



# @AuManufacturing

Powered by the Australian Manufacturing Forum

## MEDIA KIT / 2022

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

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WHO ARE WE?	6
WEBSITE ADVERTISING	10
SPONSOR A SECTION	12
SPONSOR AN EDITORIAL SERIES	14
NEWSLETTER ADVERTISING	16
SOLUS EMAILS	18
RESOURCE ADVERTISING	20
BUSINESS PROMOTION	22
RECRUITMENT ADVERTISING	24
EVENTS	25
BOOKING CONFIRMATION FORM	26

# 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.





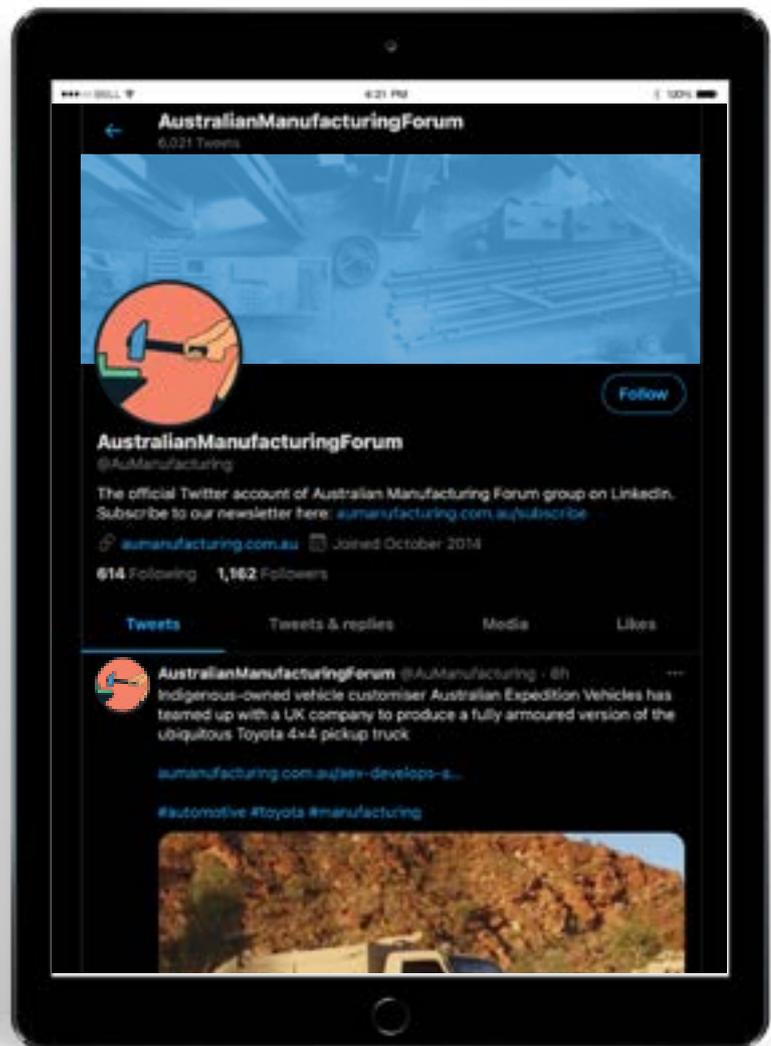
**21K+**  
CONNECTIONS

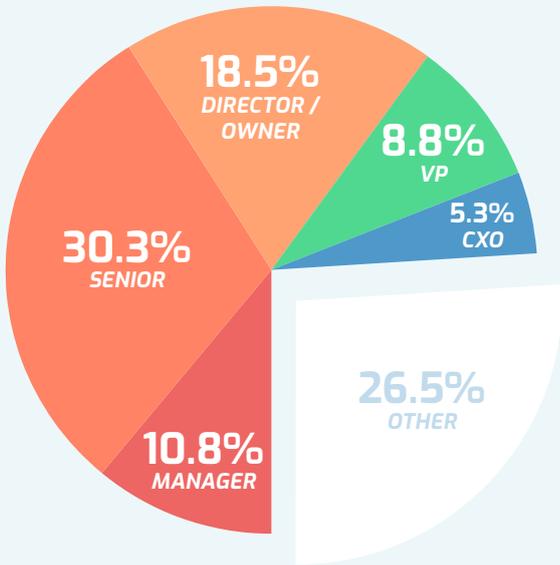
## Social Media

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.



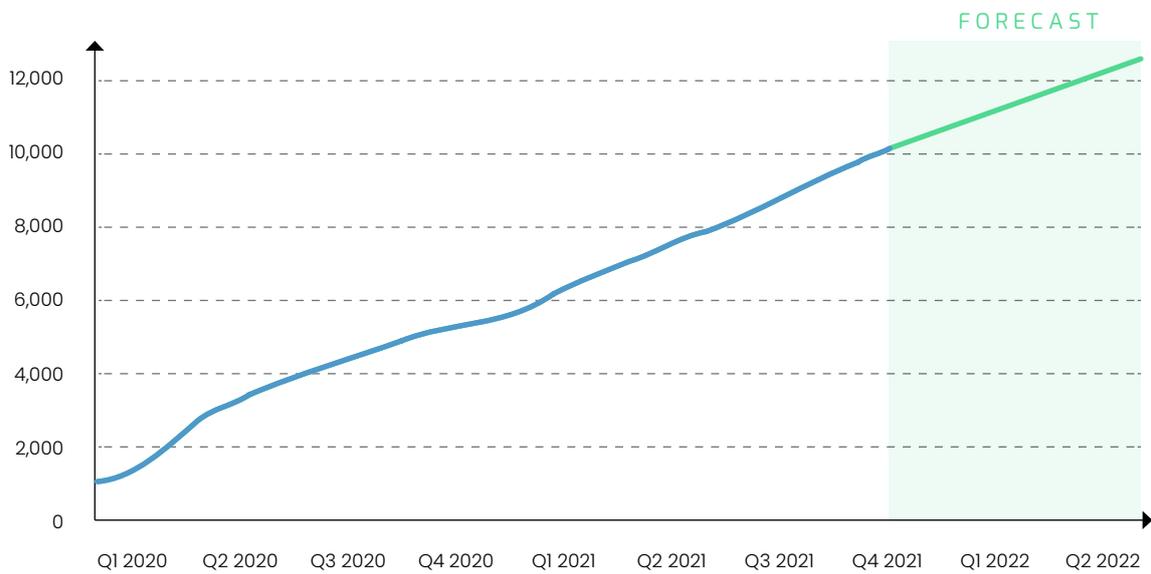


**21K+**  
CONNECTIONS



**73.5%**  
ABOVE MANAGER LEVEL

@AUMANUFACTURING FOLLOWERS ON LINKEDIN



# WEBSITE ADVERTISING

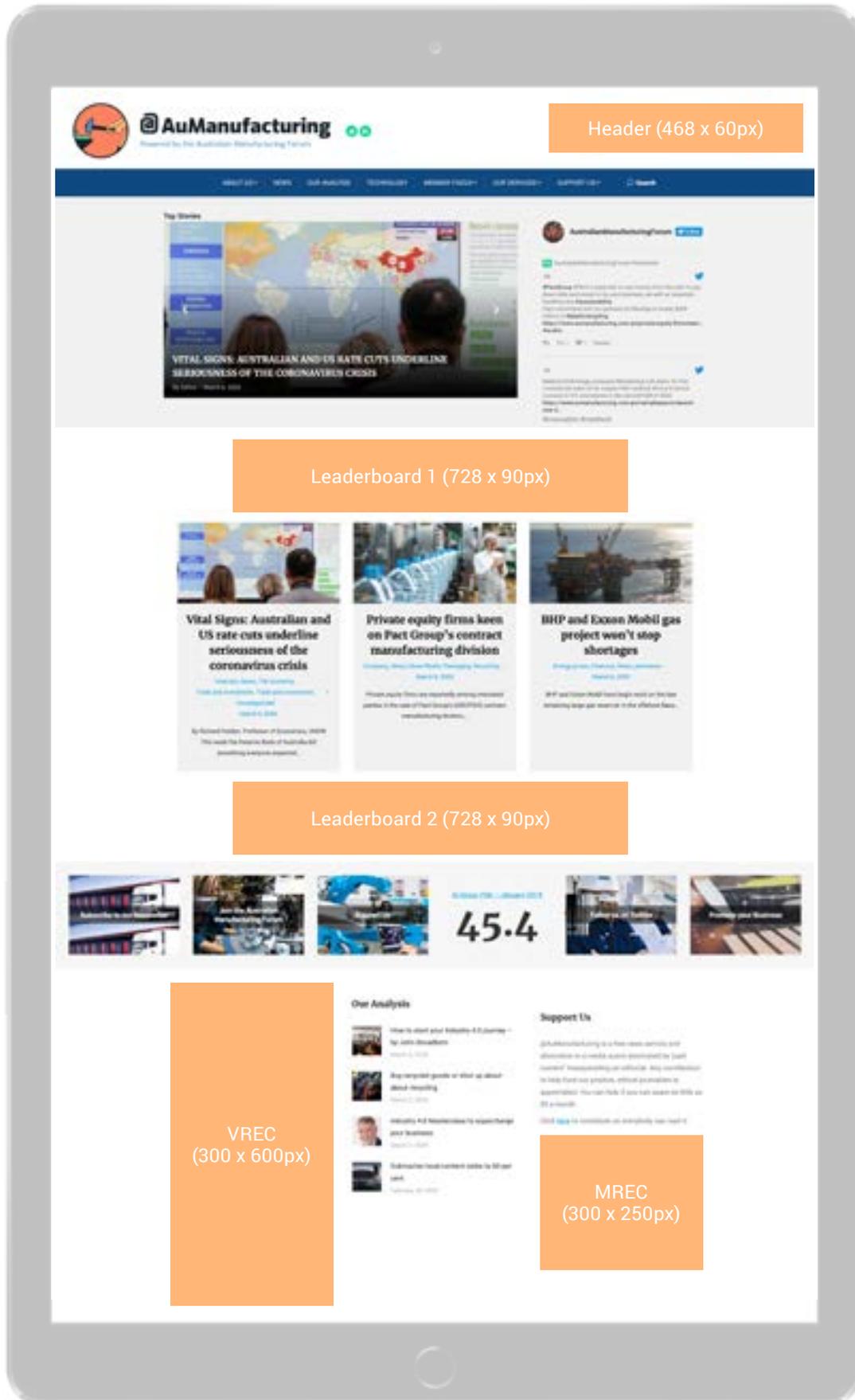
*Online advertising gives you a chance to put your brand forward 24 hours a day, on a website frequented by your ideal audience: key decision makers in manufacturing. Ask us about our impressive CPM rates.*

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](mailto: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.



Header (468 x 60px)

Leaderboard 1 (728 x 90px)

Three article cards are displayed in a row:

- Vital Signs: Australian and US rate cuts underline seriousness of the coronavirus crisis**  
By Richard Holden, Professor of Economics, ANU  
The week the Reserve Bank of Australia cut lending a warning sign.
- Private equity firms keen on Fact Group's contract manufacturing division**  
Company, which uses Pacific Technology, recruiting  
Over 400 jobs
- BHP and Exxon Mobil gas project won't stop shortages**  
Energy giant's plans to build gas plant in WA  
BHP and Exxon Mobil have signed deals on the gas processing project in the offshore basin.

Leaderboard 2 (728 x 90px)

A horizontal banner featuring several small images of industrial facilities and a large central number '45.4'.

VREC  
(300 x 600px)

**Our Analysis**

- How to start your business in 2020 - by John Sheaffers
- Big regional gains as steel up ahead - about recycling
- Industry A&P Association to support your business
- Extraneous food content adds to BHP cost

**Support Us**

Australian Manufacturing is a free news service and discussion in a media space dominated by "paid content". Manufacturing Australia, the Australian Industry Group, and the Australian Industry Group are committed to providing the most up-to-date and accurate information to the industry.

MREC  
(300 x 250px)

# 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"> <li>• Header (468 x 60px)</li> <li>• Sponsored Logo (200 x 98px)</li> <li>• Wide Skyscraper x 4 - (160 x 600px. These can be split into two groups.)</li> <li>• Leaderboard (728 x 90px)</li> </ul>	<p>\$2,500</p>

## Ad Material Requirements

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# SPONSOR AN EDITORIAL SERIES

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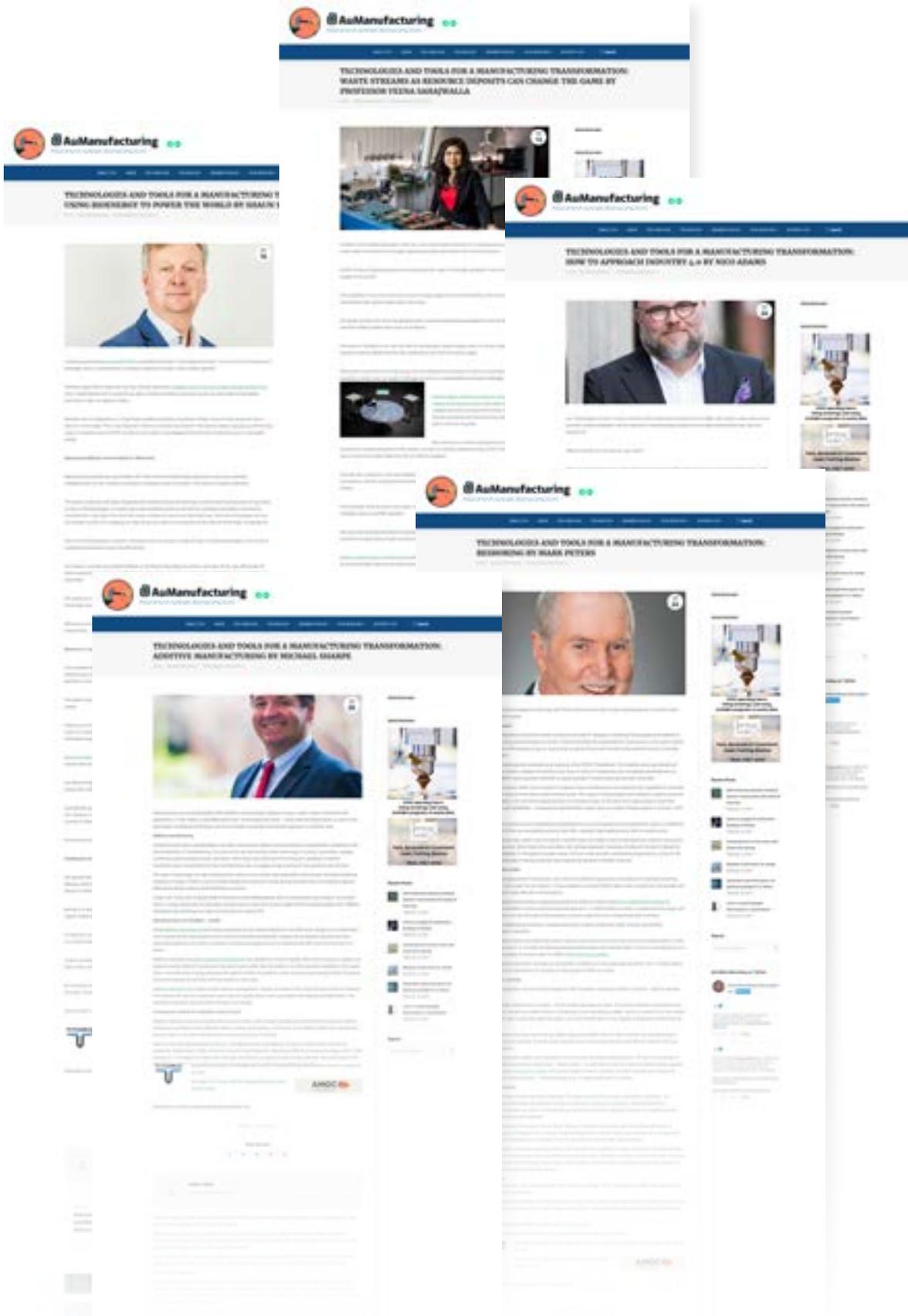
*@AuManufacturing's bespoke editorial series were launched in 2020, are produced in partnership with a range of companies and not-for-profit organisations, and have covered topics including manufacturing policy, Australia's niche champions, smart use of data, robotics adoption and digitalisation.*

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.



# 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.*

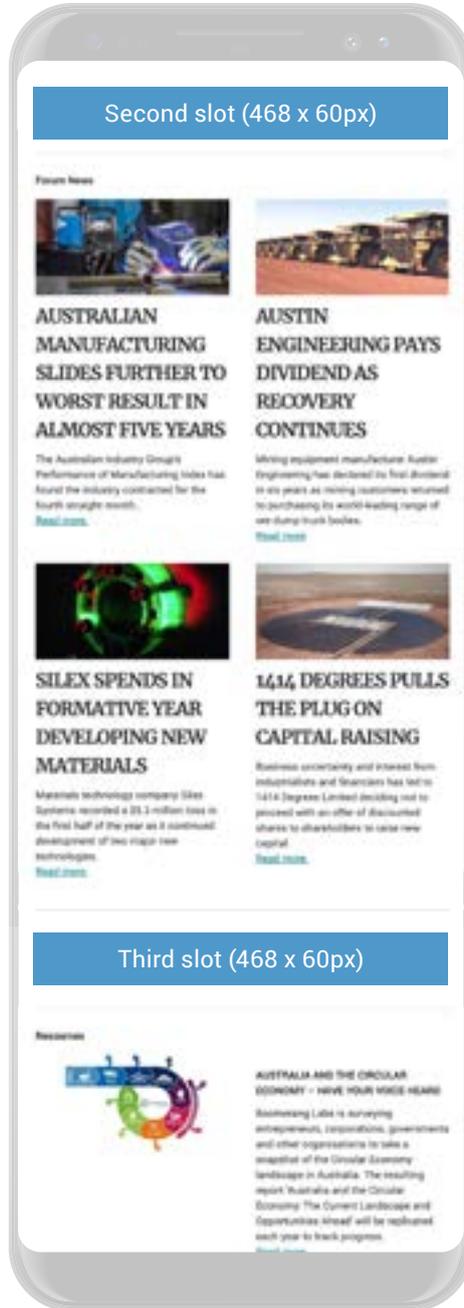
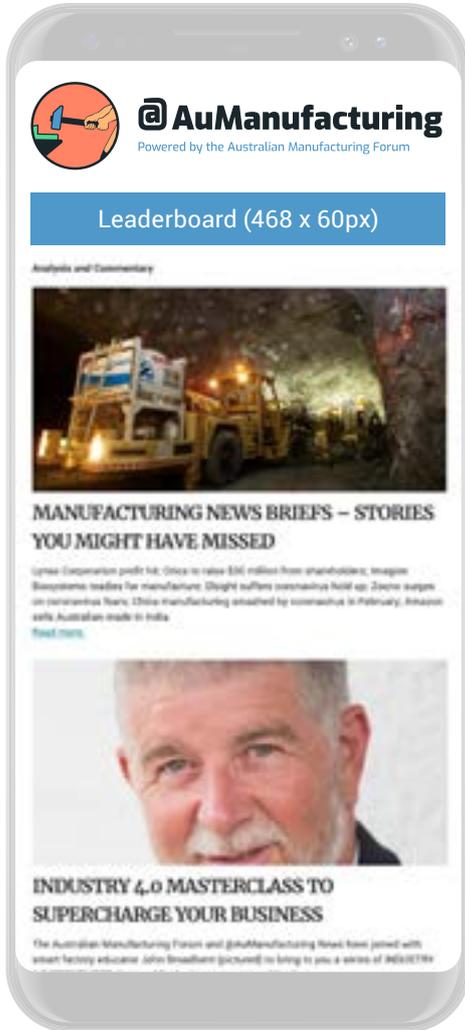
Advertising in the @AuManufacturing newsletter is an integral part of your campaign. We connect with readers twice a week directly to their inbox, provide readers with the latest developments in manufacturing, and clients with another touchpoint to reach their target audience.

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](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 All prices exclude GST.



# 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

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# 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.

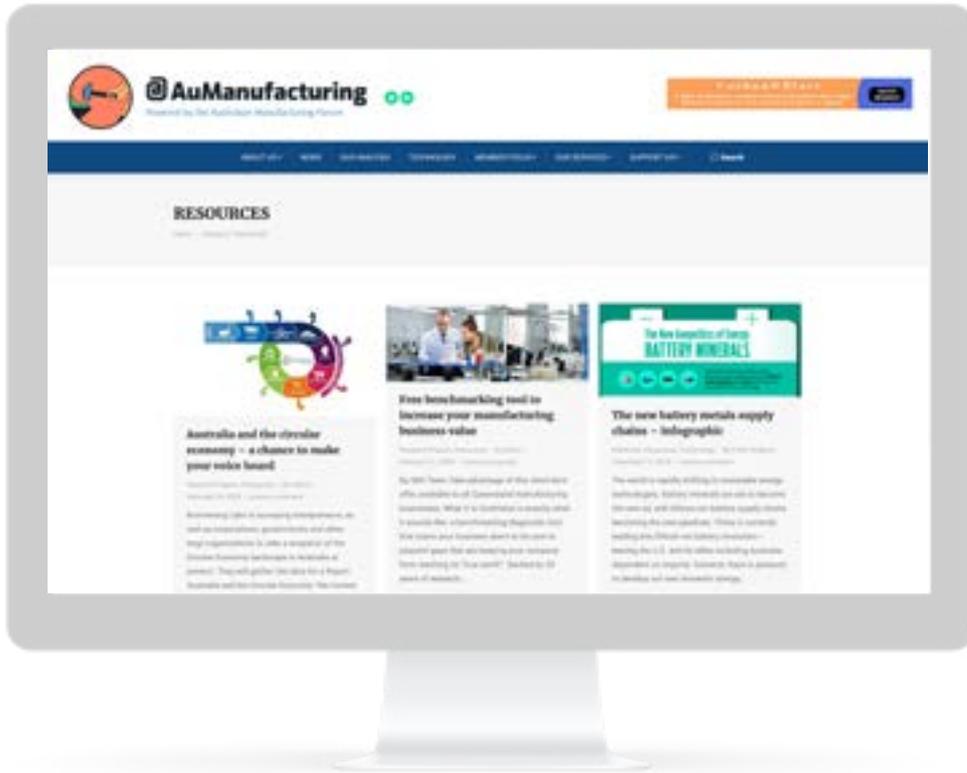
Our experienced editors are available to help you produce advertising features (prices available on application). Please bear in mind that @AuManufacturing has a strict policy of listing paid content as paid content. All paid posts will be labelled “Advertising feature”.

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

### **Ad Material Requirements**

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Send files to [editor@amanufacturing.com.au](mailto: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.*

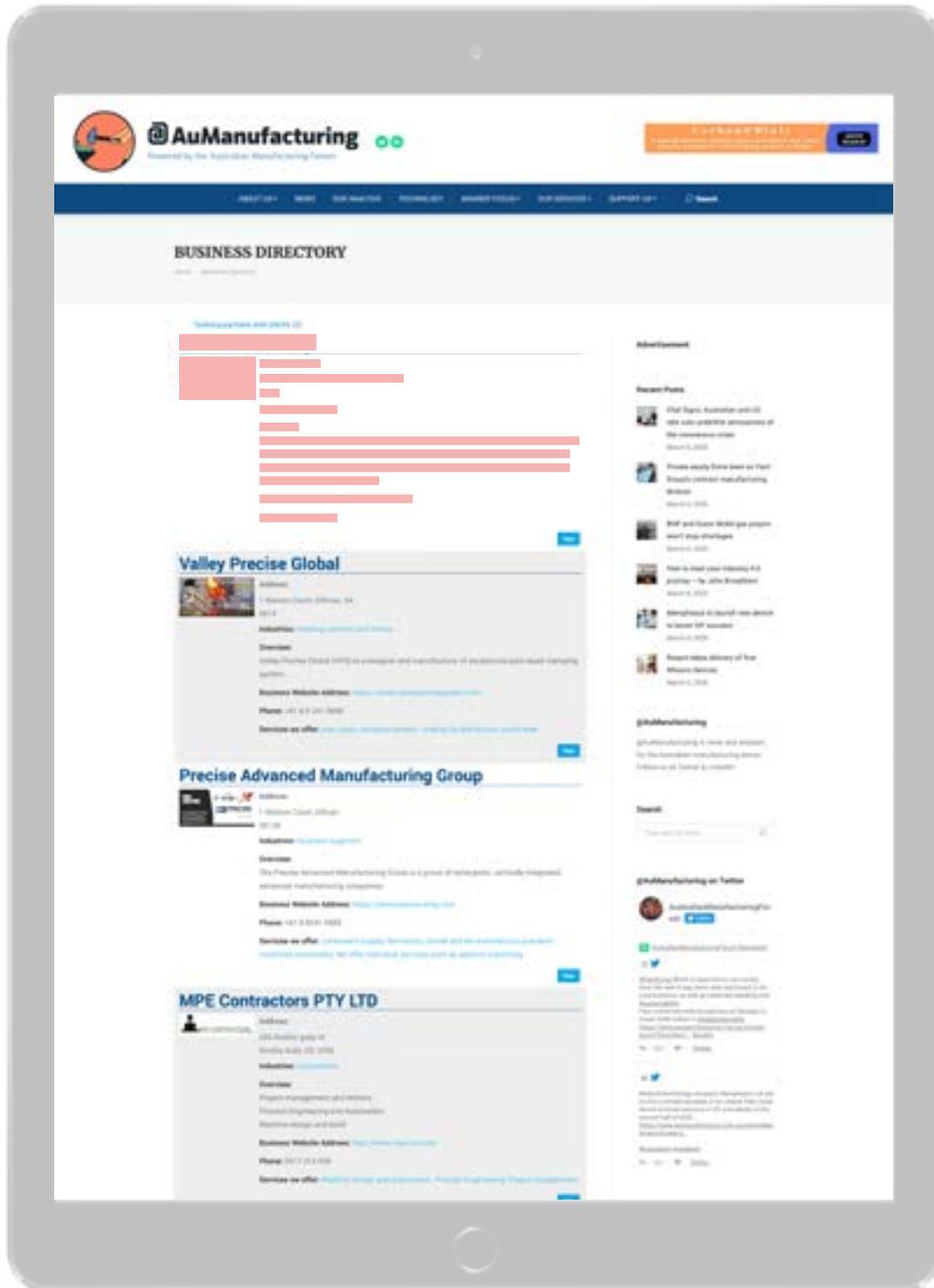
This is charged at \$320 for one year. This affordable listing service includes two (2) newsletter inclusions in the "From Our Business Directory" section.

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

## Ad Material Requirements

- RGB
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- Extensions .jpg .png or gif
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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. 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

- RGB
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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"/>
<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.