



@AuManufacturing

Powered by the Australian Manufacturing Forum

MEDIA KIT / 2022

PO Box 711, Hove, SA, 5048
www.aumanufacturing.com.au

MISSION STATEMENT

Founded by experienced industry journalists, we believe that manufacturing is news.

In a media landscape dominated by paid editorial masquerading as news, we provide genuine news and only genuine news, as well as commentary.

In this fast-changing world, manufacturers need to know what's really happening to make informed decisions.

We pride ourselves on honesty with our audiences and while we love to celebrate the successes of Australian enterprise and entrepreneurship, we report on what's happening and why.

WELCOME

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

@AuManufacturing is the website of the largest social media group of manufacturers: the Australian Manufacturing Forum on LinkedIn. We know and are passionate about success in local industry.

During 2021 the Forum's membership grew by 43 per cent to reach nearly 10,000 members, as the appetite for high-quality local manufacturing news and analysis grew.

Today manufacturing is news, and every day we are first to report the real news of a sector that contributes over \$100 billion to Australia's GDP, employs over a million 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 technologies, equipment and services.

Bosch Australia Manufacturing Solutions, MYOB and the Australian Made Campaign are some of the clients who partnered with @AuManufacturing in 2021 to create tailored campaigns which included sponsored editorial series and special editorial events, webinar delivery and traditional display (brand) elements.

As face to face events resume, we can help you with networking events and best practice tours.

If you also want to reach our audiences of manufacturing winners, contact us today to discuss how we can help.



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WHO ARE WE?

We are proud to be the champions of the innovative businesses who are transforming Australian manufacturing.

We feature breaking news stories, the opinions and insights of real Australian manufacturers and other expert analysts, and commentary from editors Peter Roberts and Brent Balinski, who have over 60 years' shared experience in industry reporting.

We are also committed to independent, ethical journalism based on honesty with readers.

@AUMANUFACTURING PILLARS



Manufacturing News

Every day we publish the latest news, as well as the views of real Australian manufacturers and thought leaders. We have a focus on news values such as timeliness, impact and relevance, as well as a network of experts that regularly contribute analysis on the issues affecting manufacturing.



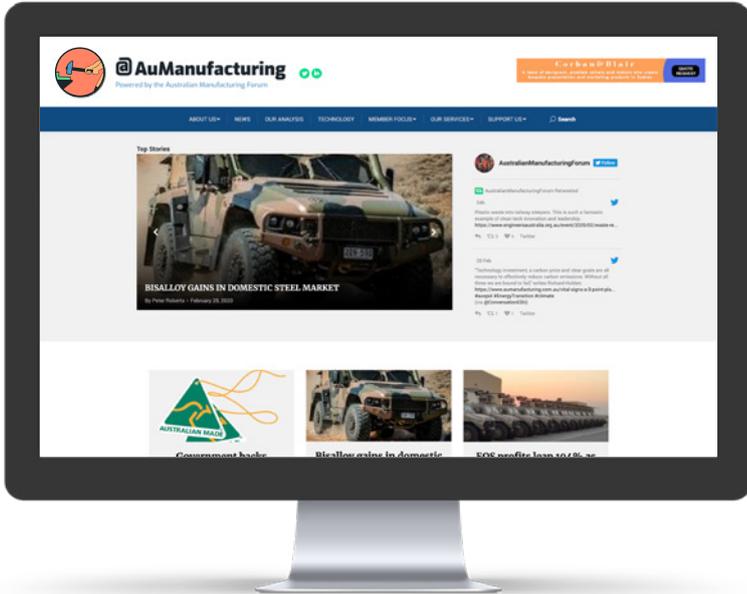
Defence Industry - new in 2022:

@AuManufacturing is bringing the latest developments in the local defence industry to readers in this dedicated new section. This pillar of the website creates a single, defined destination for a fast-growing and dynamic sector.



Technology:

In 2020 we launched the technology section based on our audience's feedback and increasing interest in technology-led manufacturing. The section has grown in popularity among our audience and advertisers. From new materials to cybersecurity to the latest in factory robots, technology is an essential topic for manufacturers wanting to maximise their competitiveness.



51K+
AVG VIEWS PER MONTH



27K+
PEAK VIEWS PER WEEK

Website

The @AuManufacturing news website was launched in late-2018 and quickly grew to rival and then surpass established players in its reach. The monthly average in 2022 was 51,000 pageviews.



2.5K+
SUBSCRIBERS



35.8%
OPEN RATE



9.8%
CLICK RATE

Thrice-Weekly Newsletter

@AuManufacturing's thrice-weekly newsletter reaches a fast-growing list of over 3,000 manufacturer subscribers. Our community is highly-engaged, and regularly corresponds with us regarding coverage.

The newsletter has a 35.8 per cent open rate and 9.8 per cent click rate, which are far above the industry average.





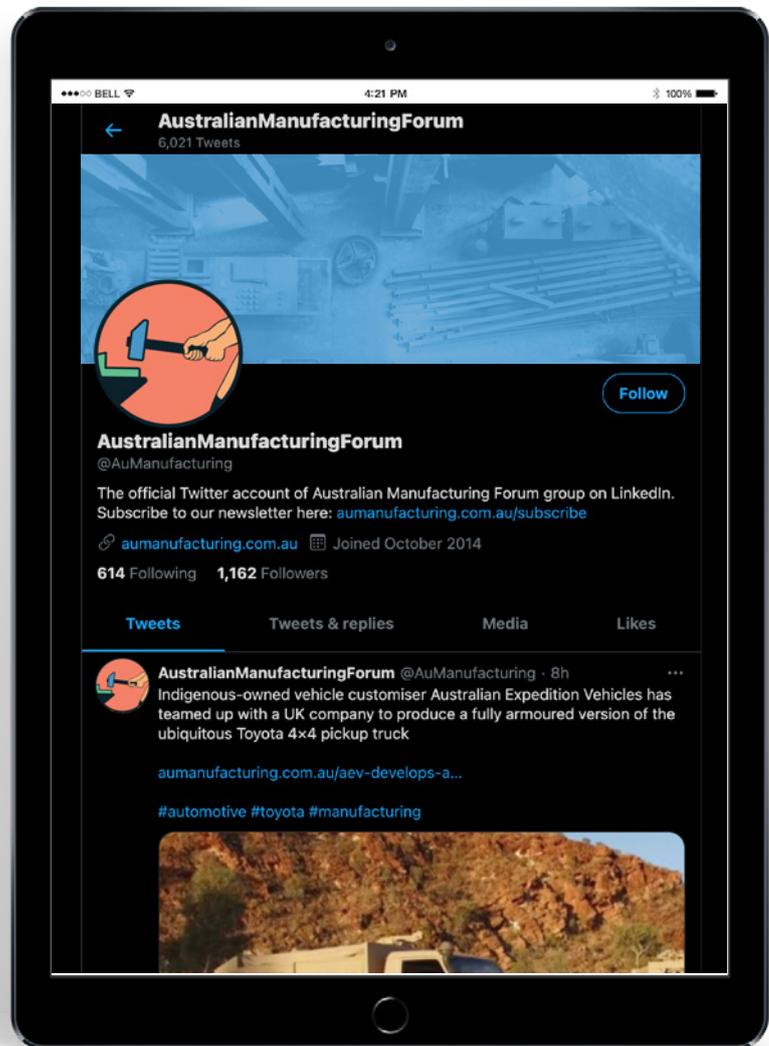
21K+
CONNECTIONS

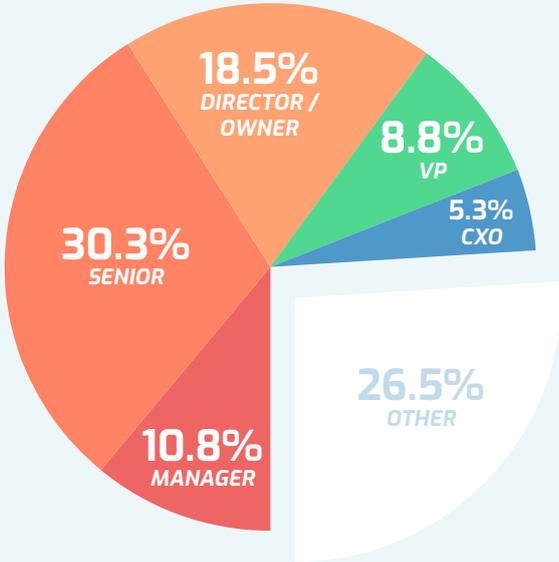
Social Media

Distribution is immense through our large social media networks. The 10,100 followers of our LinkedIn company page are highly engaged with our regular updates, as are those in the Australian Manufacturing Forum LinkedIn group (9,500 members) and our Twitter followers (1,474.) We are also linked to our audience through friendly social media groups in the manufacturing space, and via personal networks of more than 11,000 connections. (Figures were last updated late-November, 2022.)

Based on analytics for our LinkedIn company page, our audience is 30.3 per cent senior-level employees, 14.8 per cent directors, 10.8 per cent manager-level, and 8.8 per cent VPs.

We offer sponsored LinkedIn posts for campaign partners, and we welcome the opportunity to talk with you about how we can create bespoke content for highly-engaging campaigns in 2022.



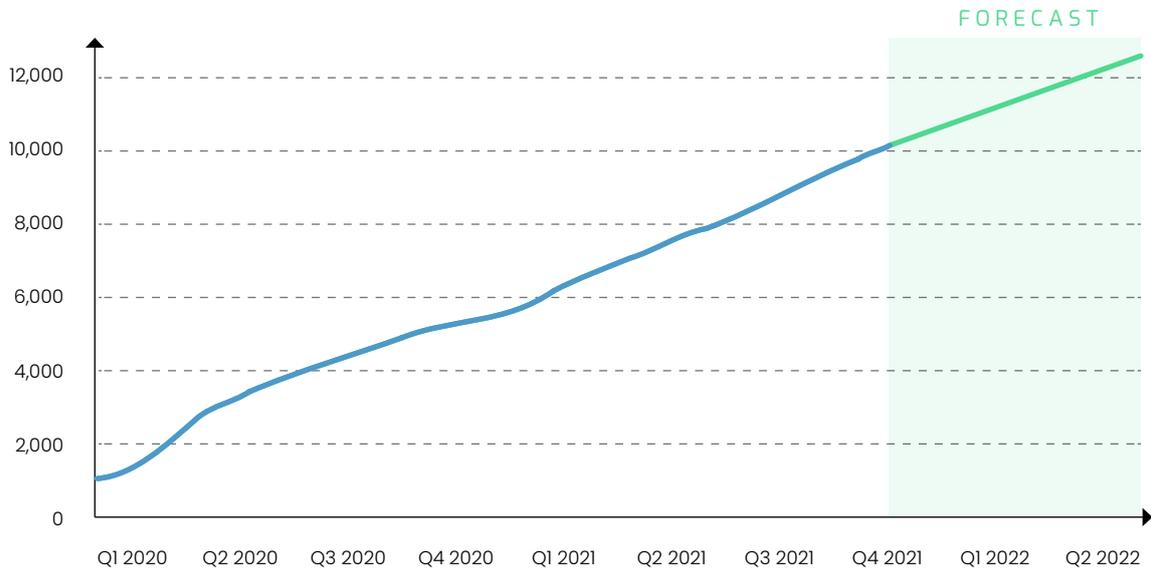


21K+
CONNECTIONS



73.5%
ABOVE MANAGER LEVEL

@AUMANUFACTURING FOLLOWERS ON LINKEDIN



WEBSITE ADVERTISING

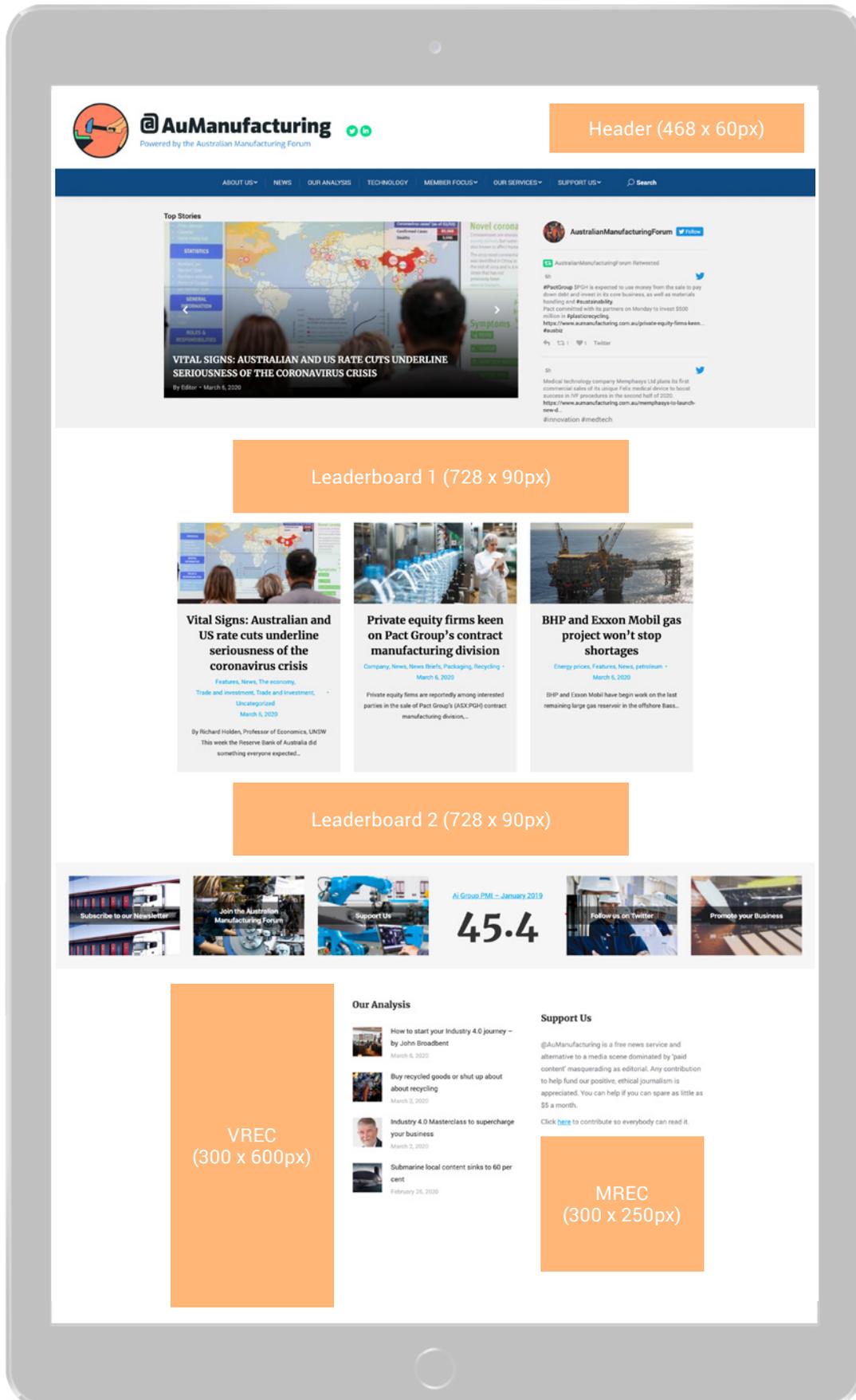
Online advertising gives you a chance to put your brand forward 24 hours a day, on a website frequented by your ideal audience: key decision makers in manufacturing. Ask us about our impressive CPM rates.

AD LOCATION	1 MONTH	3 MONTHS	6 MONTHS
Homepage + Content page Header (468 x 60px)	\$2,500	\$4,500	\$8,000
Homepage + Content page MREC (300 x 250px)	\$2,000	\$3,500	\$6,000
Homepage Leaderboard 1 (728 x 90px)	\$1,500	\$2,500	\$4,500
Homepage Leaderboard 2 (728 x 90px)	\$1,250	\$2,000	\$3,500
Homepage VREC (300 x 600px)	\$1,500	\$2,500	\$4,500
Content page VREC (300 x 600)	\$2,500	\$4,000	\$7,000
In-content ads (Size and defined space between ads TBD)	\$4,000	\$6,000	\$10,000

Ad Material Requirements

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

Send files to editor@aumufacturing.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. All prices exclude GST.



SPONSOR A SECTION



Another web-based advertising option is to sponsor one of @AuManufacturing's three sections: Manufacturing news, Defence industry or Technology.

PACKAGE	1 MONTH
<p>All advertising slots in one section including:</p> <ul style="list-style-type: none"> • Header (468 x 60px) • Sponsored Logo (200 x 98px) • Wide Skyscraper x 4 - (160 x 600px. These can be split into two groups.) • Leaderboard (728 x 90px) 	<p>\$2,500</p>

Ad Material Requirements

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SPONSOR AN EDITORIAL SERIES

@AuManufacturing's bespoke editorial series were launched in 2020, are produced in partnership with a range of companies and not-for-profit organisations, and have covered topics including manufacturing policy, Australia's niche champions, smart use of data, robotics adoption and digitalisation.

Clients partner with @AuManufacturing to sponsor an editorial series as it's a powerful way of positioning them as leaders in their chosen area of expertise. Where appropriate and relevant we offer the opportunity for clients to be a part of that conversation with readers.

The process begins with a discussion on a possible topic. Then we agree on the dates of the campaign along with promotional support during and on either side of it. We then tap our community for expert editorial commentary on the selected topic. Each series comes with at least one story per day, ensuring visibility and interest in the topic continues.

A series generally has a lead and a secondary sponsor. Every article is branded with sponsors.

Editorial packages are tailored to match your aims along with supporting newsletter and website advertisements. We can forward plan for the year and create a tailored solution aligned to your communication and marketing needs.

TECHNOLOGIES AND TOOLS FOR A MANUFACTURING TRANSFORMATION: USING BIOENERGY TO POWER THE WORLD BY SHAUN S

By Shaun S. | Manufacturing News | Technology & Tools



Continuing growth in Australia's manufacturing sector is being supported by a number of technologies and tools that are being developed and used in the industry. One of the most significant of these is the use of bioenergy to power the world.

We know that our dependence on fossil fuels continues to grow as Australia's climate crisis and the need to reduce our carbon footprint become more pressing. This is why we are looking for alternative energy sources that can help us meet our energy needs in a sustainable way.

Renewing ourselves and meeting our challenges. Reducing both greenhouse gas emissions and costs environmentally friendly energy sources have been identified as a key challenge for the manufacturing industry.

The space is relatively new when compared with traditional fossil fuel and gas. Innovations and manufacturers are now able to generate their own energy from biomass, which is a renewable energy source. Biomass is a source of energy that is derived from organic materials such as wood, crops, and manure. It is a clean and sustainable energy source that can be used to generate electricity, heat, and transport fuels.

For instance, we have been working on the BioFuel engine to achieve 100% net zero emissions for our manufacturing sector.



TECHNOLOGIES AND TOOLS FOR A MANUFACTURING TRANSFORMATION: ADDITIVE MANUFACTURING BY MICHAEL SHARPE

By Michael Sharpe | Manufacturing News | Technology & Tools



Manufacturers are using 3D printing (additive manufacturing) methods to create a wide variety of industrial and consumer products. In the field of additive manufacturing, 3D printing is a process of creating three-dimensional objects by adding material layer by layer.

It allows for the production of complex parts that are difficult to produce using traditional manufacturing methods. This is because 3D printing allows for the production of parts that are difficult to produce using traditional manufacturing methods.

Today, over 70 per cent of global trade is based on international goods, such as components and raw materials. This is a major opportunity for additive manufacturing to reduce the cost and weight of these goods.

Enabling value and flexibility - rapidly Using additive manufacturing, production can be moved quickly and cost-effectively. Designers can experiment with different designs and materials, and then produce a physical prototype in a matter of hours.

Additive manufacturing gives designers the flexibility to respond quickly. With each layer in a design, you can make changes to the design of a part or a product. This allows for the production of parts that are difficult to produce using traditional manufacturing methods.

Additive manufacturing enables real-time management. Designers are able to see the progress of a part as it is being produced. This allows for the production of parts that are difficult to produce using traditional manufacturing methods.

Enabling value and flexibility - rapidly Additive manufacturing is an increasingly popular process. CAD software designs are transformed into physical objects using a variety of materials, including metal, plastic, and wood. This allows for the production of parts that are difficult to produce using traditional manufacturing methods.

For example, the Boeing 787 Dreamliner is the first commercial aircraft to be produced using additive manufacturing. The aircraft's fuselage is made up of large sections that are produced using 3D printing.

The use of 3D printing in the production of parts is growing rapidly. This is because 3D printing allows for the production of parts that are difficult to produce using traditional manufacturing methods.

AMGC is a leading provider of 3D printing services. We offer a range of 3D printing services, including design, production, and distribution. We are committed to providing high-quality 3D printing services to our customers.

Subscribe to our newsletter to receive the latest news and updates on additive manufacturing. You will receive a weekly email with the latest news and updates on additive manufacturing.

TECHNOLOGIES AND TOOLS FOR A MANUFACTURING TRANSFORMATION: WASTE STREAMS AS RESOURCE DEPOSITS CAN CHANGE THE GAME BY PROFESSOR VEENA SAHAJWALLA

By Professor Veena Sahajwalla | Manufacturing News | Technology & Tools



Professor Veena Sahajwalla begins with a look at her background and work for a manufacturing sector about waste management opportunities generally available in the current discussion.

COVID-19 has prompted questions to be asked about the value of 'waste recycling' in terms of capacity to meet demand.

The capacity to focus has been a major strategic step and the manufacturing of the most dimensionally when they supply these items.

The goals or items that come into demand focus were general production equipment such as TVs and other medical related items such as ventilators.

The issue of handling on our own has had to be getting on with local supply chains for certain items and a national database that has been updated across front and system pages.

But the fact is that there is a lot we can do now and we need to do more of it. We need to be able to handle the waste streams that are being generated by our manufacturing and service sectors.

Veena Sahajwalla and Shama Mitter have advised in the BioFuel Press that rapid is a major economic concern when there is a high level of manufacturing and processing and manufacturing only back to the level of goods.

The problem that we need a strategic lead to avoid waste to land for the country, and that is a major opportunity being COVID-19 and the fact that we need to do more of it.

Normally, the companies that are involved in the production of these items are the ones that are responsible for the waste.

There is a lot of work that has been done in Australia to reduce the amount of waste that is generated by our manufacturing and service sectors.

Green Australia: The Road Ahead has just been published by the Australian Government.

TECHNOLOGIES AND TOOLS FOR A MANUFACTURING TRANSFORMATION: RESHORING BY MARK PETERS

By Mark Peters | Manufacturing News | Technology & Tools



High challenges in reshoring. Mark Peters discusses the many job retraining options, and some recent news.

Manufacturing Growth Centre champions the use of advanced technologies and methods in advanced technology can be a major factor that makes the change back to manufacturing who want to return to work on an on-site, and as an upside being manufacturing operations back to Australia.

Industry has increased as an outcome of the COVID-19 pandemic. But Australia cannot afford to lose the jobs that have been lost. The industry has been hit hard by the pandemic and the loss of jobs.

AMGC has funded 17 projects where manufacturers have returned operations to Australia. This is a major opportunity for manufacturers to return to Australia and create jobs.

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Reshoring: A Major Opportunity for Australia has just been published by the Australian Government.

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TECHNOLOGIES AND TOOLS FOR A MANUFACTURING TRANSFORMATION: HOW TO APPROACH INDUSTRY 4.0 BY NICO ADAMS

By Nico Adams | Manufacturing News | Technology & Tools

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NEWSLETTER ADVERTISING



Available in one, three and six-month blocks. Three newsletters are sent per week each Monday, Wednesday and Friday morning. Each month-long period includes twelve email sends.

Advertising in the @AuManufacturing newsletter is an integral part of your campaign. We connect with readers twice a week directly to their inbox, provide readers with the latest developments in manufacturing, and clients with another touchpoint to reach their target audience.

AD LOCATION	1 MONTH	3 MONTHS	6 MONTHS
Leaderboard (468 x 60px)	\$2,000	\$3,500	\$6,000
Second slot(468 x 60px)	\$1,500	\$2,500	\$4,000
Third slot (468 x 60px)	\$800	\$2,000	\$3,500

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 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 All prices exclude GST.

@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

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.](#)

SOLUS EMAILS



Solus emails are a premium opportunity for clients to access @AuManufacturing’s audience directly.

As these are strictly limited each month, we recommend planning well in advance to ensure availability. An email goes to our entire community email list, and is, for example, an excellent way to help ensure full seats at your next event.

PACKAGE	PER SEND
Email blast + social media promotion of the EDM	\$3,000

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 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 All prices exclude GST.



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 a short introduction in one weekly newsletter. Additional inclusions in the newsletter are possible at \$50 per send.

Our Technology section is the ideal area for white papers, case studies and opinion pieces

– In addition, we will help you disseminate these via our social media channels.

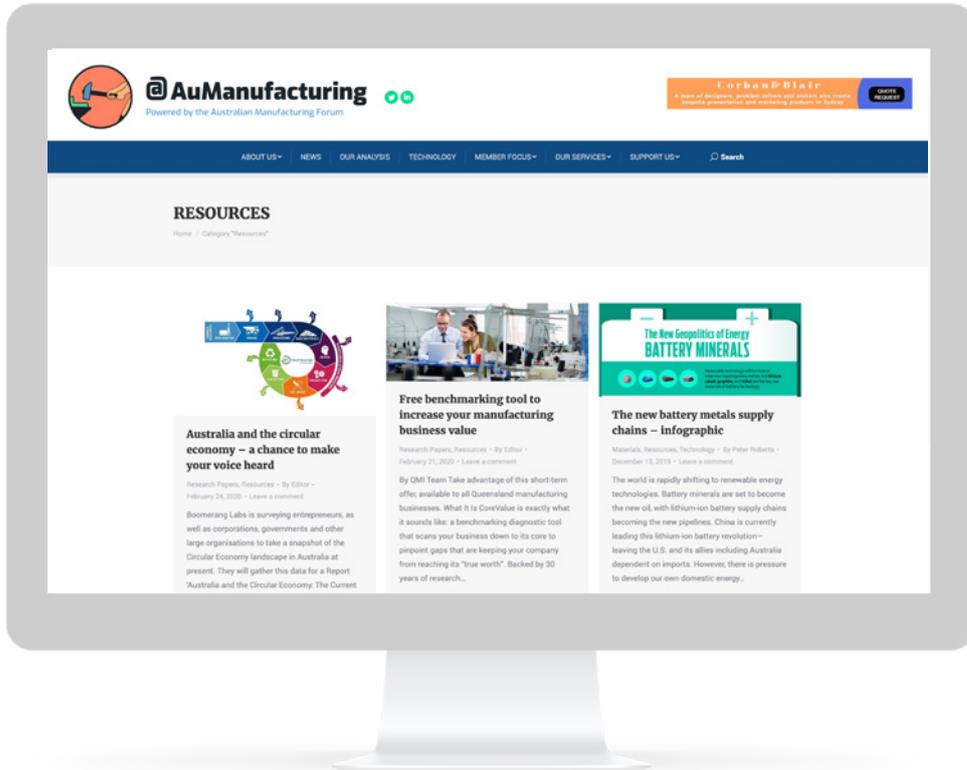
Our experienced editors are available to help you produce advertising features (prices available on application). Please bear in mind that @AuManufacturing has a strict policy of listing paid content as paid content. All paid posts will be labelled "Advertising feature".

RESOURCE	HOSTING FEE
Advertising feature item	\$250
White paper	\$500

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 with the subject line "Resource material". Due date is seven (7) days before publication. Please provide a click-through URL. All prices exclude GST.



BUSINESS PROMOTION



We offer listings for companies to promote their capabilities.

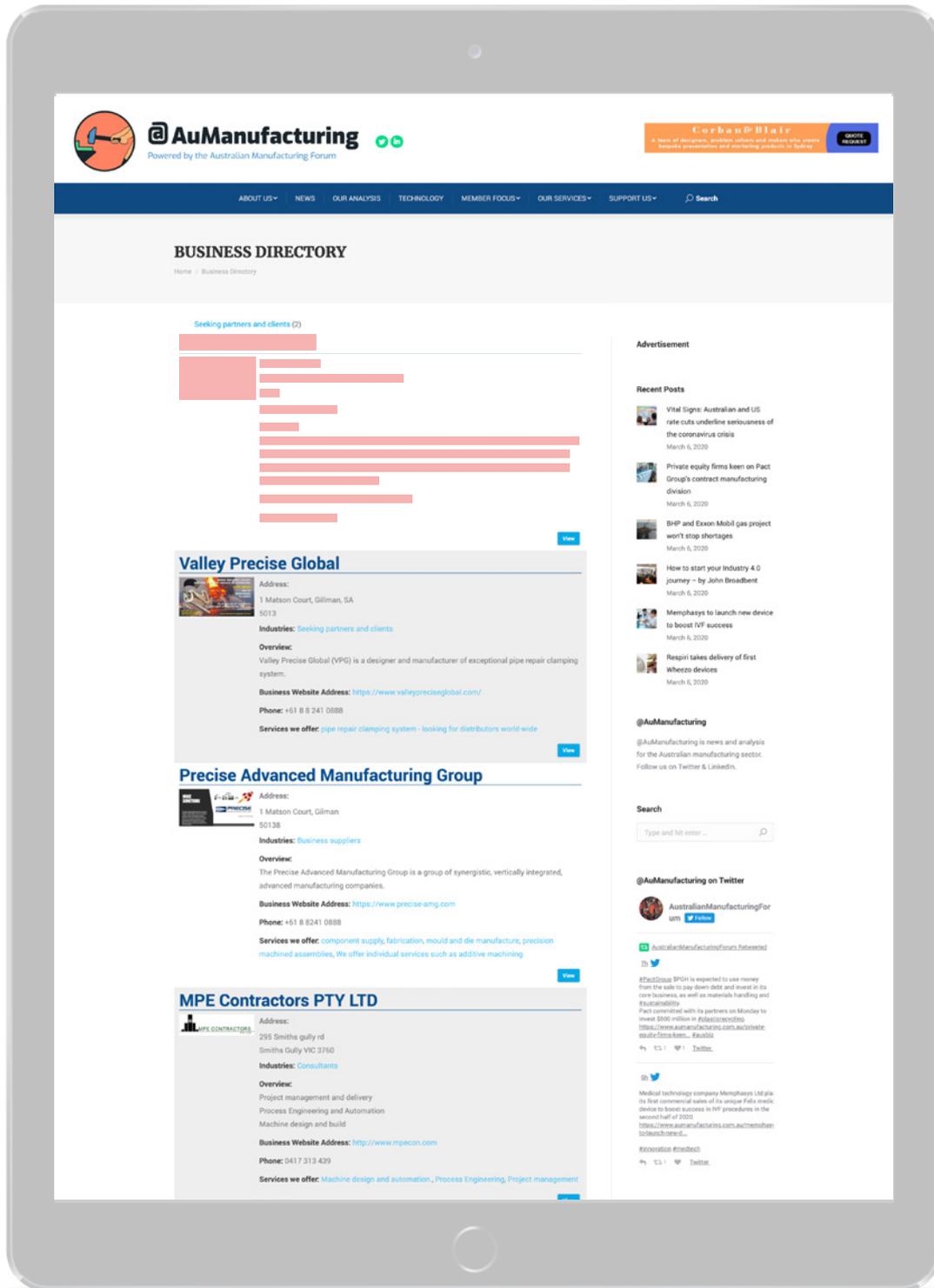
This is charged at \$320 for one year. This affordable listing service includes two (2) newsletter inclusions in the "From Our Business Directory" section.

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 with the subject line "Business Promotion". Please provide company logo, 100-140 words on capabilities, a contact name, email and website address. All prices exclude GST.



RECRUITMENT ADVERTISING

It makes sense that when looking for the ideal candidate you "fish where the fish are."

Accordingly, we've started offering recruitment-specific listings that are both targeted and much cheaper than the generalist employment sites.

PROMOTION	4 WEEKS (NEGOTIABLE)
Job Listing only	\$60
Job Listing + 2 x newsletter inclusions	\$160

Ad Material Requirements

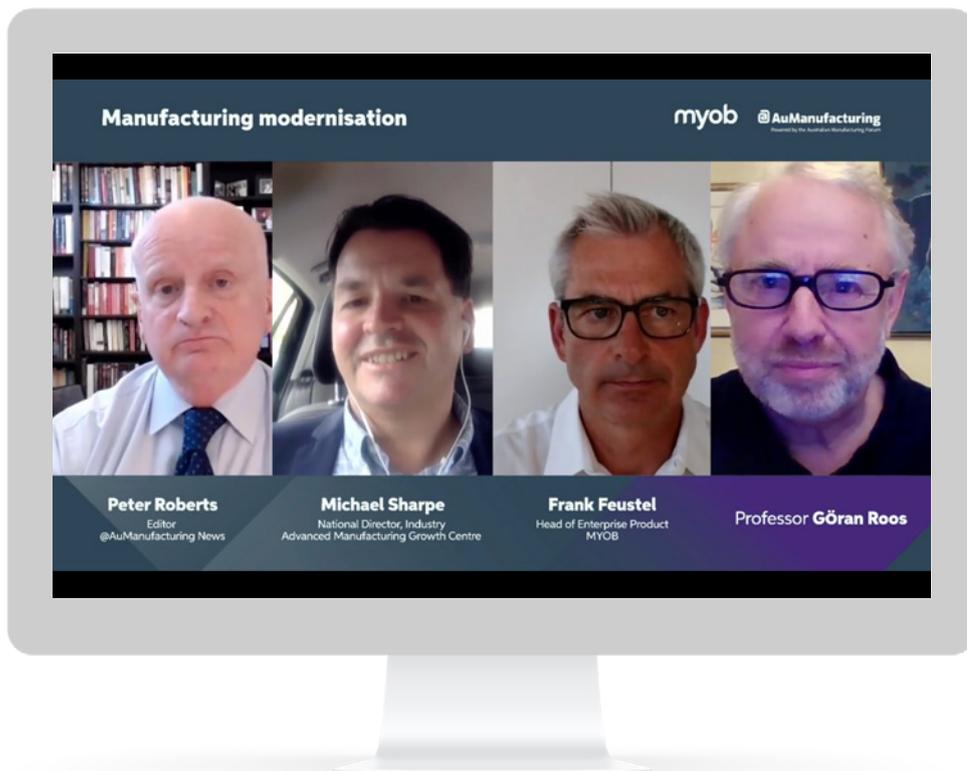
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EVENTS

@AuManufacturing can get you in front of our manufacturer audience.

@AuManufacturing can get you in front of our manufacturer audience, with proven results in past online and physical events. Contact us to ask about how we can help you with sponsored Australian Manufacturing Forum Best Practice Manufacturing Member Tours, where an eager audience can learn about how a workplace has been rejigged to work smarter and better. Or perhaps you're considering a roundtable, an informal gathering or some other kind of bespoke networking event. We can lend our experience and our connections to help make your next gathering a success.



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: Order No:

Organisation Name:

Contact Person:

Address:

Phone: Email:

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

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.