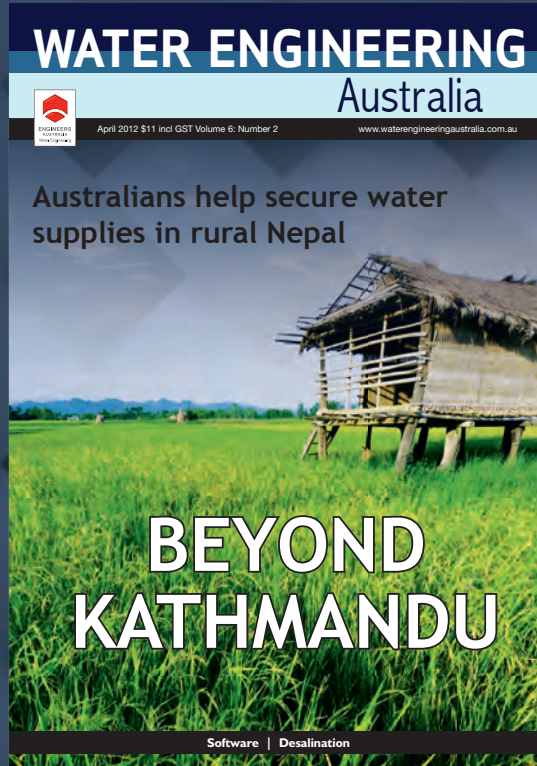
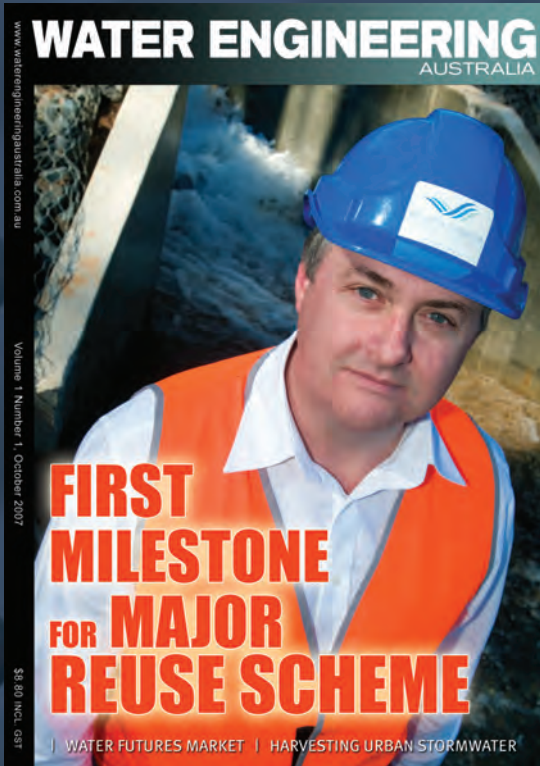


WATER ENGINEERING

AUSTRALIA



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- ▶ READER PROFILE
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MEDIA KIT 2012



ENGINEERS
AUSTRALIA

Water Engineering

Supported by Engineers Australia's
National Committee on Water Engineering.

A WATER MAGAZINE WITH A NEWS FOCUS FOR WATER ENGINEERS

- *Water Engineering Australia* is published 6 times per year.
- *Water Engineering Australia*, published by Engineers Media, which produces the award-winning *Engineers Australia* magazine, circulates to 6,561* *Engineers Australia* members, who have a professional area of interest in water and who work in the areas of dams/reservoirs, drainage, hydrology, sewage treatment, wastewater, water resources, water supply, pipelines, pumps and water quality**.
- *Water Engineering Australia* is a cost effective advertising medium to reach professional water engineers, who are members of Engineers Australia, Australia's peak professional association for engineers.
- Advertisers in *Water Engineering Australia* are eligible to have a no charge banner ad for one month on *Water Engineering Australia's* website www.waterengineeringaustralia.com.au

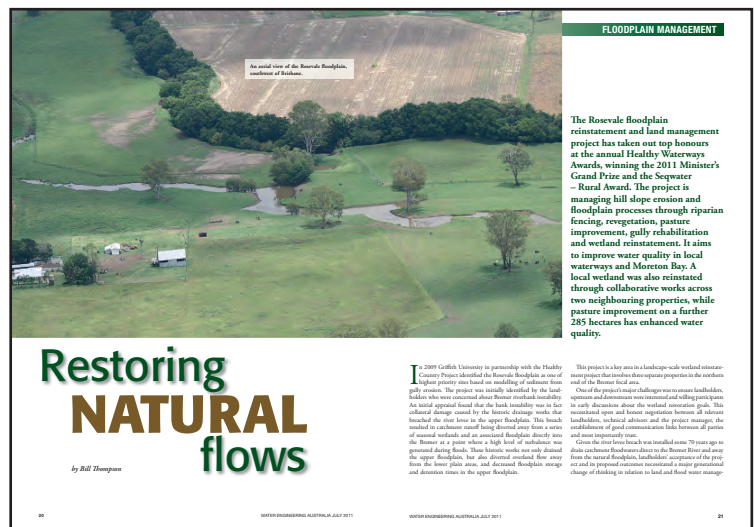
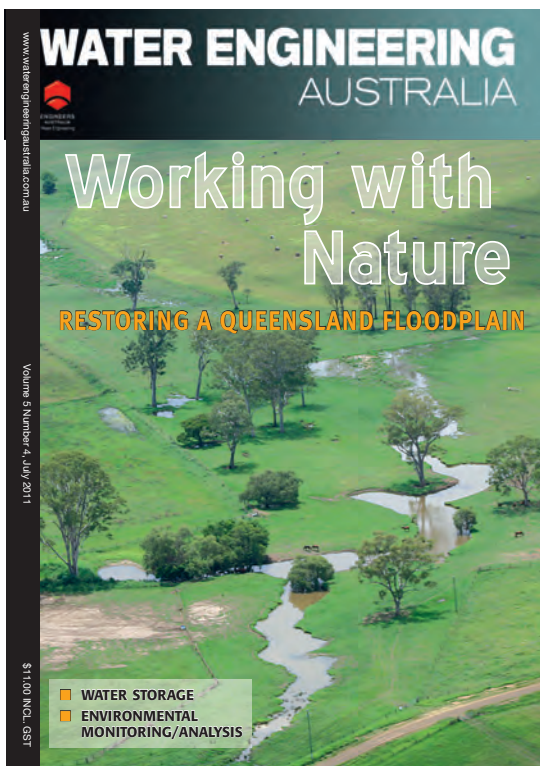
* CAB circulation for April to September 2011.

** Source: Engineers Australia membership database records

READER PROFILE*

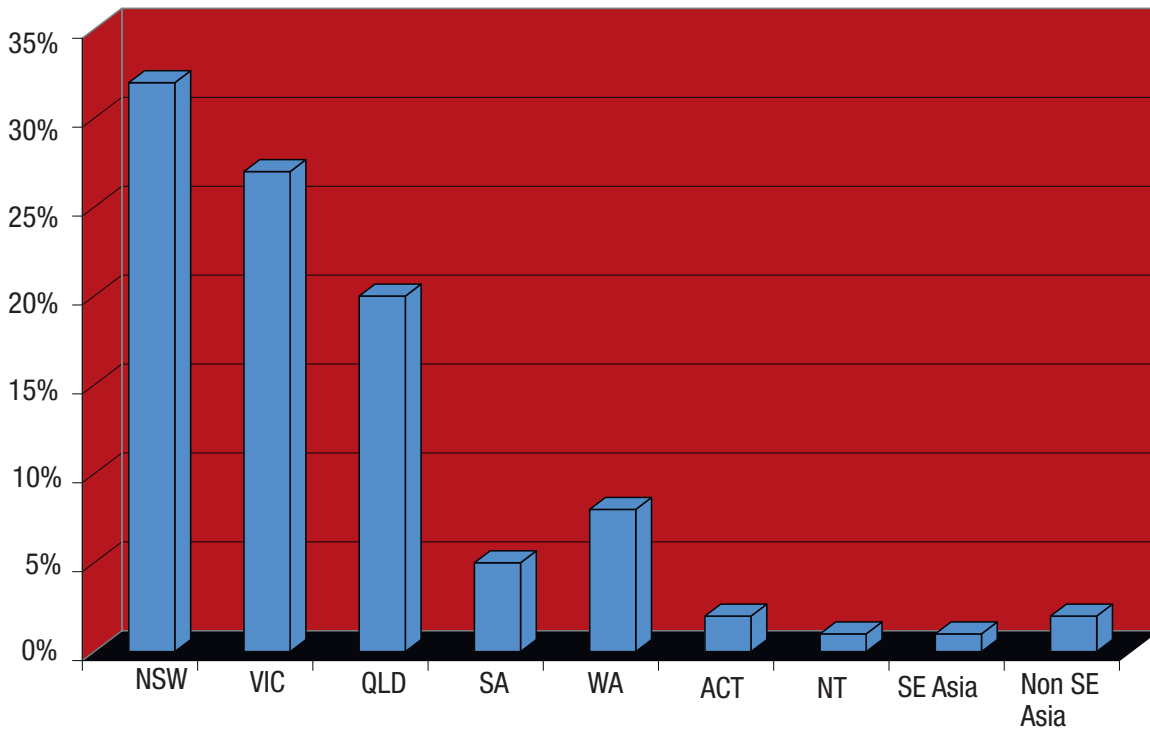
Water Engineering Australia readers work in areas of dams/reservoirs, drainage, hydrology, sewage treatment, wastewater, water resources, water supply, pipelines, pumps and water quantity.

* Source: Nielsen Media Research, Engineers Australia member survey, year ending August 2010



STATE DISTRIBUTION:

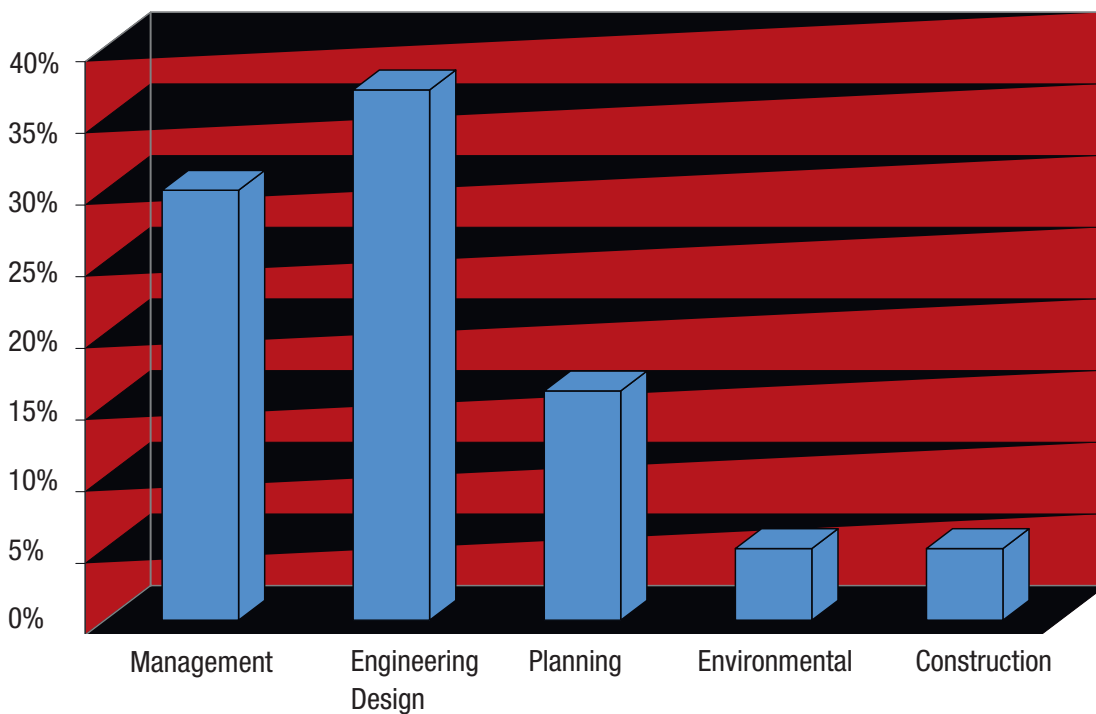
- New South Wales, with 32% of readers, is the largest state.
- 61% of readers reside on the eastern seaboard.
- 3% of readers reside overseas.



Source: August 2010 Nielsen Media Research, Water Engineering Australia reader survey

WORK AREAS:

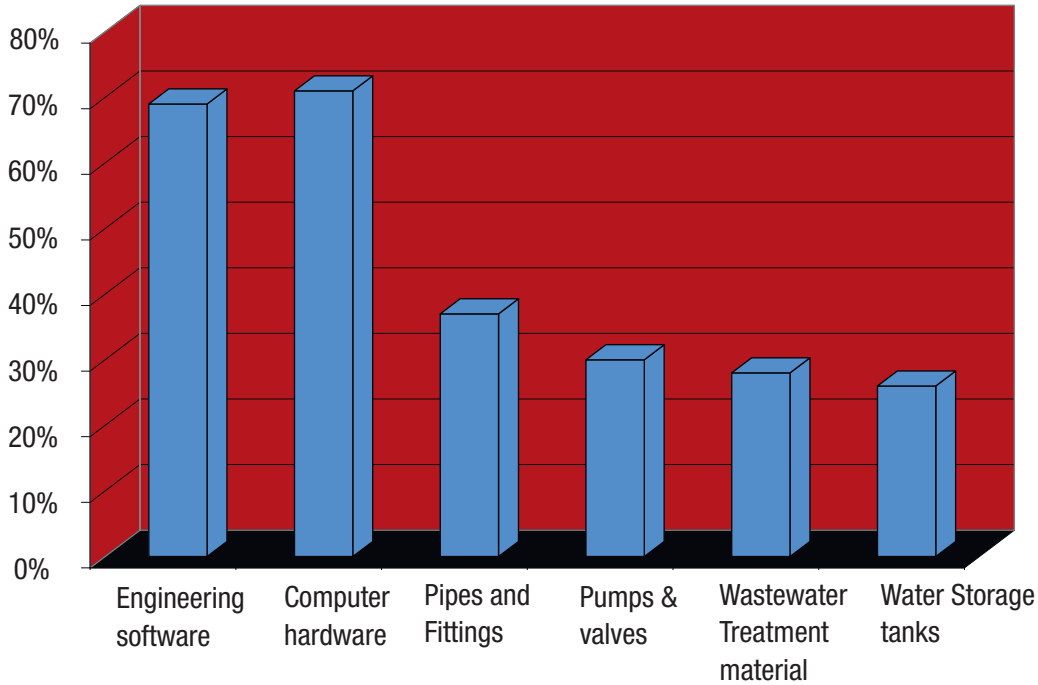
- Most readers hold engineering design positions. (37%).
- Management (30%) and planning are the next two largest readers' work areas.



Source: August 2010 Nielsen Media Research, Water Engineering Australia reader survey

PURCHASING AREAS – PRODUCTS:

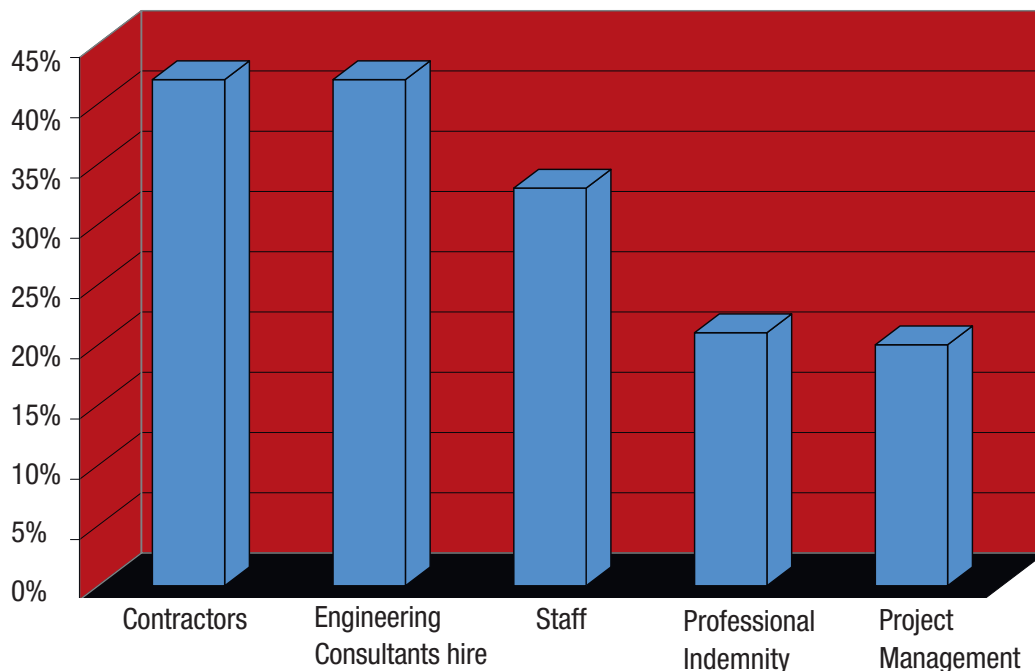
- The largest purchasing area, at 71%, was Computer Hardware.
- Engineering Software the next largest purchasing area with 69%.
- The areas of Pipes and Fittings followed with 37%.
- 79% of readers were involved in purchasing products.



Source: August 2010 Nielsen Media Research, Water Engineering Australia reader survey

PURCHASING AREAS – SERVICES:

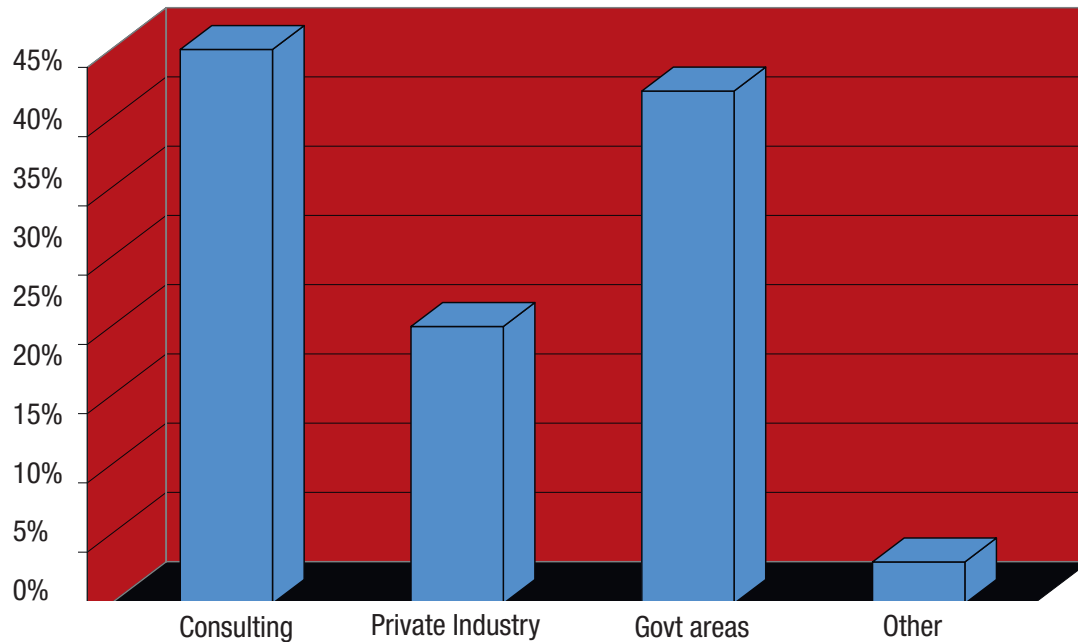
- Contractors' services and Engineering Consultants hire were the largest services purchasing areas each with 42%.
- Permanent/temporary staff hire was next at 33%.
- Project Management and Professional Indemnity recorded 26% and 21%.
- 78% of readers were involved in purchasing services.



Source: August 2010 Nielsen Media Research, Water Engineering Australia reader survey

EMPLOYMENT AREAS:

- Readers work mostly in Consulting areas – 40%
- Government engineers account for 37%.
- 20% of readers are employed in private industry.



Source: August 2010 Nielsen Media Research, Water Engineering Australia reader survey

2012 FEATURES:

ISSUE (PUBLISHED)	TOPIC	
March <i>Circulation bonus – Ozwater 2012</i>	Pipes	Electrical control
April <i>Circulation bonus – Ozwater 2012</i>	Software	Desalination
June	Water/Wastewater treatment	Pumps
July	Water Storage	Environmental monitoring/analysis
Sept	Filtration	Sewerage
Oct	Stormwater	Software

ADVERTISING RATES (ex GST):

	CASUAL	2X	6X	8X
DPS 4 colour	\$3,770	\$3,730	\$3,690	\$3,540
DPS 2 colour	\$3,400	\$3,360	\$3,320	\$3,170
DPS mono	\$3,210	\$3,170	\$3,130	\$2,990
Page 4 colour	\$2,160	\$2,140	\$2,120	\$2,050
Page 2 colour	\$1,790	\$1,770	\$1,750	\$1,680
Page mono	\$1,600	\$1,590	\$1,560	\$1,500
3/4 Page 4 colour	\$1,840	\$1,820	\$1,800	\$1,730
3/4 Page 2 colour	\$1,470	\$1,450	\$1,430	\$1,360
3/4 Page mono	\$1,290	\$1,270	\$1,250	\$1,170
2/3 Page 4 colour	\$1,750	\$1,730	\$1,700	\$1,640
2/3 Page 2 colour	\$1,380	\$1,360	\$1,340	\$1,270
2/3 Page mono	\$1,190	\$1,170	\$1,150	\$1,080
1/2 Page 4 colour	\$1,640	\$1,620	\$1,590	\$1,520
1/2 Page 2 colour	\$1,270	\$1,250	\$1,220	\$1,150
1/2 Page mono	\$1,080	\$1,060	\$1,040	\$970
1/3 Page 4 colour	\$1,260	\$1,240	\$1,210	\$1,140
1/3 Page 2 colour	\$890	\$870	\$850	\$770
1/3 Page mono	\$700	\$680	\$660	\$590
1/4 Page 4 colour	\$1,060	\$1,040	\$1,020	\$950
1/4 Page 2 colour	\$690	\$670	\$650	\$580
1/4 Page mono	\$510	\$480	\$460	\$390

Classified advertising \$16.50 per single column centimetre (eg 10cm x 2 columns = \$330.00 + GST)
Plus a free banner advertisement on www.waterengineeringaustralia.com.au

2012 DEADLINES:

	BOOKINGS	MATERIAL	INSERTS	PUBLISHED
March	24 Feb	6 Mar	9 Mar	19 Mar
April	30 Mar	6 Apr	13 Apr	23 Apr
June	29 May	8 Jun	15 Jun	25 Jun
July	29 June	6 July	13 July	23 July
Sept	22 Aug	29 Aug	5 Sept	14 Sept
Oct	5 Oct	12 Oct	19 Oct	29 Oct

BROCHURE INSERTS

Brochure inserts in **Water Engineering Australia** magazine represent value for your advertising dollar:

High impact

67% of readers indicated that they had read or looked into brochures that were inserted into Water Engineering Australia magazine in the year ended August 2010*

Insert packages

- Full circulations of both editions
- State circulations
- Capital city and metropolitan circulations
- Loose or stitched (Quantities for each package should be requested as numbers vary from month to month)

Insert costs (ex GST)

- 20.40 cents per unit (up to 20 grams)
- 25.80 cents per unit (21-30 grams)
- 32.80 cents per unit (over 31 grams)

* Source: 2010 biennial Nielsen Media Research, Water Engineering Australia reader survey

Insert content must be submitted for approval prior to printing and the above costs may be subject to Australia Post's surcharges due to weight limits on our magazine packages.


















SPECIFICATIONS FOR LOOSE INSERTS/ONSERTS IN:

Water Engineering Australia

- Size: No larger than 297 x 210mm
No smaller than 100 x 100mm.
- No Z folds or concertina brochures.
- No multiple page documents stapled at corner.
- No sachets without prior testing.
- Boards over 130 gsm must be tested for flexibility.*
- Boards with die cut inserts (ie removable credit card type replicas) cannot be accepted.*
- No inclusion of text which is considered to be a letter, ie. salutations and sign-offs are not acceptable.
- Reply-paid envelopes/cards that are inserted/onserted into our publications must meet Australia Post regulations.

*All inserts/onserts must be pulled through a curved shaft (hopper) and then go under pressure rollers. This is why certain items need to be tested. Items which cannot be fed through the hopper need to be hand onserted and will incur additional charges.

ADVERTISEMENT SIZES:

DISPLAY SIZES		
dps bleed		303mm x 426mm trimming to 297mm x 420mm
fp bleed		303mm x 216mm trimming to 297mm x 210mm (allow 3mm bleed all round)
type area		260mm x 180mm
		3/4 page 210mm x 180mm
2/3 page		260mm x 115mm
		170mm x 180mm
1/2 page		260mm x 85mm
		125mm x 180mm
		190mm x 115mm
1/3 page		260mm x 55mm
		85mm x 180mm
		125mm x 115mm
1/4 page		125mm x 85mm
		60mm x 180mm
1/4 page		95mm x 115mm
		190mm x 55mm
1/6 page		60mm x 115mm

MATERIAL REQUIREMENTS:

Files may be supplied on CD-ROM or via Quickcut. Email address: production@engineersmedia.com.au. Press optimised PDFs are required. They must be created from PostScript files using Acrobat Distiller. Ads requiring makeup by Engineers Media may be supplied in Microsoft Word (Not Publisher or PowerPoint).

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National Marketing Manager

Terry Marsden

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