



@AuManufacturing

Powered by the Australian Manufacturing Forum

MEDIA KIT / 2023

7 Mackay Street, Ashfield NSW 2131
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.

*Source: Google Analytics

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



Jacqui Holmes
Partnerships Manager

partnerships@aumanufacturing.com.au
0430 562 236

CONTENTS

WELCOME	4
ABOUT US	6
OUR PLATFORM	10
WEBSITE ADVERTISING	18
SPONSOR A SECTION	20
SPONSOR AN EDITORIAL SERIES	22
NEWSLETTER ADVERTISING	24
DIRECT-TO-READER OFFERS	26
RESOURCE ADVERTISING	28
EVENTS	30
BOOKING CONFIRMATION FORM	32

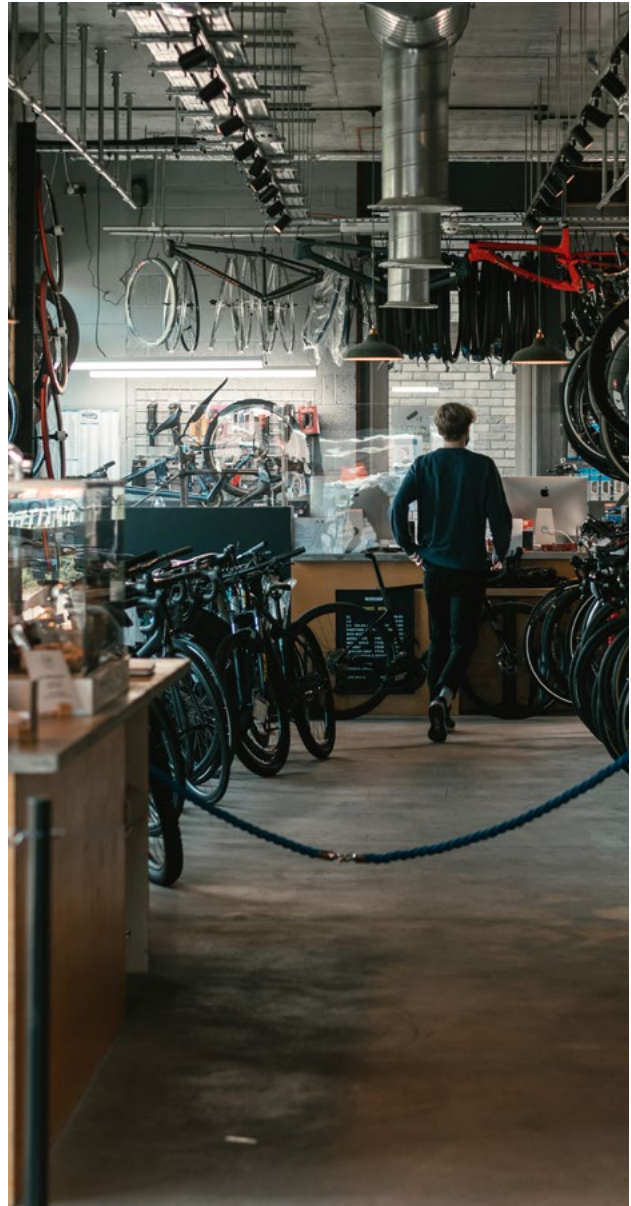
ABOUT US

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.

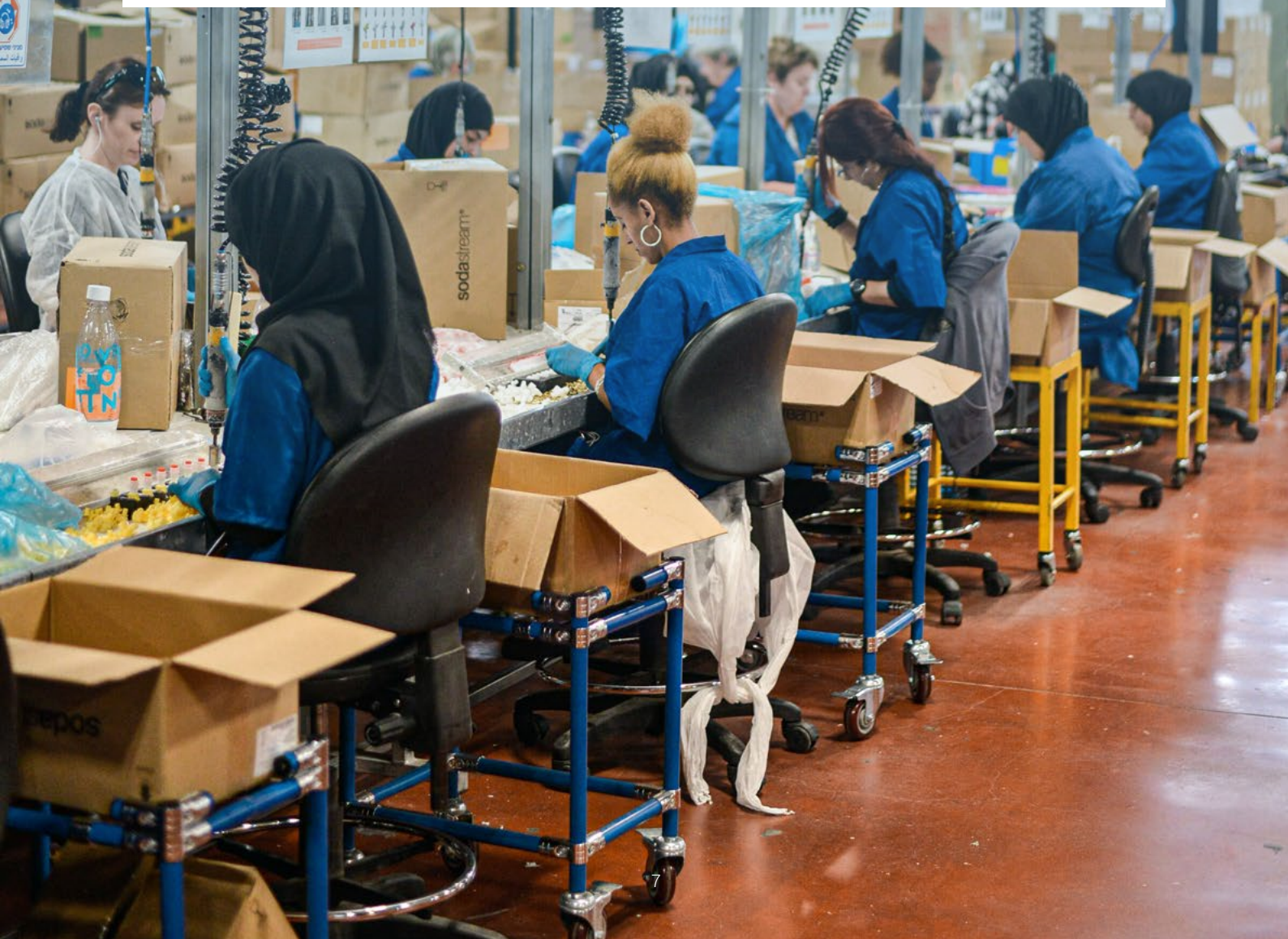
Our founders' focus on delivering news with integrity and accuracy is why our public site, aumanufacturing.com.au, is the number one news website in the Australian manufacturing category by website traffic and social media reach.

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.

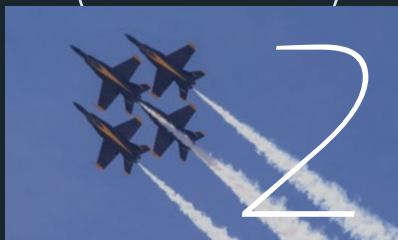
We are also committed to independent, ethical journalism based on honesty with readers.

@AUMANUFACTURING PILLARS



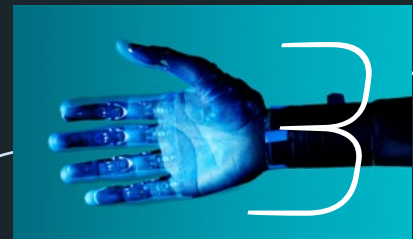
Breaking News

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.



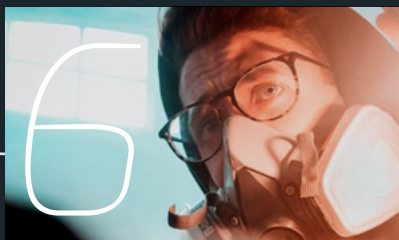
Work site visits

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

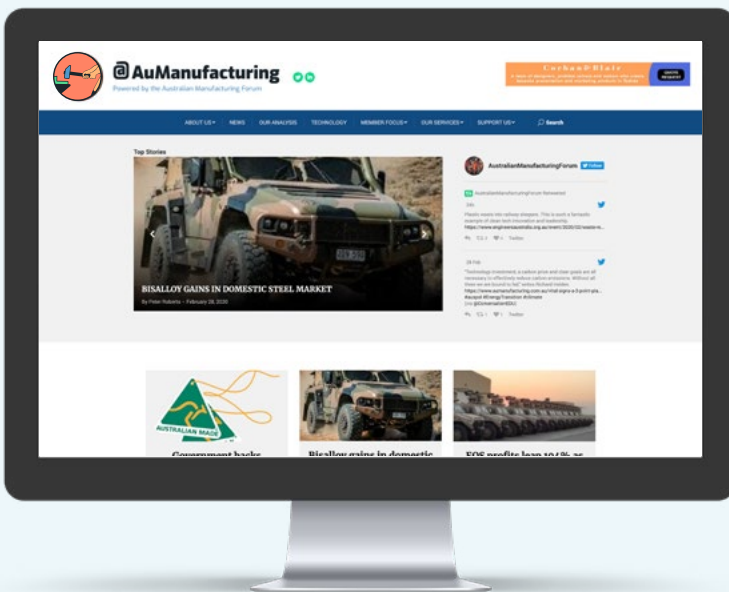
Our regular columns and deep dives into controversial challenges in the industry represent a great channel for your company to position itself as a reliable, effective way to fix problems. Our longer-term sponsorships are almost filled; ask for an editorial calendar to learn more.



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*

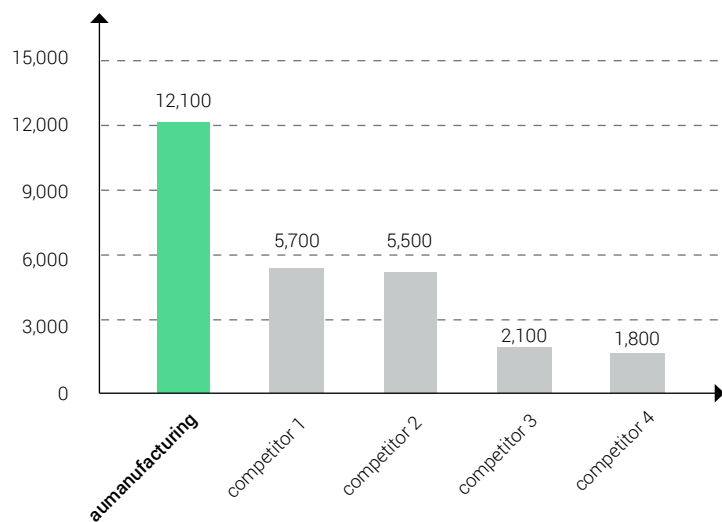
Source: Google Analytics



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



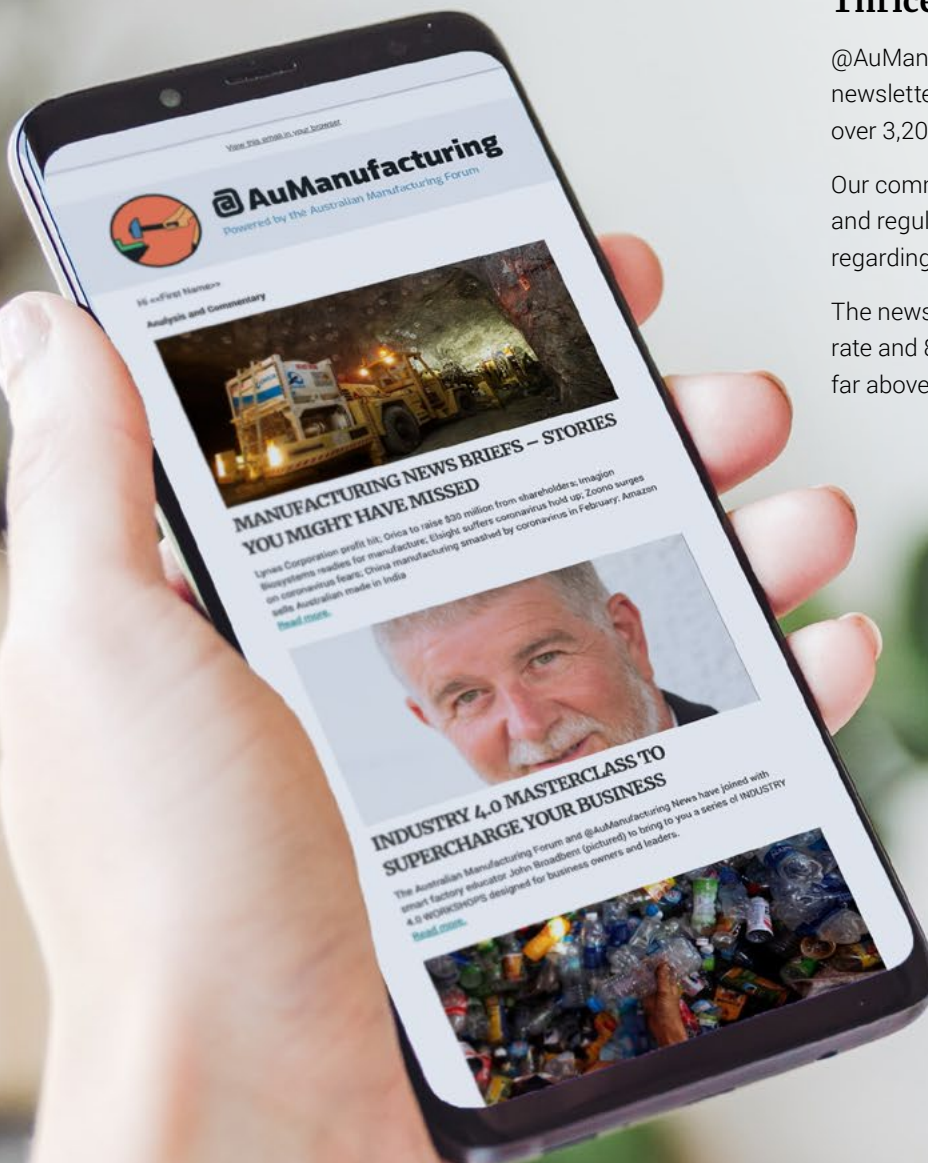
8.6%
CLICK RATE

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.





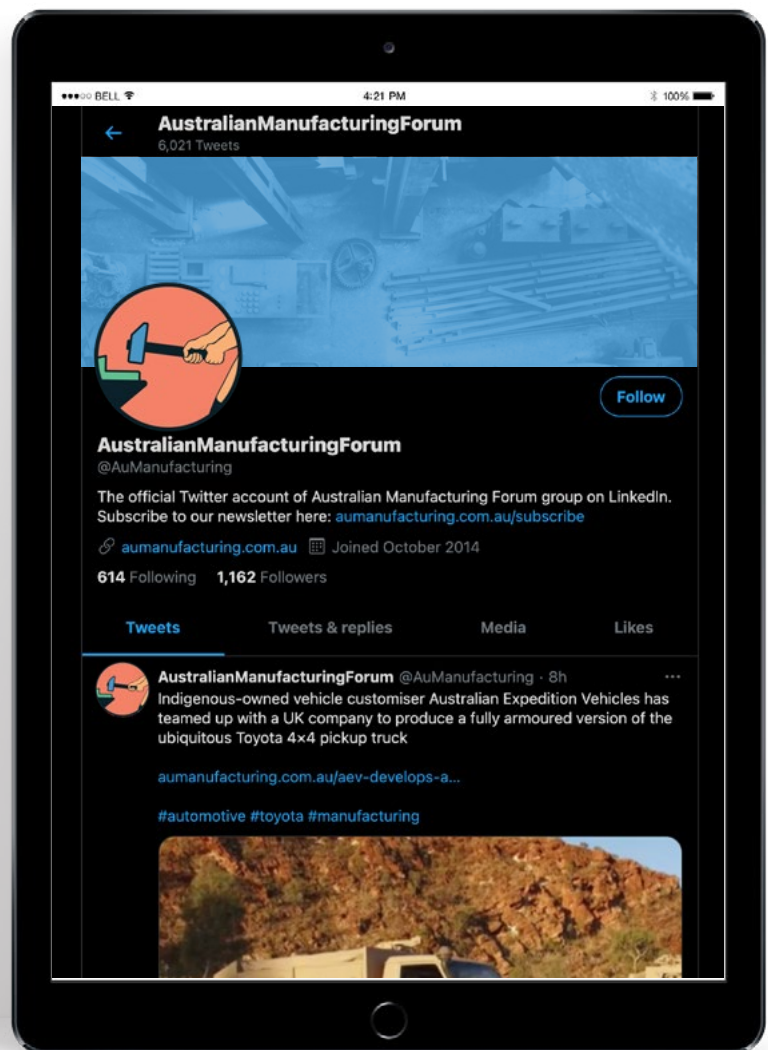
45K+
CONNECTIONS

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.

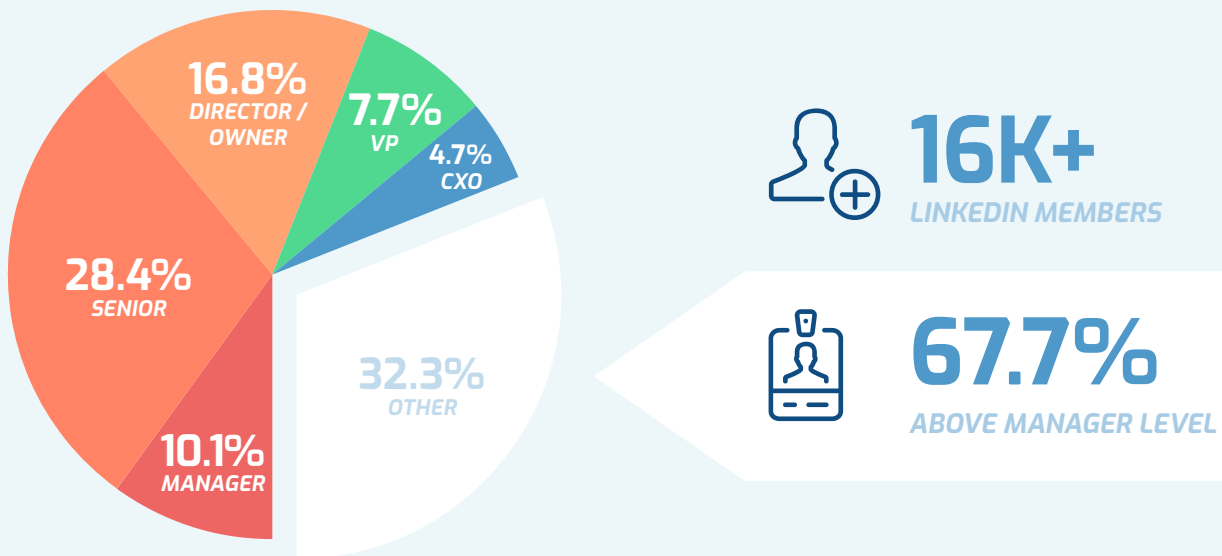
And as respected contributors to the local industry, our two editors have personal networks of more than 11,000 key industry figures. (Figures updated end-2022.)



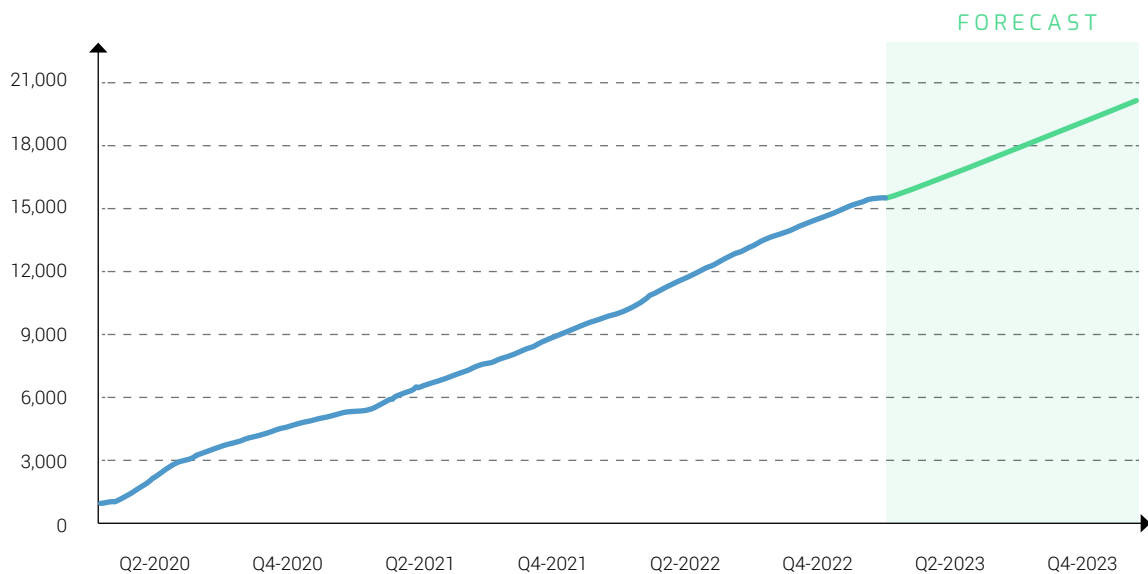
Audience demographics

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.



@AUMANUFACTURING FOLLOWERS ON LINKEDIN





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.





**AuManufacturing**
Powered by the Australian Manufacturing Forum

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


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

Home / Manufacturing News / Technologies and tools for a...



Advertisement


STOP spending hours
fixing drawings and using
multiple programs to quote jobs.



Fast, Accurate & Consistent
Laser Cutting Quotes

TRIAL FREE NOW

Professor Veena Sahajwalla begins week two of our technologies and tools for a manufacturing transformation series. She writes about one element of sovereign capability generally overlooked in the current discussion.


COVID-19 has prompted questions to be asked about the value of 'sovereign capability' in terms of Australia being able to supply its own goods.

The capability in focus has mainly been around energy supply and the manufacturing of the many items needed domestically when global supply chains shut down.

The goods or items that came into sharp focus were personal protective equipment such as face masks, gowns, gloves, and other medical-related items such as ventilators.

This issue of 'standing on our own two feet' by not relying on global supply chains for certain materials and goods has sparked a national debate that has been splashed across front and opinion pages.

But the fact is that there is a lot we can do now, are doing and could easily do more of, to replicate and scale up our capability to better meet our supply challenges as well as our sustainability and waste challenges.



External Industry and Science Minister Karen Andrews in a recent address to the National Press Club urged Australia to stop sending its material resources overseas where those materials are value added through processing and manufacturing only to have to be purchased back in the form of goods.

She pointed out we need a stronger local manufacturing sector which would lead to greater prosperity for the country, and that our existing capability during COVID-19 demonstrated how we can pivot to meet local needs rather than rely on offshore suppliers.

Ironically, the coronavirus crisis has revealed how our research and development capability as a nation is strong and deeply connected to industry, including manufacturing, which has demonstrated it can rise to the economic challenges facing our country.

Prime Minister Scott Morrison's 'job maker' call to business recently is another vote of confidence in the capability of our industries, sectors and R&D capability.

One area that has attracted attention has been 'green steel' where hydrogen has been suggested as the means to return Australia to its glory days of steel manufacturing, before we started buying most of our steel from China.

Grattan Institute director Tony Wood has pointed out hydrogen could, over time following research and development, readily be used as an alternative for the current essential steel making ingredient of coking coal.

But in the meantime, Australia has already created a technology like this that is being used in many of the electric arc furnaces that recycle scrap metal. With my team, we invented what we called Green Steel technology which uses old rubber tyres and converts them into this essential steel making ingredient, saving them from landfill.

But there are many other waste materials we can extract value from by rethinking them and finding new uses for them as value-added materials and feedback for manufacturing to become new products.

And we are doing this already for plastics, textiles, glass and other common waste items through our Microfactories™ technologies developed with the support of the Australian Research Council through the Green Manufacturing Hub at our UNSW Sustainable Materials Research and Technology (SMART) Centre.

For instance, we used this Microfactories™ technology recently to reform waste plastic into high-quality filament to 3D print games for CDE (Department for Children, Youth and Families). There is currently a huge demand for 3D filament worldwide yet Australia has to purchase most of its supply from overseas.

Most schools across the country now use 3D printers but the money they spend for the filament supply they need ultimately goes offshore. They could easily create their own filament from their own waste, as we currently do at SMART.

Another recent area we've been looking into due to COVID-19 is making filament for different applications in the hospital setting. Cooper has administered properties that can have antibacterial-like benefits as imagine printed clear handsets with copper particles embedded into them after being recovered from electronic waste.

Mixing our waste streams as resource deposits can change the game for Australia.

What we have come to realise is that in all of the debate about supply chains and resource management, within the context of the desirability for broader sustainability, that the capability to achieve much of this is already with us.

We are partnering with various businesses and sectors, including various small-scale firms in regional settings, to unleash this technology to create local manufacturing capability and supply chains. These businesses are motivated by focusing on sustainably developing quality-based goods; they are not looking only to compete on price.


Microfactories™ capability reduces the need for transportation and a lot of transportation, while creates local supply chains, takes and addresses some of our urgent waste and recycling challenges, and the capability to make waste through its operate on renewable energy, which must help manufacturing operations.

We need to embrace the opportunity to pivot and reshape our existing capabilities and portfolio of products already existing across the nation. Sovereign capability of material resource management and manufacturing within our reach.

Recent Posts

- New Envisioner plastics recycling plant at Toowoomba will create 30 new jobs
February 16, 2021
- Vacant to supply UK submarine building contracts
February 16, 2021
- Ashley Britson on the move with GreenTech startup
February 16, 2021
- Massive Covid boost for Ansell
February 16, 2021
- Advanced material projects for defence awarded \$1.6 million
February 16, 2021
- Lens to make hydrogen electrolyzers in Queensland
February 16, 2021

Search
Type and hit enter

@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

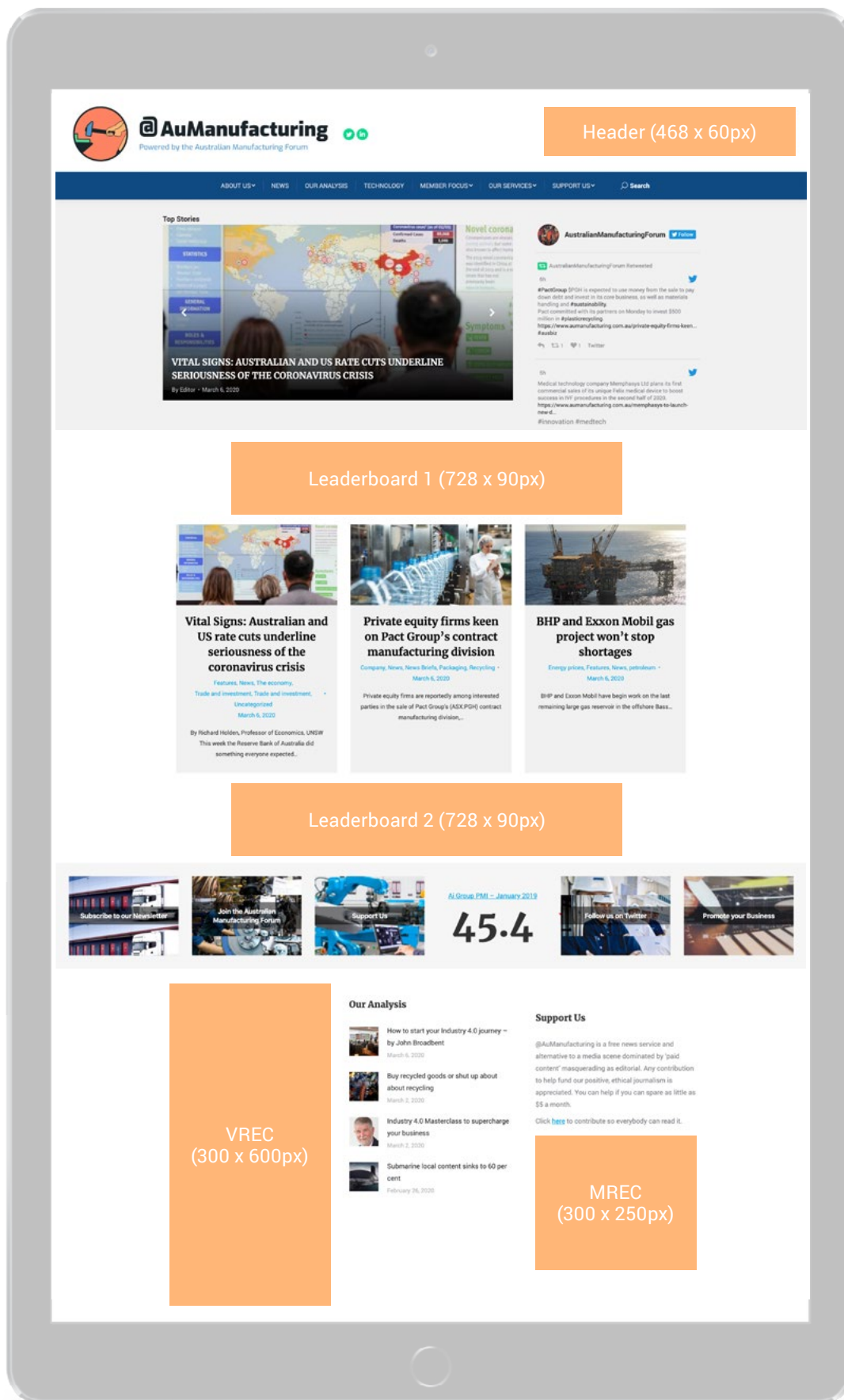
Online advertising gives you a chance to put your brand forward 24 hours a day, on a website frequented by your ideal audience: key decision makers in manufacturing. Ask us about our impressive CPM rates. All ads include 100 per cent share of voice.

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 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)	\$2,500

Ad Material Requirements

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

Send files to editor@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.



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.

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.***

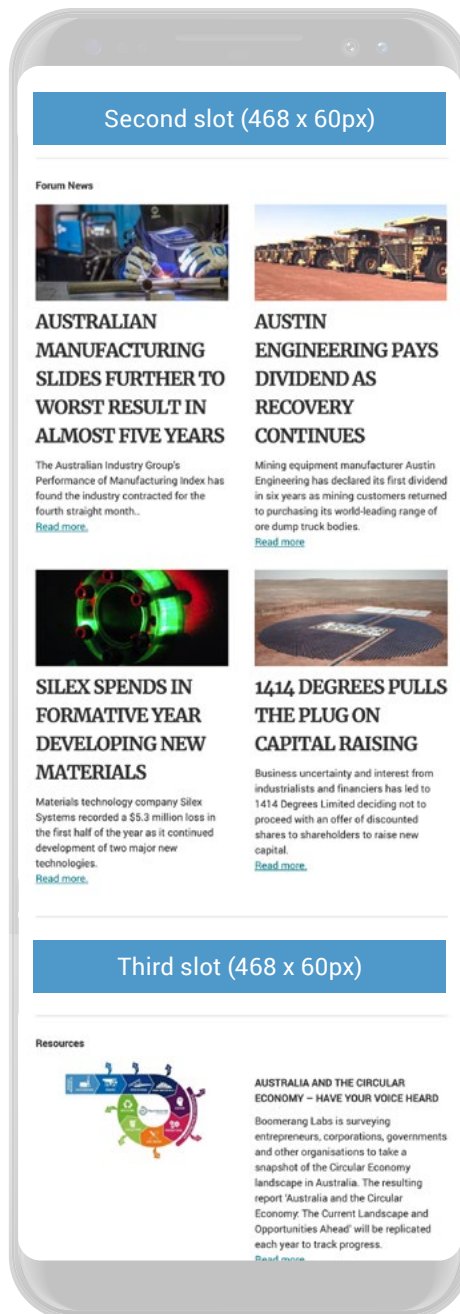
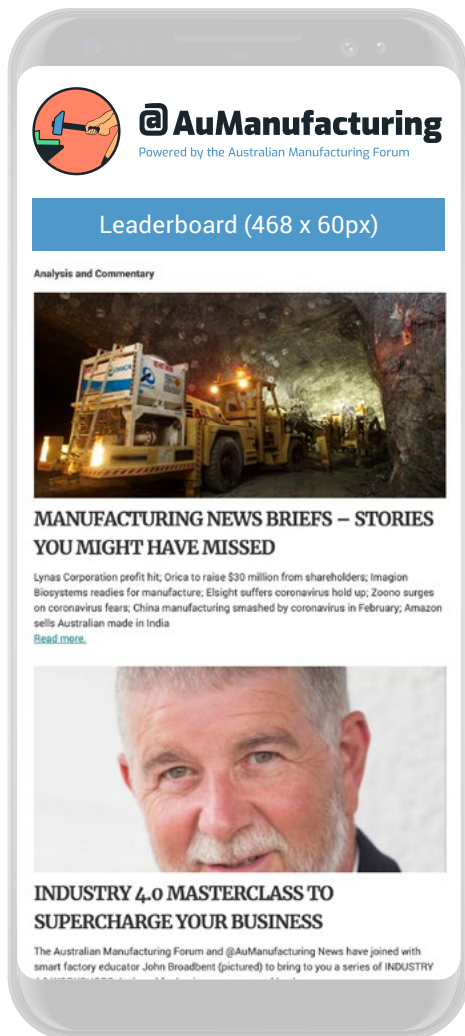
Advertising in the @AuManufacturing newsletter is an integral part of your campaign. We connect with readers three times per week, directly to their inbox, providing readers with the latest developments in manufacturing, and clients with another touchpoint to reach their target audience.

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

Send files to editor@aumanufacturing.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.



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@aumanufacturing.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 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

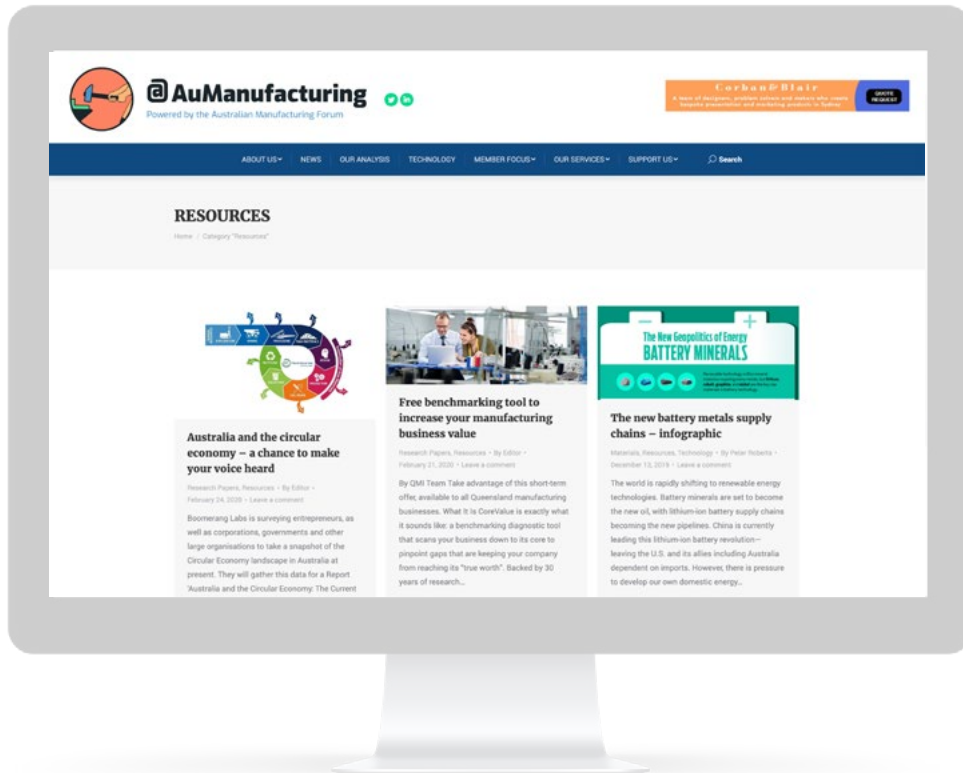
Advertising feature item

White paper

Ad Material Requirements

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

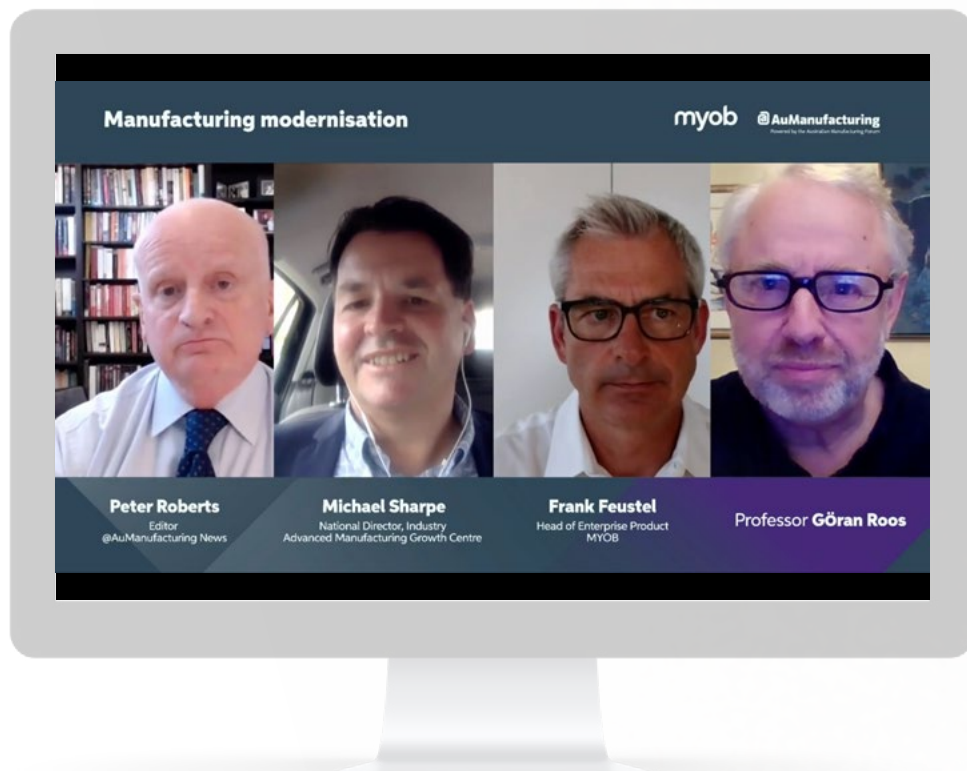
Send files to editor@amanufacturing.com.au with the subject line "Resource material". Due date is seven (7) days before publication. Please provide a click-through URL. All prices exclude GST.



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:

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.