

AMMT

AUSTRALIAN MANUFACTURING TECHNOLOGY MAGAZINE

2012 MEDIA KIT



AMT MAGAZINE PROFILE

AMMT



Australian Manufacturing Technology (AMT) magazine is published to provide companies within the manufacturing and metalworking industry vital information on:

- **Available and emerging technologies**
- **New products and trends**
- **Industry news and opportunities**

It is a monthly publication with a distribution of over 8,000 nationally and a readership of 53,600 each edition.

AMT magazine maintains a focus on metalworking which is essential to Australian manufacturing.

AMT magazine is published by AMTIL (Australian Manufacturing Technology Institute Limited). AMTIL is a national body that represents the interests of companies specifically in the machine tool, precision engineering and ancillary equipment sectors - whether they are manufacturers, importers or distributors, or general manufacturing technology companies.

AMT magazine is by the industry, for the industry.

Critical success factors are excellent quality editorial content, a fully maintained and relevant circulation list, advertising rates that provide the best value to advertisers, as well as a high level of customer service. AMTIL will ensure that these qualities of the magazine are upheld at all times.

TESTIMONIALS

“Please keep up the good work, very interesting reading this month. I congratulate you. You don’t throw something like this together overnight. You work hard! It’s absolutely fabulous. Keep producing it”.

Mr Pat Knapping

Katnap Machining

“I just had to send you this email to congratulate you on the article you produced about ART and Volgren. ...very impressed...thanks for a great job.”

Bruce Hobbs

Volgren

“...thanks for the amazing coverage. My client is very pleased!”

Erin Delahunty

Keech

“The featured articles are great, thanks again for the continued coverage.”

James Rehfisch

John Hart P/L

“The article about Mikron is terrific!!! Compliments for such a wonderful description... Hoping to continue this successful collaboration.”

Patrizia Bacchetta

Mikron Switzerland

“AMT Magazine seems to get better each year. It’s a great publication and always contains very interesting Industry and technical articles. I have read it for several years and constantly refer to it for information, which assists me in my role as an Industry Advisor.”

Noel Morton

Victorian Industry Capability Network

“Thank you for promoting our product... The spot is beautiful. We love your magazine.”

Peter Bagwell

Slater Tools

“...the AMT team do a great job and the quality of the magazine is very good.”

George Buhagiar

ALFEX CNC

“Magazine and personnel are very professional and present very well, well done! Keep up the good work!”

Zeb Colic

Taegutec

“We choose to partner with AMT for its focus on our target industries, which allows us to showcase our products & solutions to a relevant market.”

Neil Hyde

Walter Australia

AMT READERSHIP & CIRCULATION

KEY STRENGTHS OF AUSTRALIAN MANUFACTURING TECHNOLOGY MAGAZINE

■ CIRCULATION

AMT magazine is a monthly publication with a distribution of 8,000 nationally. Our controlled circulation is monitored and confirmed by the Circulation Audit Bureau (CAB).

■ READERSHIP

On average 6.7 staff members including the subscriber read AMT magazine. That's a readership of 53,600 industry people per month.

■ VALUE

Published by the industry body AMTIL; AMT Magazine offers 'industry lowest' rates for advertising. 98% of our readership surveyed values advertising placed in AMT as very useful, and AMT as a reliable source of information for products & services. Our survey also tells us that Advertisers consider AMT first and foremost, a vital vehicle in instilling Company and Product brand awareness, and assisting growth through exposure and reaching the right target audiences. All this equates to 'industry leading' value to our advertisers.

■ INDUSTRY BREAKDOWN

Industry classification

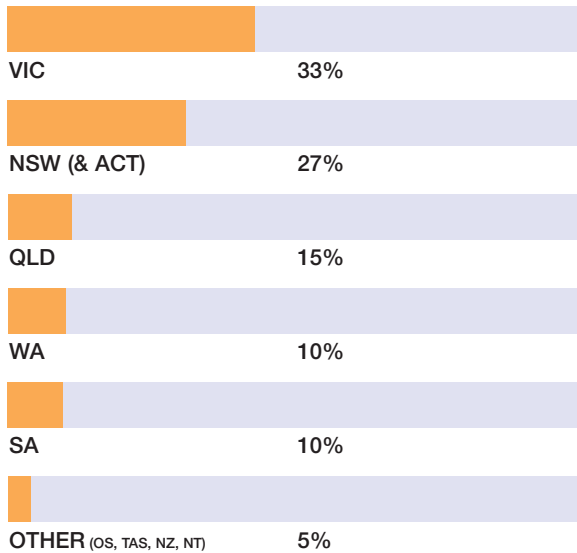
- Industrial Machinery/Equipment Manufacturing27%
- Fabricated Metal Product Manufacturing22%
- Other Manufacturing15%
- Electrical Equipment Manufacturing7%
- Motor Vehicle and Equipment6%
- Food/Beverage/Tobacco4%
- Printing3%
- Textile/Clothing/Footwear1.90%
- Wood & Paper0.10%
- Other14%

Main business activity

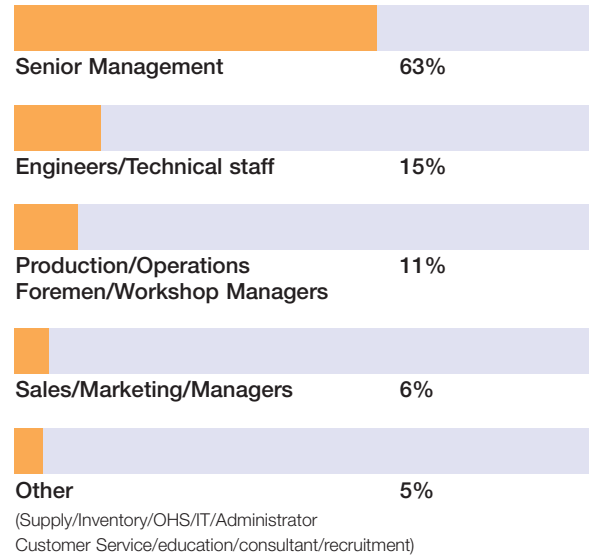
- Manufacturing/Processing40%
- Engineering/Manufacturing Equipment Supplier25%
- Consulting8.50%
- Sales/Marketing6.50%
- Wholesaling/Retailing4%
- Warehousing Distribution4%
- Other12%

AMT READERSHIP & CIRCULATION

■ Circulation



■ Readership by profession

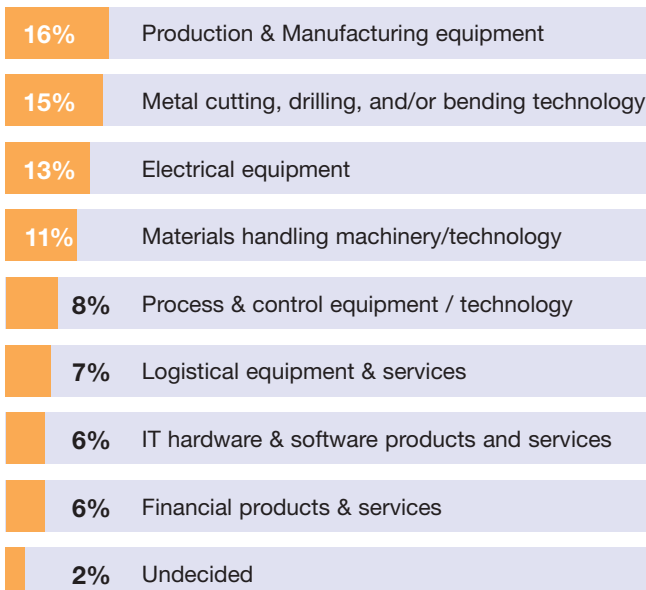


Circulation is monitored and confirmed by independent Circulation Audit Bureau (CAB).



■ Planned investment

Percentage of companies from our readership plan to invest in the following over the next 12 months:



The companies surveyed from our readership have allocated the following amounts for this investment:



AMT FEATURES & DEADLINES 2012

February 2012

- CNC Controllers
- Forming & Fabrication
- Robotics & Automation
- Business Management
- Cutting tools
- Software

Editorial Feature:
RENEWABLE ENERGY

May 2012

- Material removal
- New Technologies
- Composites
- CNC Controllers
- Software
- Business Management

Editorial Feature:
GREEN MANUFACTURING

March 2012

- Material Removal
- Safety
- Workholding
- Welding
- Direct Manufacturing
- Software

Editorial Feature:
AUTOMATION

June 2012

- Education & training
- Forming & Fabrication
- Lean Manufacturing
- Nanotechnology
- Cutting Tools

Editorial Feature:
AUSTECH Review

April 2012

- Direct Manufacturing
- Forming & Fabrication
- Quality & Inspection
- Compressors
- Cutting tools

Editorial Feature:
AUSTECH Preview

July 2012

- Material Removal
- Robotics & Automation
- Safety
- Toolmaking, Mould & Die
- Cutting tools
- Software

Editorial Feature:
MEDICAL

DEADLINES 2012

FEBRUARY

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29			

Ad booking:

10 January

**Ad material:
& editorial**

12 January

MARCH

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Ad booking:

7 February

**Ad material:
& editorial**

10 February

APRIL

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

Ad booking:

8 March

**Ad material:
& editorial**

12 March

MAY

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Ad booking:

10 April

**Ad material:
& editorial**

12 April

JUNE

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

Ad booking:

7 May

**Ad material:
& editorial**

11 May

AMT FEATURES & DEADLINES 2012

August 2012

- Material removal
- Form & Fabricating
- Education & Training
- Prismatic machinery
- Motors & Drives
- Software

Editorial Feature:
MICRO-MACHINING

November 2012

- Material Removal
- Forming & Fabrication
- Quality & Inspection
- Composites
- Cutting tools
- Toolmaking, Mould & die

Editorial Feature:
AEROSPACE & DEFENCE

September 2012

- Safety
- Forming & Fabrication
- Quality & Inspection
- Workholding
- Cutting tools
- Direct Manufacturing

Editorial Feature:
MOTORSPORT

October 2012

- Material removal
- Lean Manufacturing
- Robotics & Automation
- Education & Training
- Direct Manufacturing
- Software

Editorial Feature:
MINING

Booking deadline = Cancellation deadline.

Advertising cancelled after the booking deadline will be charged for. If artwork is not received in time, the publisher reserves the right to repeat a previously run advertisement.

DEADLINES 2012

JULY

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Ad booking:
7 June

**Ad material:
& editorial**
12 June

AUGUST

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Ad booking:
9 July

**Ad material:
& editorial**
12 July

SEPTEMBER

S	M	T	W	T	F	S
30						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

Ad booking:
8 August

**Ad material:
& editorial**
13 August

OCTOBER

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Ad booking:
6 September

**Ad material:
& editorial**
12 September

NOVEMBER

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

Ad booking:
8 October

**Ad material:
& editorial**
12 October

AMT MAGAZINE RATES

Full Colour	Casual	x3	x5	x10
Double Page Spread	\$5,545	\$4,990	\$4,715	\$4,430
Full Page	\$3,700	\$3,330	\$3,150	\$2,960
2/3 Page Vertical	\$3,120	\$2,810	\$2,650	\$2,500
1/2 Page Vertical or Horizontal	\$2,500	\$2,250	\$2,130	\$2,000
Junior Page	\$2,500	\$2,250	\$2,130	\$2,000
1/3 Page	\$2,100	\$1,900	\$1,800	\$1,700
1/4 Page	\$1,650	\$1,500	\$1,410	\$1,320
Strip Ad	\$ 850	\$ 765	\$ 725	\$ 680
E-MAG Embedded video	\$ 490 each			

Theses prices do not include GST

2 Colours	Casual	x3	x5	x10
Double Page Spread	\$5,400	\$4,900	\$4,600	\$4,350
Full Page	\$3,550	\$3,200	\$3,050	\$2,850
2/3 Page Vertical	\$2,950	\$2,655	\$2,510	\$2,360
1/2 Page Vertical or Horizontal	\$2,350	\$2,120	\$2,000	\$1,900
Junior Page	\$2,350	\$2,120	\$2,000	\$1,900
1/3 Page	\$2,000	\$1,800	\$1,720	\$1,650
1/4 Page	\$1,560	\$1,410	\$1,350	\$1,250

Theses prices do not include GST

Black & White	Casual	x3	x5	x10
Double Page Spread	\$5,000	\$4,500	\$4,250	\$4,000
Full Page	\$3,350	\$3,020	\$2,850	\$2,680
2/3 Page Vertical	\$2,800	\$2,520	\$2,400	\$2,250
1/2 Page Vertical or Horizontal	\$2,250	\$2,025	\$1,920	\$1,800
Junior Page	\$2,250	\$2,025	\$1,920	\$1,800
1/3 Page	\$1,900	\$1,720	\$1,620	\$1,550
1/4 Page	\$1,500	\$1,350	\$1,275	\$1,200

Theses prices do not include GST

Inserts	Casual			
Single State	\$1,375			
National - Pricing starts from...	\$2,750			
AMT Address Fly Sheet*	\$1,500 (Mono-black)	\$2,200 Full Colour		Theses prices do not include GST

Impact Positions		Website	
Front Cover Flap	\$5,800	Top Masthead Banner	\$500 per month*
Outside Back Cover	\$4,650	Tile Banners	\$250 per month*
Inside Back Cover	\$4,200		

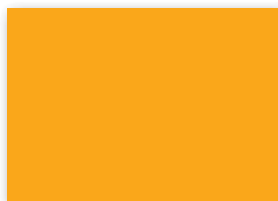
Theses prices do not include GST

*No further discounts apply.

Full AMTIL members receive 20% off the above rates

Rates effective 1st January 2012.

AMT ARTWORK DIMENSIONS



Double Page Spread

IMAGE: 395 X 262 mm
 TRIM: 420 x 297 mm
 BLEED: 430 x 307 mm
 LIVE TYPE: 400 x 277 mm



Full Page

IMAGE: 183 x 262 mm
 TRIM: 210 x 297 mm
 BLEED: 220 x 307 mm
 LIVE TYPE: 190 x 277 mm



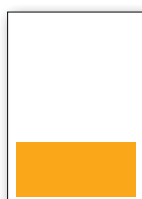
1/2 Page

HORIZONTAL: 183 x 130 mm
 VERTICAL: 88 x 262 mm



2/3 Page Vertical

VERTICAL IMAGE: 120 x 262 mm



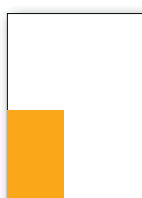
1/3 Page

HORIZONTAL: 185 x 85 mm
 VERTICAL: 57 x 262 mm



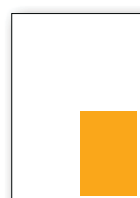
Junior Page

VERTICAL: 120 x 195 mm



Front Flap

FULL: 105 x 297 mm
 BLEED: 5 mm top, bottom, left edge
 No bleed right edge
 No type area 12mm on right edge
 HALF: 105 x 155 mm
 BLEED: Right edge
 No bleed top, bottom, left edge
 No type area 12mm on right edge



1/4 Vertical

88 x 130 mm

INDUSTRY LEADING AGENCY RATES

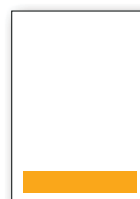
The rates above do not include GST. GST is 10%.
 Rates do not include make-up, typesetting or alteration costs -
 rates available upon request.

SPECIAL POSITIONING

Subject to Editorial approval and availability: + 10% LOADING

WEBSITE BANNER ADVERTISING

Specifications: see page 11.



Strip

33 x 180 mm

MATERIAL SPECIFICATIONS

MATERIAL SUBMISSION:

High resolution PDF - 300dpi/press ready - to be supplied via email (maximum 6mb file size) or on CD. Please contact AMTIL before attempting electronic file transmission above 5mb.

If press ready pdf files are not achievable, we will accept high resolution (300dpi) at 100% output size TIF, JPEG or EPS (rasterised or vector) files. If vector based EPS files, please outline all fonts and convert all colours to CMYK.

Please ensure that the dimensions of the advertisement are correct, and that adequate bleed has been allowed for (when required). It is the client or agency's responsibility to supply correct material. An additional charge will result if incorrect artwork is received (or alterations are required to received art).

MATERIAL ON DISK:

Advertising material supplied on disk must be accompanied by a colour printout of the advertisement and all necessary fonts required for output (ie. SCREEN and PRINTER fonts). Under no circumstances will separated printing film be accepted.

QUARKXPRESS or INDESIGN:

Please ensure your files are in separated CMYK mode when creating colours and that 'process separation' is selected from the 'edit colour' menu. Please delete all unused colours from the file.

ADOBE ILLUSTRATOR:

Please ensure that all fonts are converted to outlines. Please delete all unused colours from the file.

ADOBE PHOTOSHOP:

Files should be in grayscale or CMYK mode (RGB not accepted) and the resolution of the image is at 300dpi at 100% output size, with the exception of bitmap files or black & white line art which should be at 600 dpi at 100% output size.

IMAGES/ILLUSTRATIONS/SCANS:

Colours created in all documents from the above programs must be made up of Process Colours (ie. Cyan, Magenta, Yellow and Black). Please delete all unused colours from the file.

FILE COMPRESSION:

Please supply your advertisement on a PC or MAC formatted CD-ROM or DVD disk. Any disks that need to be returned will be done so at additional postage costs upon completion of printing.

DISK TYPES:

Please supply your advertisement on a PC or MAC formatted CD-ROM or DVD disk. Any disks that need to be returned will be done so at additional postage costs upon completion of printing.

COPY DEADLINES:

All files are required four weeks prior to publication date. All advertising received after the deadline will incur a 50% surcharge.

COLOUR PROOFS:

A colour printout must accompany your material. No responsibility will be taken if a colour proof is not supplied. If we are required to produce a colour proof the charge is \$120.

AUTHOR'S CORRECTIONS:

Minor changes are acceptable but complete redesigns, rewrites or style changes will incur a surcharge.

DOUBLE PAGE SPREADS:

To ensure complete readability, please avoid placing any text inside a 30mm gutter (down the centre) of the advertisement. No responsibility is accepted for lack of readability in advertisements that do not allow for this.

LOOSE INSERTS:

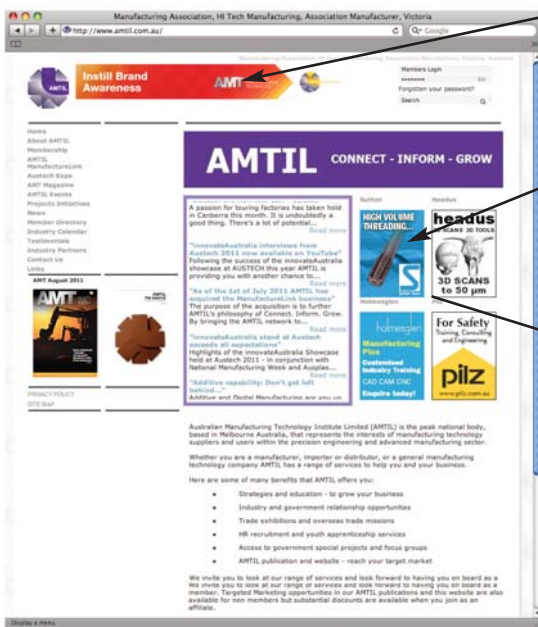
All loose inserts must not exceed 200(w) mm x 290(h) mm. Any inserts that exceed these dimensions will be folded and a charge levied. Insert rates are based on a circulation of 8,400.

NOVELTY INSERTS:

Inserts that carry some kind of novelty, affixed or glued to a page, must be presented to the publisher for inspection. Some contravene postal regulations, others present significant handling problems.

OTHER OPPORTUNITIES

Website Advertising opportunities



Top Masthead banner advert \$500 pm

SPEC: 468 pixels x 60 high (pixels). GIF format.

Tile banners \$250 pm.

SPEC: 110 wide x 150 high (pixels). JPG format.

Tile banners, and the Top Masthead banners, offer click-through capabilities that deliver a prospective customer directly to your own website.



Advertiser's website

E-mag

As a service to our members AMTIL now places each issue of *Australian Manufacturing Technology* online as a fully electronic publication (emag). Not only does the e-mag maintain the look and feel of the normal printed publication, all advertising within the publication has click-through capabilities that can drive prospective customers direct to your own website. This additional service is offered at no additional charge to the regular advertising rates. We archive all e-mags on our website.



AMT Address Flyersheets



Flysheet advertising

Be the first seen with a prominent position on the mailing flysheet that goes out to the entire AMTIL subscription/distribution database.

Other Promotional Opportunities

AMTIL can also offer a range of promotional options within the magazine, for example: double gatefold (8 x A4 pgs), 6 page roll fold out, 8 pg roll fold, 4 page fold, Belly band etc.

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