



# @AuManufacturing

Powered by the Australian Manufacturing Forum

## MEDIA KIT / 2023

7 Mackay Street, Ashfield NSW 2131  
[www.aumanufacturing.com.au](http://www.aumanufacturing.com.au)



## MISSION STATEMENT

**Since 2018, @AuManufacturing has given the Australian manufacturing industry its voice. Our killer combination of impartial news, industry advocacy and carefully listening to manufacturing CEOs, workers and experts has helped us grow the biggest digital audience in Australian manufacturing.\***

**And now that the audience is listening, we want to double down on our advocacy and our reporting, with new crowdsourced reports, more site visits, editorial series, podcasts and more.**

**Australia has been a powerhouse in manufacturing before, and we want to see that happen again.**

**Ask us how we can help you get in front of Australia's manufacturing talent.**

# 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 Australian manufacturers: the Australian Manufacturing Forum on LinkedIn. We know and are passionate about success in local industry.

During 2022 the Forum's membership grew over 20 per cent to reach over 12,000 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 2022 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 ramp up, 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.



**Brent Balinski**  
*Editor*

brent@aumanufacturing.com.au  
0431 510 339



**Peter Roberts**  
*Editor*

peter@aumanufacturing.com.au  
0419 140 679



**Kristen Hruby**  
*Partnerships Manager*

partnerships@aumanufacturing.com.au  
0404 277 919

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# ABOUT US

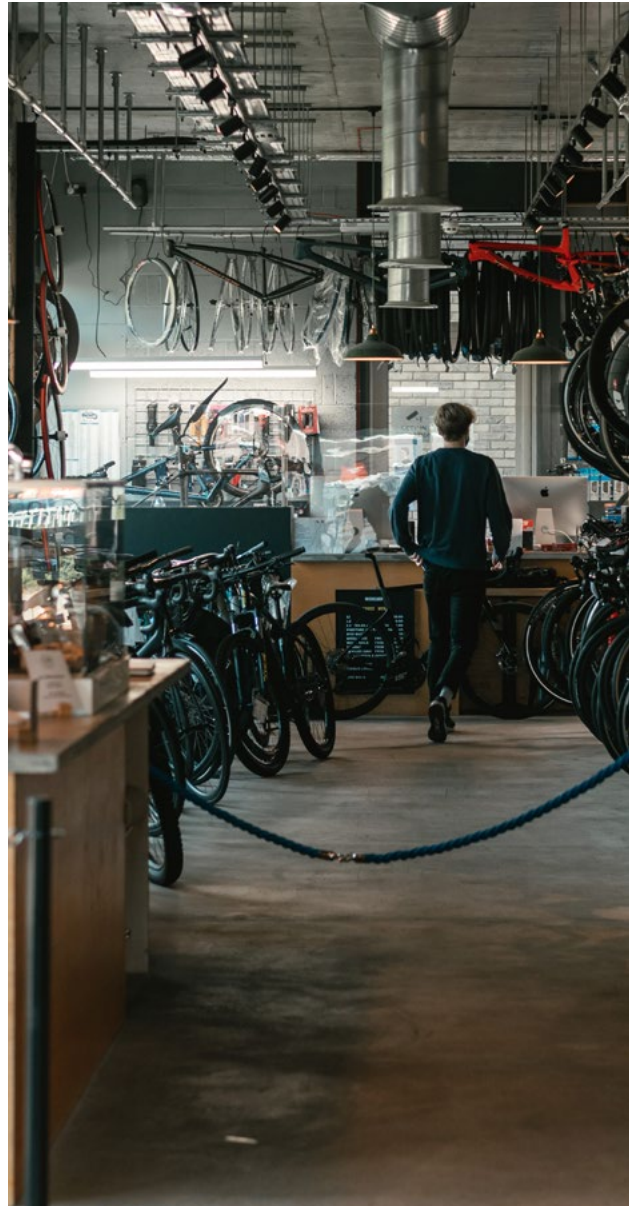
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## WHO ARE WE?

We founded @AuManufacturing in late-2018 to give a voice to the Australian manufacturing industry. Four years on, we now command the biggest digital audience in manufacturing – by views, newsletter click-throughs, social media reach, and in the depth of our relationship with our readers.

We're trusted because we want to help the industry. We provide the impartial, credible news that manufacturers need to make good business decisions – not paid advertorial they won't read, like our rivals do.

Our crowdsourced industry initiatives like the New Deal Plan for Manufacturing have helped shape government policy for the better – and in 2023, we plan to double down on that advocacy work.



## WHAT DO WE DO?

We are a dynamic community of influential manufacturing CEOs, managers, government and think tank staff, researchers and others, plus our team and two founders, Brent Balinski and Peter Roberts. Between them, they share more than 60 years of reporting experience, high-level contacts and industry knowledge.

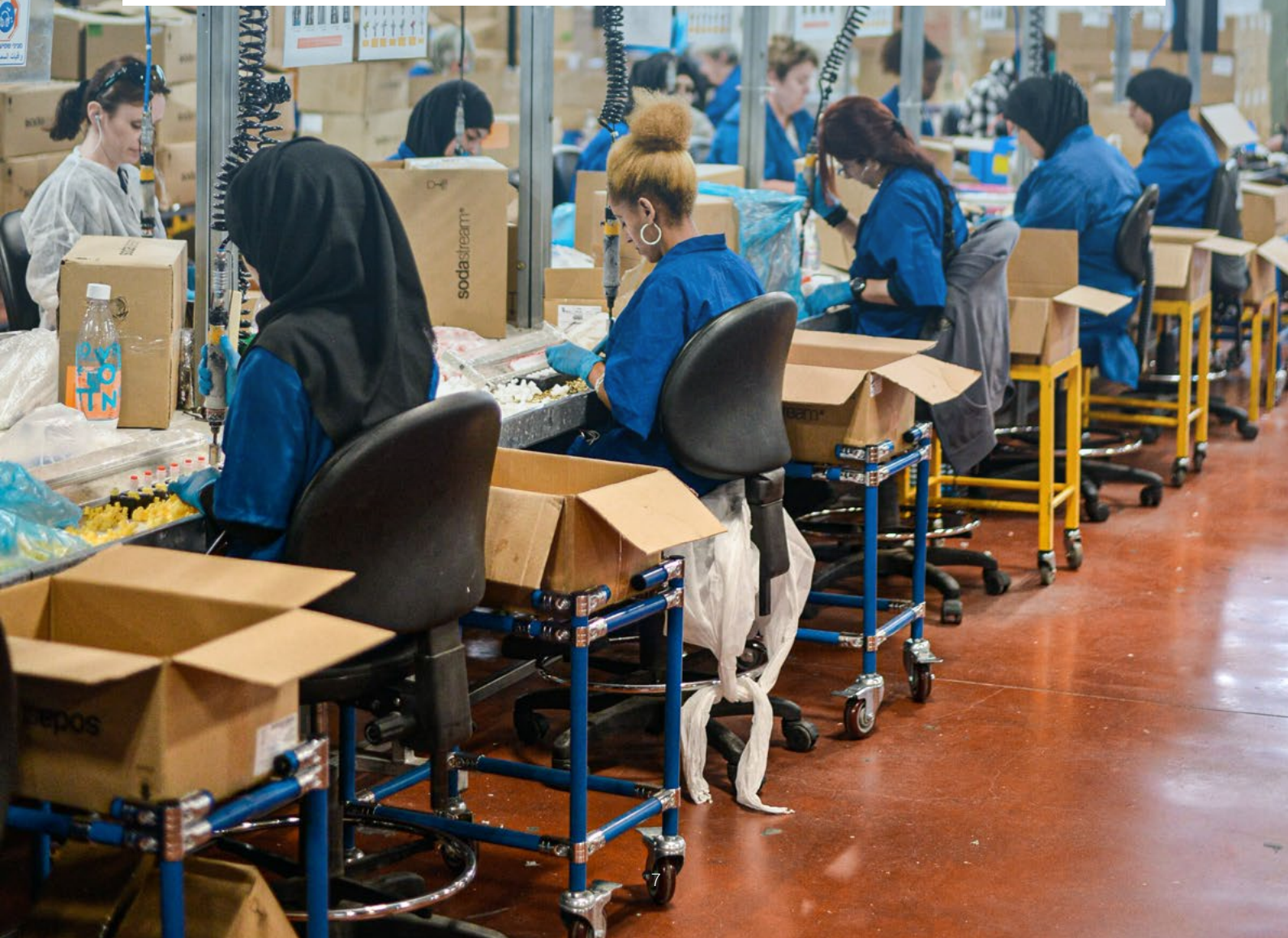
Our founders' focus on delivering news with integrity and accuracy is why our public site, [aumanufacturing.com.au](http://aumanufacturing.com.au), is the number one news website in the Australian manufacturing category by website traffic and social media reach.

Within the industry, there's also our private network: Australia's largest social group of manufacturers, the 12,000 members of the Australian Manufacturing Form on LinkedIn. At the time of writing, nearly half of those members had been active on the forum within

the 15 days, and our most contentious discussions see thousands of views and engagements. We are the digital meeting place for industry.

Then there are our private site visits, taking our audience to see innovative manufacturers; the 40+ interviews with industry leaders in our new weekly podcast @AuManufacturing Conversations; our private webinars; and our newsletter three times a week, with a 40 per cent open rate.

In the past, @AuManufacturing has been the industry underdog. Having gone #1 for the first time this year, we're going public with our success. We're grateful to the industry for its willingness to respect real, honest reporting. And for having let us become the advocates that they trust to speak truth to – and build bridges between – government, vendors, and the industry itself.



## WHY MANUFACTURING? WHY JOURNALISM?

Manufacturing contributes over \$100 billion to Australia's GDP, employs over a million Australians and leads private sector R&D spending.

It's important. It is an unparalleled creator of economic prosperity and technological solutions to real-world problems, from sustainability to national security to life-changing medical breakthroughs.

Through our online and real-world news and services, we are proud to be the champions of the innovative businesses who are transforming Australian manufacturing.

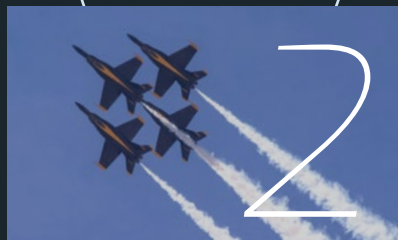
We are also committed to independent, ethical journalism based on honesty with readers.

### @AUMANUFACTURING PILLARS



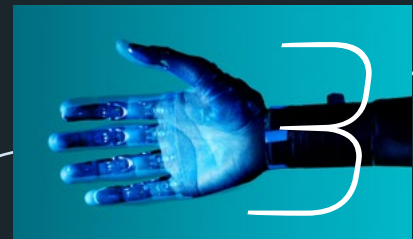
#### Breaking News

Every day we publish the latest news, as well as the views of real Australian manufacturers and opinion leaders. We focus on news values such as timeliness, impact and relevance. We ask our network of trusted industry experts to regularly contribute analysis on the issues affecting manufacturing.



#### Defence Industry

@AuManufacturing brings the latest developments in the local defence industry to readers in this dedicated new section. It's a single, defined destination for this fast-growing and dynamic sector.



#### Technology

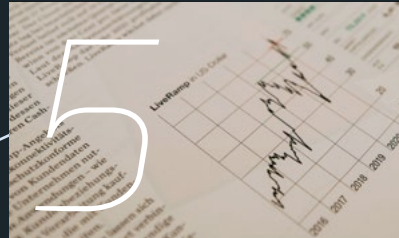
Since its launch in 2020, this section has grown in popularity with our audience and advertisers. From new materials to cybersecurity to the latest in factory robots, technology is an essential topic for manufacturers wanting to maximise their competitiveness.





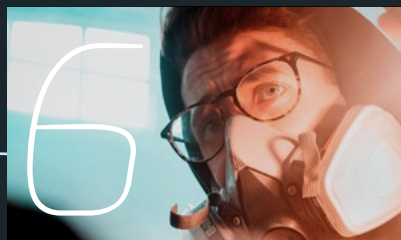
### Work site visits

Case studies sell products. Since the beginning, we've been quietly helping vendors showcase their existing clients by creating site visits, where a group visits your client's workplace and sees their innovation in action. We will expand this service in 2023, such as reporting on visits for our site, newsletter and forums.



### Crowdsourced reports

Our New Deal Plan for Manufacturing was just the start. In 2023, we aim to crowdsource three more reports, canvassing the views of more than a 1,000 influential CEOs and companies to present plans to improve the effectiveness and impact of key sectors. Sponsorship available.



### Editorial series

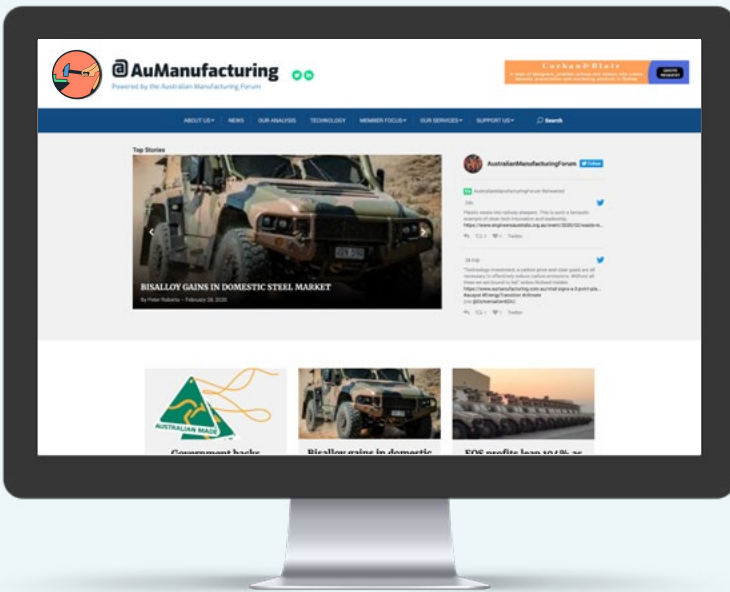
Our regular columns and deep dives into controversial challenges in the industry represent a great channel for your company to position itself as a reliable, effective way to fix problems. Our longer-term sponsorships are almost filled; ask for an editorial calendar to learn more.



### Webinars and panels

Manufacturers want to learn from each other, and hosting panels and webinars is an effective way to help create conversation about new solutions, innovations and change in the industry. We have our own plans for panels, but we're also interested in hearing where you think an issue would benefit from focus from our audience.

# OUR PLATFORM



## 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 pageview average in 2022 was 52,000 (measured for the months of February to December.)

Through the relevance of our news and analysis, Google Search considers our site its #1 performer among sites that focus on Australian manufacturing news coverage.



**52K+**

AVG VIEWS  
PER MONTH\*

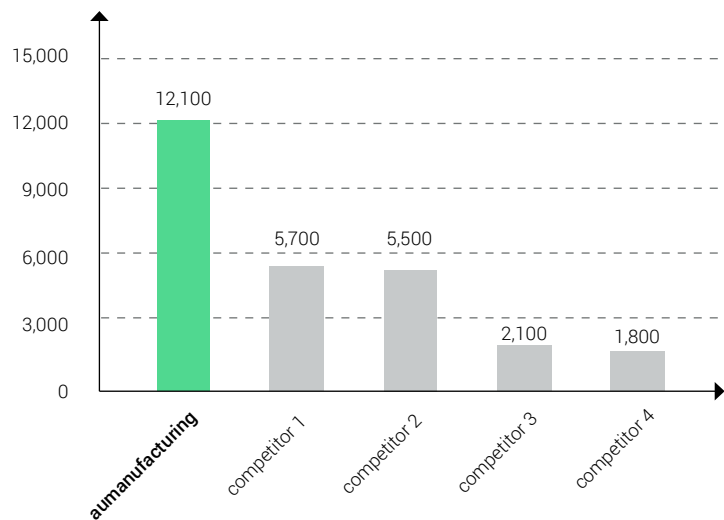
Source: Google Analytics



**18K+**

PEAK VIEWS  
PER WEEK

OCT 2022 VIEWS ON LEADING WEBSITES



Source: Semrush. Based on search referral traffic.



**3.2K+**  
SUBSCRIBERS



**37.4%**  
OPEN RATE



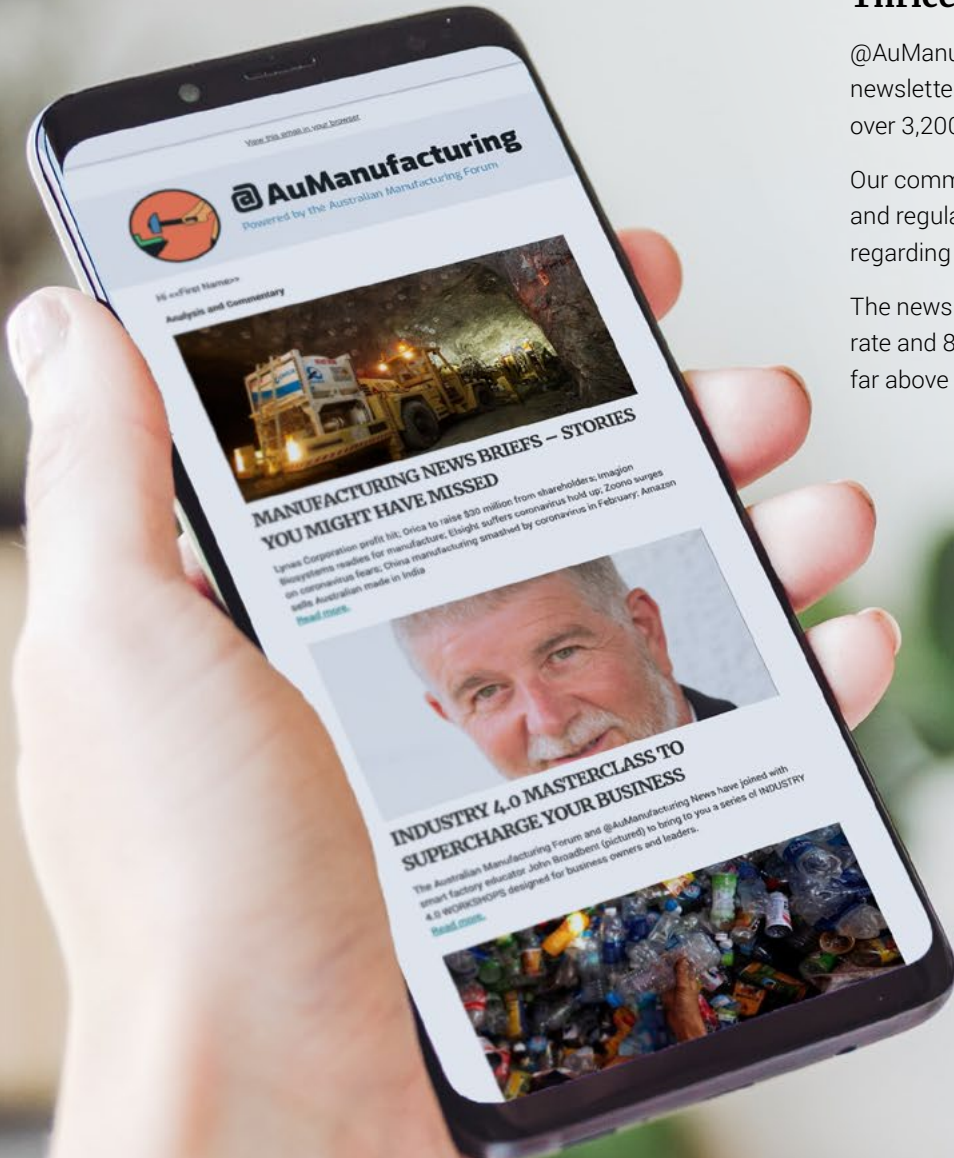
**8.6%**  
CLICK RATE

### Thrice-Weekly Newsletter

@AuManufacturing's thrice-weekly newsletter reaches a fast-growing list of over 3,200 manufacturer subscribers.

Our community is highly engaged, and regularly corresponds with us regarding coverage.

The newsletter has a 37.4 per cent open rate and 8.6 per cent click rate, which are far above the industry average.





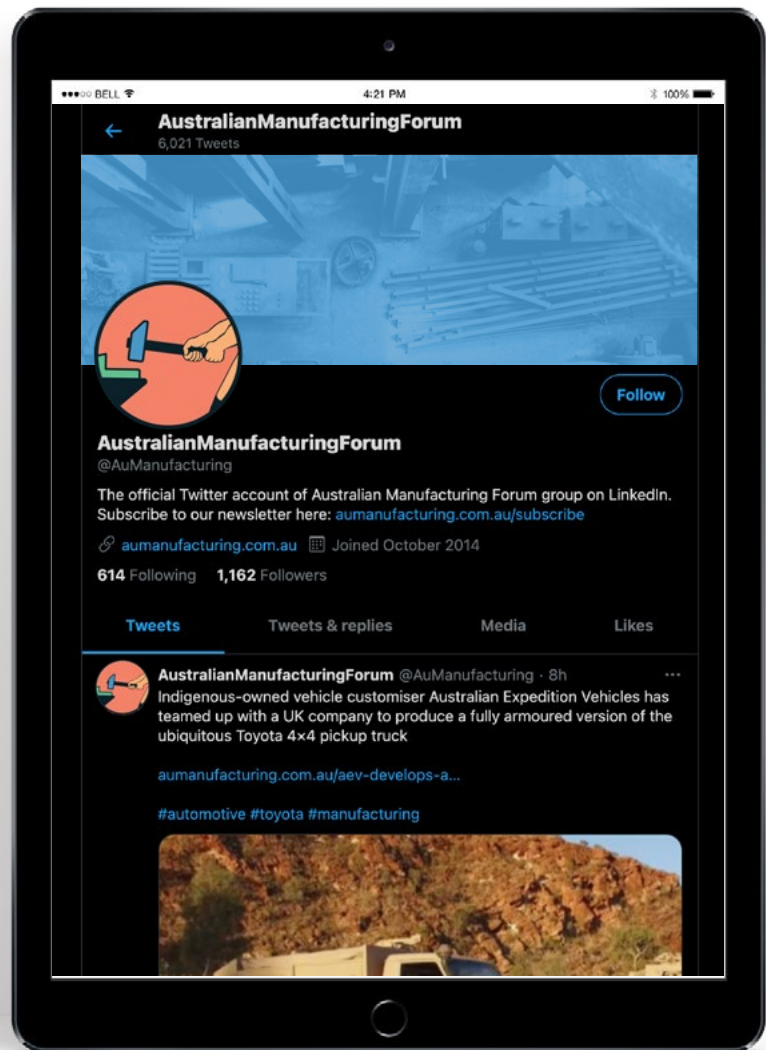
**45K+**  
CONNECTIONS

## Social media

We have an unusually large and dedicated online community. The most engaged is the Australian Manufacturing Forum LinkedIn group (over 12,000 members), where a contentious post will see 5,000 views and 40 comments.

Feeding into that, we have 16,000+ followers on our LinkedIn company page, as well as links through a broader network of friendly social media groups in the manufacturing space.

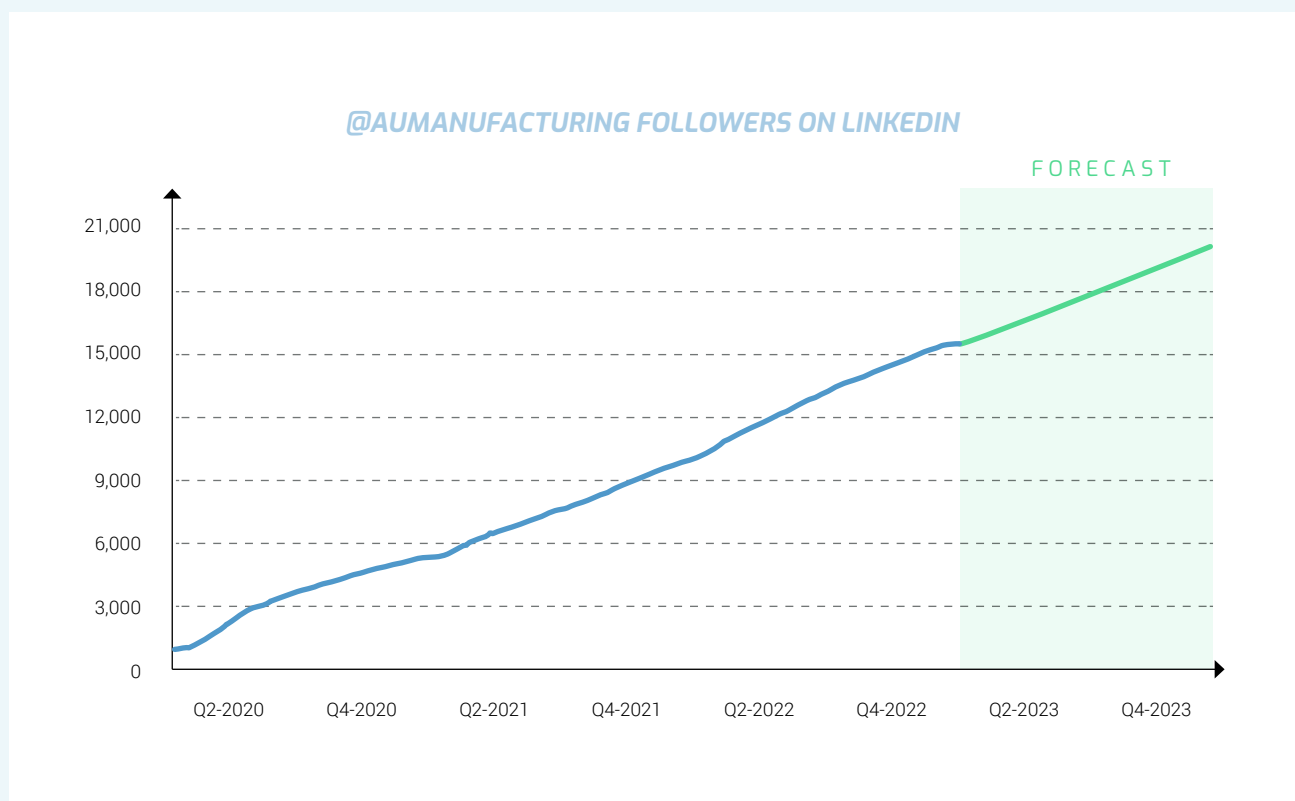
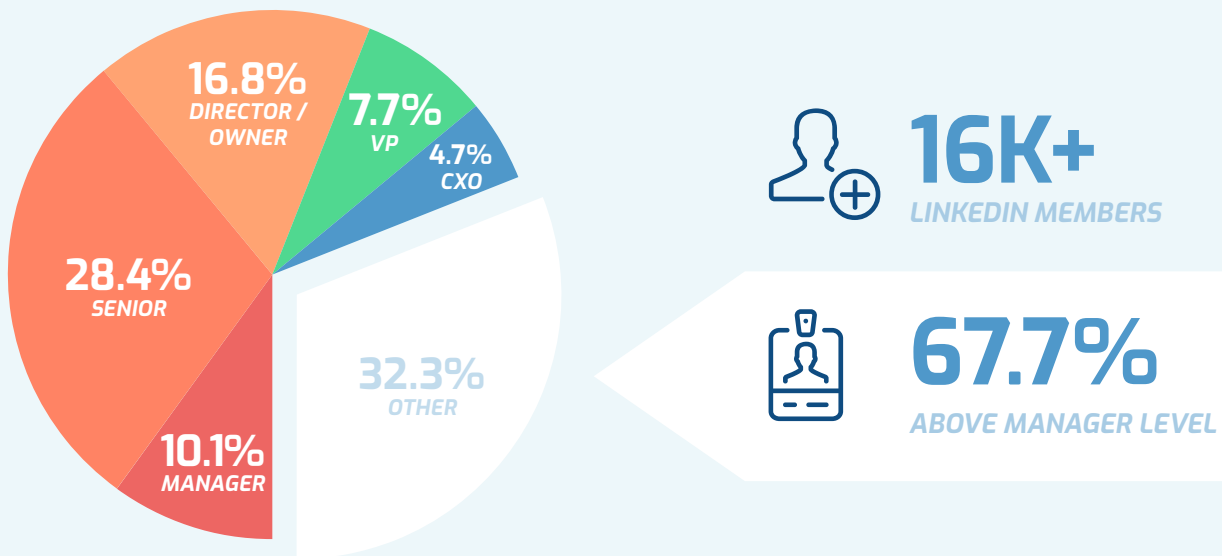
And as respected contributors to the local industry, our two editors have personal networks of more than 11,000 key industry figures. (Figures updated end-2022.)



## Audience demographics

Based on analytics for our LinkedIn company page, our audience is 13.4 per cent director-level employees, 27.9 per cent senior-level, 9.9 per cent manager-level, and 7.5 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 2023.





## Crowdsourced reports

Beginning with our New Deal Plan For Manufacturing, our crowdsourced reports make use of our wide network of expert contacts across the nation. Over a period of months, we gather intelligence on an important and under-examined issue, building up a detailed picture of what's really going on.

Crowdsourced reports start with a topic the media and policymakers have given insufficient attention to. As with our editorial series, they deliver insights from people in and around manufacturing, though with a greater richness and a set of conclusions and recommendations on what needs to happen next. We don't make the recommendations, the industry does. That's why these reports have such credibility with government, vendors and the industry itself.

Interviews, analysis, quantitative and qualitative data are compiled and synthesised to give us both a broad and a sophisticated understanding of the issue, its

significance, and the best ways the industry thinks it should be addressed.

When complete, our crowdsourced reports are made available for download free of charge, so its planning and advice is accessible by the entire industry.

Be sure to look for our upcoming Australia's 50 Most Innovative Manufacturers report in mid-2023. Let us know if you have a report topic worth exploring. To make sure readers feel driven to comment, crowdsourced reports need to tackle ambitious topics that require significant input from influential industry leaders. But a wide range of potential topics exists within those constraints...

## Podcasts

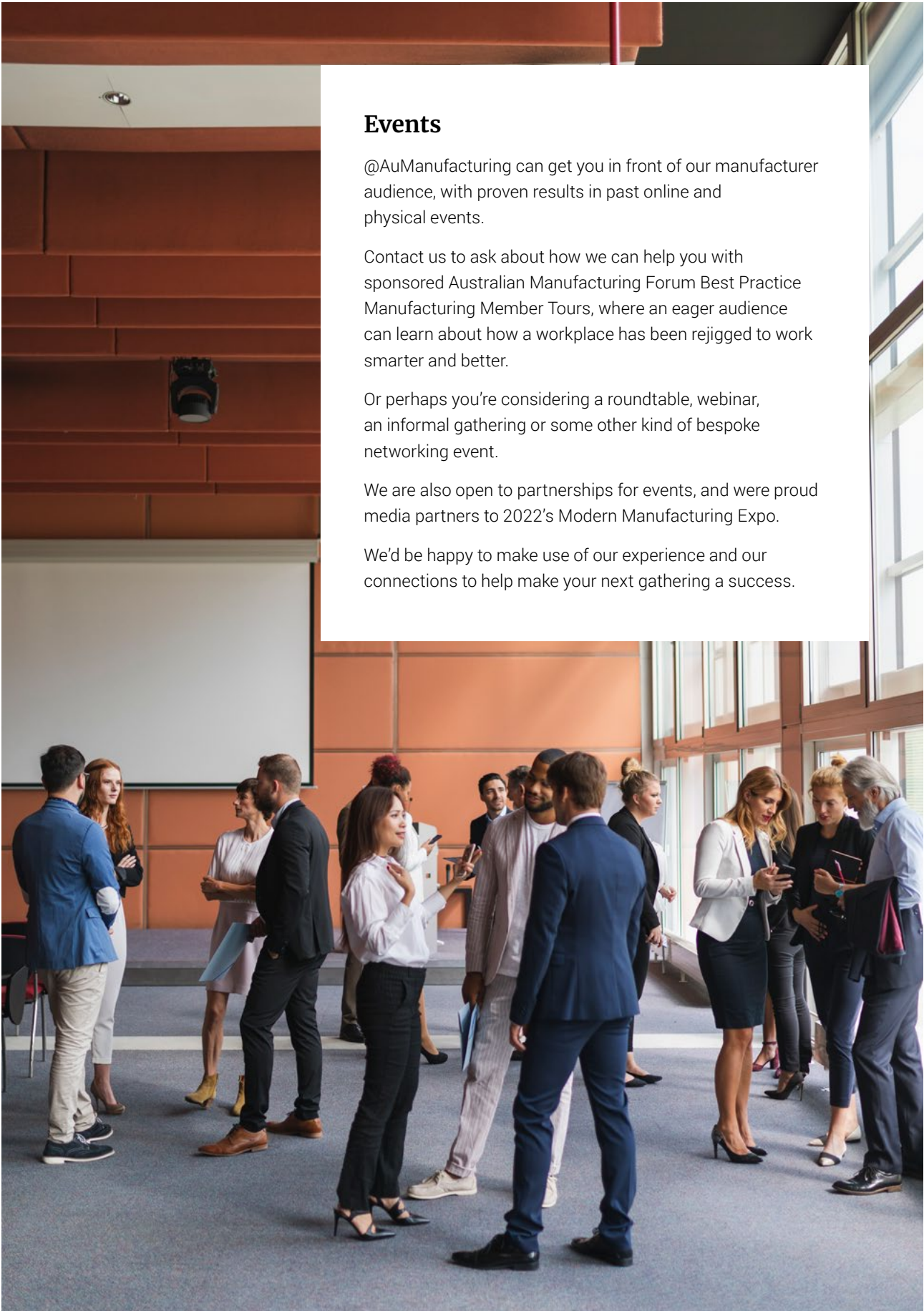
@AuManufacturing Conversations with Brent Balinski has published 40-plus interviews with figures in Australia's manufacturing industry in its first six months and is the only podcast in existence dedicated to the nation's manufacturers.

Available on Apple Podcasts, Spotify, and many other audio platforms, Conversations provides a voice for manufacturers, direct from their factories and industry events.

Sponsorship of a run of podcasts includes messages at the beginning and end of an episode, and within website articles and social media posts promoting the podcast.

Different sponsorship options are negotiable, for example featuring a guest on request, though – as always – a policy of labelling sponsored content as sponsored content will always be strictly adhered to.





## Events

@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, webinar, an informal gathering or some other kind of bespoke networking event.

We are also open to partnerships for events, and were proud media partners to 2022's Modern Manufacturing Expo.

We'd be happy to make use of our experience and our connections to help make your next gathering a success.



The screenshot shows the AuManufacturing website interface. At the top, there is a navigation bar with links for 'ABOUT US', 'NEWS', 'OUR ANALYSIS', 'TECHNOLOGY', 'MEMBER FOCUS', 'OUR SERVICES', 'SUPPORT US', and a search icon. The main article title is 'TECHNOLOGIES AND TOOLS FOR A MANUFACTURING TRANSFORMATION: WASTE STREAMS AS RESOURCE DEPOSITS CAN CHANGE THE GAME BY PROFESSOR VEENA SAHAJWALLA'. Below the title is a featured image of Professor Veena Sahajwalla in a laboratory setting. The article text discusses manufacturing transformation, waste streams as resource deposits, and the role of technologies and tools. It mentions that COVID-19 has prompted questions about the value of 'sovereign capability' and that the capability in focus has mainly been around energy supply and the manufacturing of many items needed domestically when global supply chains shut down. The article also highlights the need for a stronger local manufacturing sector and the potential of green steel technology. On the right side of the article, there are several advertisements, including one for 'Ternous Tools' and another for 'New Envision plastics recycling plant'. Below the advertisements, there is a 'Recent Posts' section with a list of articles, a search bar, and a Twitter feed for @AuManufacturing on Twitter.

## Sponsor an Editorial Series

An important facet of our work creating conversations between manufacturing, government and industry observers is our editorial series. We crowdsource analysis from our community of experts on a given topic, presenting the real story on what's happening over a period of two weeks.

Each series runs with at least one story per day, ensuring visibility and interest in the topic continues. A series generally has two or three sponsors, and every article is branded with their logo. Editorial packages are tailored to match your aims along with supporting newsletter and website advertisements.

As a sponsorship, the process begins with a discussion of a possible topic, which our team uses to create an indicative editorial list. With that done, we agree on the dates of the campaign along with promotional support during and on either side of it. The editorial work begins when we start tapping our community for expert editorial commentary on the selected topic.

In 2023, we will for the first time offer sponsorship of new, long-running editorial sections, allowing the sponsor to position themselves as a trusted guide within specific editorial spaces. The first of these will be announced in Jan 2023.

# WEBSITE ADVERTISING



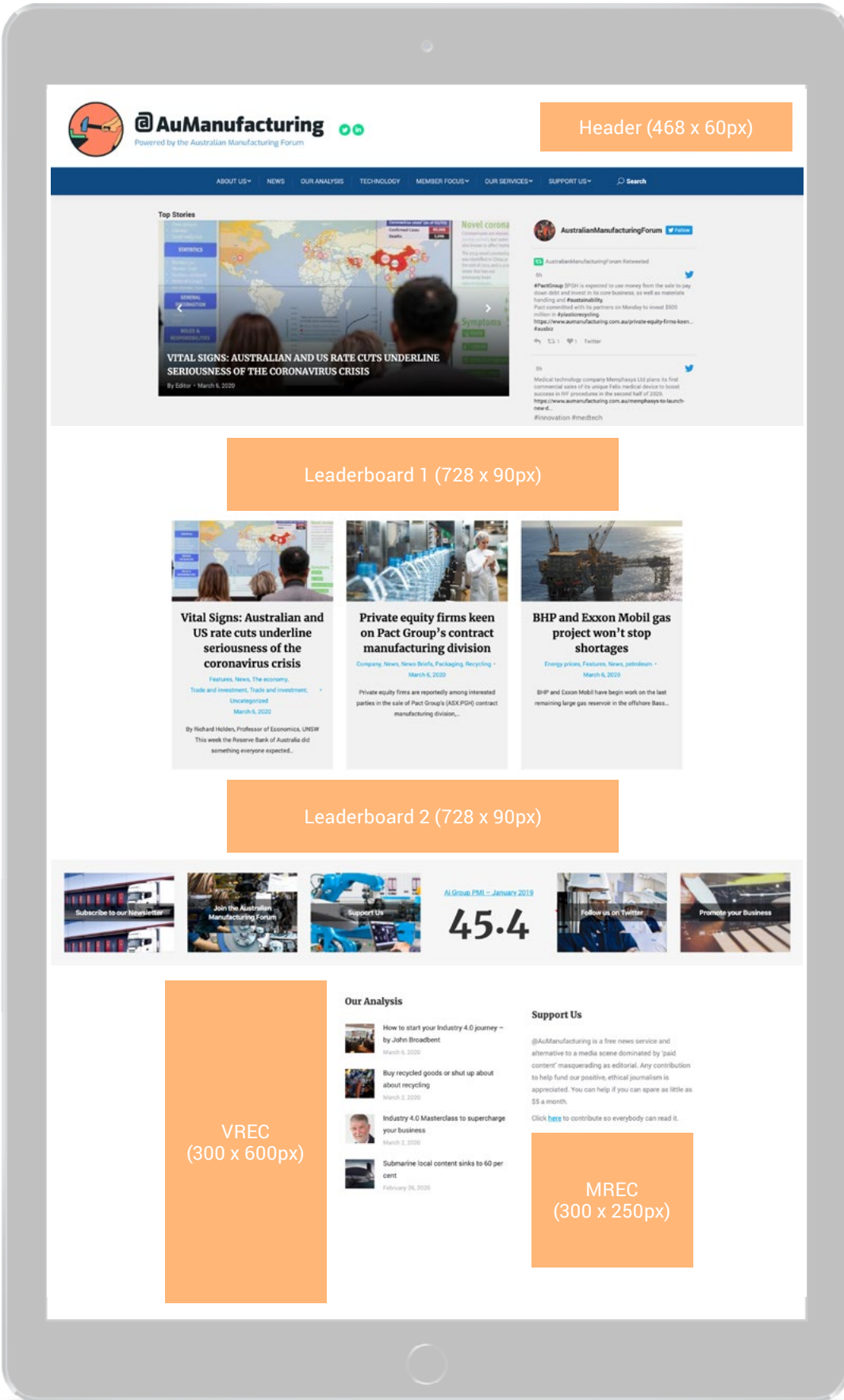
*Online advertising gives you a chance to put your brand forward 24 hours a day, on a website frequented by your ideal audience: key decision makers in manufacturing. Ask us about our impressive CPM rates. All ads include 100 per cent share of voice.*

AD LOCATION	1 MONTH	3 MONTHS	6 MONTHS
Homepage + Content page Header (468 x 60px)	\$3,500	\$7,500	\$15,000
Homepage + Content page MREC (300 x 250px)	\$3,500	\$7,500	\$15,000
Homepage VREC (300 x 600px)	\$4,000	\$8,500	\$17,000
Homepage Leaderboard 1 (728 x 90px)	\$2,000	\$5,000	\$10,000
Homepage Leaderboard 2 (728 x 90px)	\$1,500	\$4,000	\$8,000
In-content ads (Size and defined space between ads TBD)	\$4,000	\$8,500	\$17,000

## Ad Material Requirements

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

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



Header (468 x 60px)

ABOUT US NEWS OUR ANALYSIS TECHNOLOGY MEMBER FOCUS OUR SERVICES SUPPORT US Search

Top Stories

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

**Novel corona**  
Symptoms

Leaderboard 1 (728 x 90px)

**Vital Signs: Australian and US rate cuts underline seriousness of the coronavirus crisis**  
Features, News, The economy, Trade and investment, Unincorporated  
March 6, 2020  
By Richard Holden, Professor of Economics, UNSW  
This week the Reserve Bank of Australia did something everyone expected...

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

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

Leaderboard 2 (728 x 90px)

Subscribe to our Newsletter | Join the Australian Manufacturing Forum | Support Us | AI Group, PML - January 2019 | 45.4 | Follow us on Twitter | Promote your Business

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 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

**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.

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>

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- RGB
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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.




Technologies and Tools for a Manufacturing Transformation: Waste Streams as Resource Deposits can Change the Game by Professor Veena Sahajwalla




Technologies and Tools for a Manufacturing T Using Bioenergy to Power the World by Shaun T



Advertisement



Technologies and Tools for a Manufacturing Transformation: How to Approach Industry 4.0 by Nico Adams



Advertisement

Professor Veena Sahajwalla agrees that one of our technologies and tools for a manufacturing sector about our streams (waste) primarily generated in the sector (waste).

COVID-19 has highlighted the need to rethink the value of existing technology in terms of ready to go goods.

The capacity to focus on waste from existing plants and the manufacturing of the most economically when that waste stream is used.

The goal is to have a clean and green manufacturing process that is not only environmentally friendly but also profitable.

The issue of finding a way to use the waste from existing plants has been a major challenge for a national stream that has been operational across our nation's regions.


But the fact is that there is a way to use the waste from existing plants to do so. It is not a matter of if, but when and how to do it.

**Veena Sahajwalla and Dr. Veena Sahajwalla** will be at the National Waste Clean up in a special event on 20th October 2020. Through processing and manufacturing only the waste from the plant.

The goal is to have a clean and green manufacturing process that is not only environmentally friendly but also profitable.

Prof. Sahajwalla will be speaking at the National Waste Clean up in a special event on 20th October 2020. Through processing and manufacturing only the waste from the plant.

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Advertisement

Advertisement


Chairman (Governor) **Shaun T** from **GlobalBioEnergy** Technology and **Tools** for the production of bioenergy and a professional in Australia associated in Green. Shaun T is the founder of **GlobalBioEnergy** and a professional in Australia associated in Green. Shaun T is the founder of **GlobalBioEnergy** and a professional in Australia associated in Green. Shaun T is the founder of **GlobalBioEnergy** and a professional in Australia associated in Green.

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Technologies and Tools for a Manufacturing Transformation: Reshoring by Mark Peters




Technologies and Tools for a Manufacturing Transformation: Additive Manufacturing by Michael Sharpe

Big changes in reshoring. Mark Peters discusses the risks, the opportunities and the way forward.

Manufacturing trends have changed the face of advanced technologies and methods in advanced technologies can be a major factor that leads the change for manufacturers who need to adapt and keep up with the market.

Manufacturing has been an industry of the 21st century. The Australia's current and future manufacturing trends have been a major factor that leads the change for manufacturers who need to adapt and keep up with the market.

Manufacturing has been an industry of the 21st century. The Australia's current and future manufacturing trends have been a major factor that leads the change for manufacturers who need to adapt and keep up with the market.



Advertisement

Advertisement

Manufacturers are using 3D printing (additive manufacturing) methods to create a wide range of industrial and consumer products. It is common to use this technology in various industries, including automotive, aerospace, and defense.

3D printing is a process of creating three-dimensional objects by adding material layer by layer. It is a form of manufacturing that allows for the production of complex parts and structures.

3D printing is a process of creating three-dimensional objects by adding material layer by layer. It is a form of manufacturing that allows for the production of complex parts and structures.

**Fast, Accurate & Consistent Laser Cutting Quotes**

TRIAL FREE NOW

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TRIAL FREE NOW

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# NEWSLETTER ADVERTISING



*Available in one, three and six-month blocks. Three newsletters are sent per week, on Monday, Wednesday and Friday mornings. Each month-long period of advertising includes twelve email sends.*

Advertising in the @AuManufacturing newsletter is an integral part of your campaign. We connect with readers three times per week, directly to their inbox, providing 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)	\$3,000	\$5,000	\$10,000
Second slot(468 x 60px)	\$2,000	\$3,000	\$6,000
Third slot (468 x 60px)	\$1,200	\$2,800	\$5,600

## Ad Material Requirements

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

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**@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.](#)

# DIRECT-TO-READER OFFERS



*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](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.

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

Hi <<First Name>>

**In collaboration**







## Transforming Manufacturing Through Digitalisation – Free Smart Manufacturing Webinars

Australian manufacturing is in uncharted territory, as we navigate through Covid-19 in the age of heightened connectivity and inevitable digitalisation. Industry 4.0 technologies and solutions will be critical to address the business impact of Covid-19, and to be more competitive.

Industry 4.0 is playing a key role in industrial transformation, improving manufacturing productivity, connectivity, workplace safety, cybersecurity and supply chain optimisation. This makes it necessary for Australian businesses to be aware of Industry 4.0 technologies and build fluid recovery plans to reflect new and evolving business realities. As per the recent Federal Government announcements, over \$140 million will be spent to enable businesses adopt and take advantage of digital technologies. The webinars will help you explore the benefits of Industry 4.0, and surface opportunities to adopt digital technologies.

Swinburne University's Advanced Manufacturing Industry 4.0 Hub would like to help manufacturers use this time to expand their thinking and broaden their practical knowledge to implement Industry 4.0 now and in the future. We invite you to join us in our monthly webinar series covering a diverse range of Industry 4.0 topics, which are designed to enhance your Industry 4.0 mindset and to deliver immediate value. Our web-based presentations are catered to owners or senior leaders of Victorian-based manufacturing companies.

Please click and register for your event of interest. We look forward to your participation.

[Advanced Apprenticeship Pilot](#) will be delivered on **Tuesday 9 February** from 4 pm to 5 pm

[Business Model Innovation for Industry 4.0](#) will be delivered on **Thursday 11 February** from 8:30 am to 9:30 am

# RESOURCE ADVERTISING



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

We will publish these resources with promotion via a link and a short introduction in one weekly newsletter. Additional inclusions in the newsletter are possible at additional cost.

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

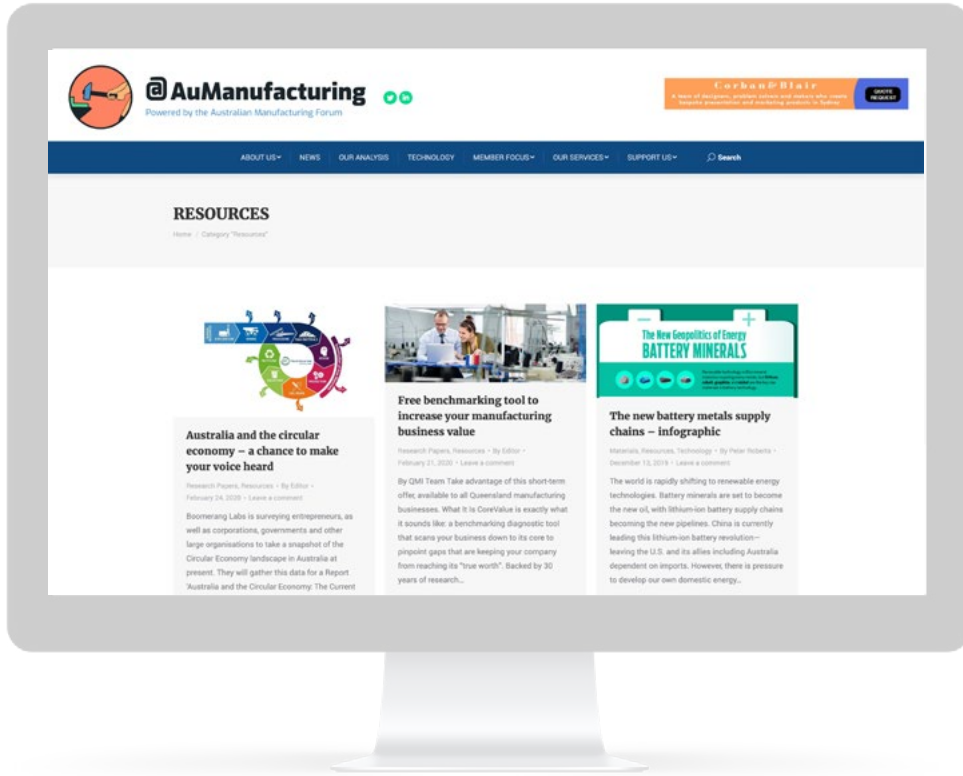
Advertising feature item

White paper

### **Ad Material Requirements**

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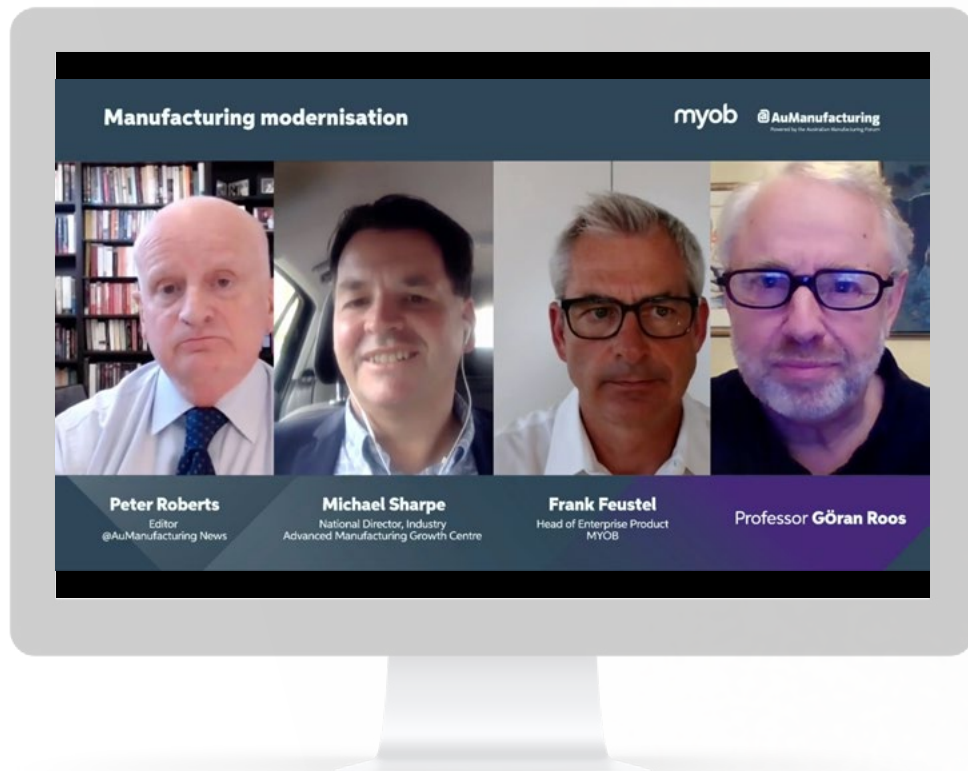
Send files to [editor@amanufacturing.com.au](mailto:editor@amanufacturing.com.au) with the subject line "Resource material". Due date is seven (7) days before publication. Please provide a click-through URL. All prices exclude GST.



# 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  
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**Publisher:** Australian Manufacturing Forum

**ABN:** 22 682 643 900

## PAYMENT DETAILS

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**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:
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Total Cost:

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