUTS UNDERLINE SERIOUSNESS OF THE CORONAVIRUS CRISIS**  
By Editor · March 6, 2020

AustralianManufacturingForum  
@AustralianManufacturingForum retweeted  
@PactGroup SPGH is expected to use money from the sale to pay down debt and invest in its core business, as well as materials handling and #sustainability  
Pact committed with its partners on Monday to invest \$500 million in #plasticrecycling  
[https://www.aumanufacturing.com.au/private-equity-firms-been-#article](https://www.aumanufacturing.com.au/private-equity-firms-been-)  
Twitter

Leaderboard 1 (768 x 60px)

<p><b>Vital Signs: Australian and US rate cuts underline seriousness of the coronavirus crisis</b> Features, News, The economy, Trade and investment, Uncategorized March 6, 2020 By Richard Holden, Professor of Economics, UNSW This week the Reserve Bank of Australia did something everyone expected...</p>	<p><b>Private equity firms keen on Pact Group's contract manufacturing division</b> Company, News, News Briefs, Packaging, Recycling March 6, 2020 Private equity firms are reportedly among interested parties in the sale of Pact Group's (ASX:PGH) contract manufacturing division...</p>	<p><b>BHP and Exxon Mobil gas project won't stop shortages</b> Energy prices, Features, News, petroleum March 6, 2020 BHP and Exxon Mobil have begun work on the last remaining large gas reservoir in the offshore Bass...</p>
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Leaderboard 2 (768 x 60px)

			<p>AI Group PMI - January 2019 <b>45.4</b></p>		
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VREC (300 x 600px)

- Our Analysis**
- How to start your Industry 4.0 journey - by John Broadbent  
March 6, 2020
  - Buy recycled goods or shut up about recycling  
March 2, 2020
  - Industry 4.0 Masterclass to supercharge your business  
March 2, 2020
  - Submarine local content sinks to 60 per cent  
February 26, 2020

MREC (300 x 250px)

**Support Us**

@AuManufacturing is a free news service and alternative to a media scene dominated by paid content masquerading as editorial. Any contribution to help fund our positive, ethical journalism is appreciated. You can help if you can spare as little as \$5 a month.  
Click [here](#) to contribute so everybody can read it.

# WEBSITE ADVERTISING

*Our Technology page allows advertisers to sponsor a key section – 1 of 3 – on the @AuManufacturing website. Have your message appear exclusively in an environment of manufacturing technology news and views.*

AD LOCATION	1 MONTH	3 MONTHS	6 MONTHS
Header (468 x 60px)	\$800	\$1,200	\$2,000
2 x Skyscrapers (160 x 600px)	\$1,800	\$3,000	\$5,000

## Ad Material Requirements

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Sky-scaper (160 x 600px)



**Private equity firms keen on Pact Group's contract manufacturing division**

By Editor - March 6, 2020



**Private equity firms keen on Pact Group's contract manufacturing division**

Private equity firms are reportedly among interested parties in the sale of Pact Group's (ASX:PGH) contract manufacturing division, with the first round of an auction expected to go ahead later this month.

[Read more](#)



**BHP and Exxon Mobil gas project won't stop shortages**

BHP and Exxon Mobil have begun work on the last remaining large gas reservoir in the offshore Bass Strait oil and gas fields. The \$550 million West Barracouta project will only offset gas production in decline from other Bass Strait reservoirs, though it will maintain supplies in a time of shortage. Announcing the project in...

[Read more](#)



**How to start your Industry 4.0 journey – by John Broadbent**

By John Broadbent, leader of Industry 4.0 Workshops – getting the rubber to hit the road. Improving manufacturing performance is key to ensuring all resources are being utilised in the most efficient and sustainable way. Fundamentally, it's about doing more with less, whether it's utilities, raw materials, waste or people. The large majority of manufacturing...

[Read more](#)



**Memphasy to launch new device to boost IVF success**

Medical technology company Memphasy plans its first commercial sales of its unique Felix medical device to boost success in IVF procedures in the second half of 2020. The Sydney company told investors in a market update that its automated, non-DNA damaging lab instrument for sperm separation was undergoing assessment by a series of key opinion...

[Read more](#)



**Respiri takes delivery of first Wheezo devices**

Medical technology company Respiri has taken delivery of its first batch of Wheezo devices to monitor wheezing and breathing in asthma sufferers. The devices, manufactured by miniaturised electronics manufacturer SRX Global, are the first of 500 Wheezos being delivered to prepare for full commercialisation of the product in the fourth quarter of 2020. SRX Global...

[Read more](#)



**ANCA to develop new hybrid additive-subtractive machine tool**

Australia's leading machine tool manufacturer ANCA is to develop a novel hybrid additive-subtractive manufacturing platform to manufacture Tungsten custom designed cutting tools. The new line of machines (pictured), being developed with CSIRO, Sutton Tools and the Advanced Manufacturing Growth Centre (AMGC), has the potential to disrupt the global Tungsten cutting tool market. Successful completion of...

[Read more](#)

Sky-scaper (160 x 600px)

# NEWSLETTER ADVERTISING



*Available in one, three and six month blocks.  
Two newsletters are sent per week each  
Monday and Thursday between 12-1 pm Australian AEST.  
Each month-long period includes eight email sends.*

AD LOCATION	1 MONTH	3 MONTHS	6 MONTHS
Leaderboard (468 x 60px)	\$600	\$1,400	\$2,500
Second slot (468 x 60px)	\$500	\$1,200	\$2,000
Third slot (468 x 60px)	\$250	\$600	\$1,000

## Ad Material Requirements

- RGB
- 72 - 92 DPI Resolution
- Extensions .jpg .png or gif
- Copy must be spell-checked and proofed

Send files to [editor@amanufacturing.com.au](mailto:editor@amanufacturing.com.au) with the subject line "Newsletter advertising material". Due date is seven (7) days before publication. Please observe sizes above, and provide a click-through URL.

**@AuManufacturing**  
Powered by the Australian Manufacturing Forum

**Leaderboard (468 x 60px)**

Analysis and Commentary

**MANUFACTURING NEWS BRIEFS – STORIES YOU MIGHT HAVE MISSED**

Lynas Corporation profit hit, Orica to raise \$30 million from shareholders, Imagination Biosystems readies for manufacture, Elsieight suffers coronavirus hold up, Zoono surges on coronavirus fears, China manufacturing smashed by coronavirus in February, Amazon sells Australian made in India

[Read more.](#)

**INDUSTRY 4.0 MASTERCLASS TO SUPERCHARGE YOUR BUSINESS**

The Australian Manufacturing Forum and @AuManufacturing News have joined with smart factory educator John Broadbent (pictured) to bring to you a series of INDUSTRY 4.0 MASTERCLASS TO SUPERCHARGE YOUR BUSINESS

**Second slot (468 x 60px)**

Forum News

**AUSTRALIAN MANUFACTURING SLIDES FURTHER TO WORST RESULT IN ALMOST FIVE YEARS**

The Australian Industry Group's Performance of Manufacturing Index has found the industry contracted for the fourth straight month..

[Read more.](#)

**AUSTIN ENGINEERING PAYS DIVIDEND AS RECOVERY CONTINUES**

Mining equipment manufacturer Austin Engineering has declared its first dividend in six years as mining customers returned to purchasing its world-leading range of ore dump truck bodies.

[Read more.](#)

**SILEX SPENDS IN FORMATIVE YEAR DEVELOPING NEW MATERIALS**

Materials technology company Silex Systems recorded a \$5.3 million loss in the first half of the year as it continued development of two major new technologies.

[Read more.](#)

**1414 DEGREES PULLS THE PLUG ON CAPITAL RAISING**

Business uncertainty and interest from industrialists and financiers has led to 1414 Degrees Limited deciding not to proceed with an offer of discounted shares to shareholders to raise new capital.

[Read more.](#)

**Third slot (468 x 60px)**

Resources

**AUSTRALIA AND THE CIRCULAR ECONOMY – HAVE YOUR VOICE HEARD**

Boomerang Labs is surveying entrepreneurs, corporations, governments and other organisations to take a snapshot of the Circular Economy landscape in Australia. The resulting report 'Australia and the Circular Economy: The Current Landscape and Opportunities Ahead' will be replicated each year to track progress.

[Read more.](#)

# RESOURCE ADVERTISING



*Do you have engaging, high-quality material ready to go and generate leads?*

We publish these resources 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.

Please note that @AuManufacturing has a policy of listing paid content as paid content. Our new Technology section is the ideal venue for white papers, case studies and opinion pieces – and we will help you disseminate these via our social media channels.

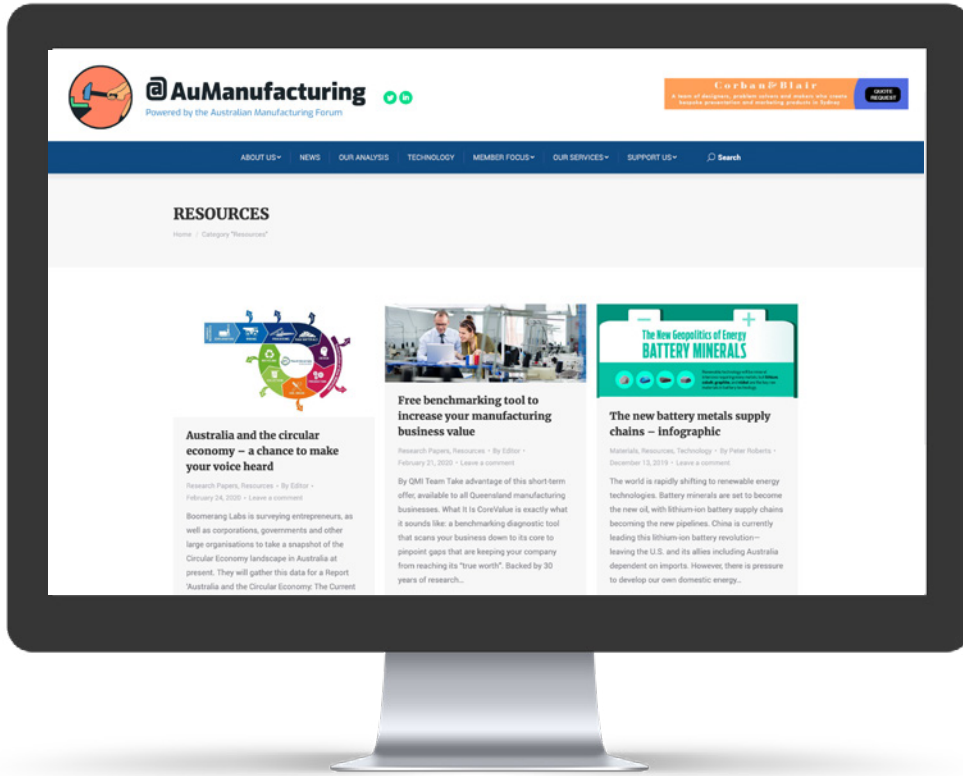
Our experienced editors are available to help you produce advertising features (prices negotiable).

RESOURCE	HOSTING FEE
Advertising feature item	\$200
White paper	\$400

## Ad Material Requirements

- RGB
- 72 - 92 DPI Resolution
- Extensions .jpg .png or gif
- Copy must be spell-checked and proofed

Send files to [editor@aumanufacturing.com.au](mailto:editor@aumanufacturing.com.au) with the subject line "Resource material". Due date is seven (7) days before publication. Please provide a click-through URL.



# BUSINESS PROMOTION



*We offer listings for companies to promote their capabilities.*

This is charged at \$320 for one year. This affordable listing service includes two (2) newsletter inclusions in the "From Our Business Directory" section.

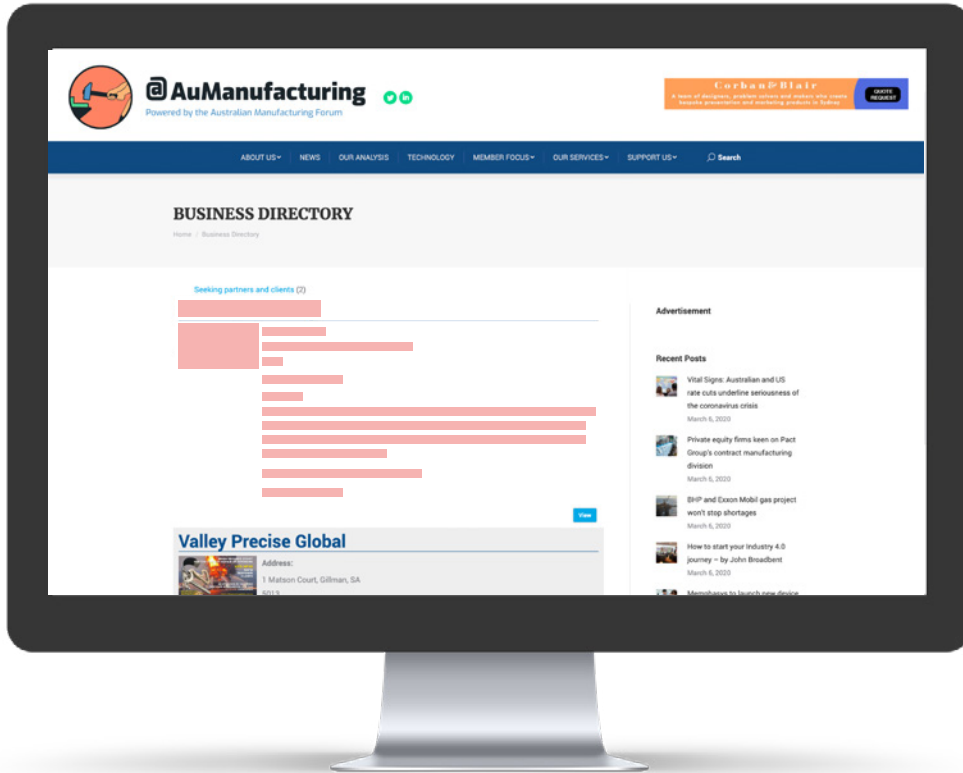
PROMOTION	1 YEAR
Business Listing + 2 x newsletter inclusions	\$320

## Ad Material Requirements

- RGB
- 72 - 92 DPI Resolution
- Extensions .jpg .png or gif
- Copy must be spell-checked and proofed

Send files to [editor@amanufacturing.com.au](mailto:editor@amanufacturing.com.au) with the subject line "Business Promotion". Please provide company logo, 100-140 words on capabilities, a contact name, email and website address.





## Events

@AuManufacturing can get you in front of our manufacturer audience – contact us for details of our Best Practice Tours or to discuss how we may otherwise help you meet your goals.



# 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

## PAYMENT DETAILS

**Bank:** Commonwealth Bank of Australia

**Account name:** Australian Manufacturing Forum

**BSB:** 062-105

**Account number:** 1091 3171

Date:	<input type="text"/>	Order No:	<input type="text"/>
Organisation Name:	<input type="text"/>		
Contact Person:	<input type="text"/>		
Address:	<input type="text"/>		
Phone:	<input type="text"/>	Email:	<input type="text"/>

Product:	Start Date:	End Date:	Cost:
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
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<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Total Cost:

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