IS PRODUCED BY THE INDUSTRY FOR THE INDUSTRY
IS YOUR NO 1 INDUSTRY TRUSTED MAGAZINE
PROMOTES EMERGING MANUFACTURING TECHNOLOGIES, NEW PRODUCTS & TRENDS AND INDUSTRY NEWS & OPPORTUNITIES
TARGETS THE RIGHT MARKETS
PROMOTES BRAND AWARENESS
LAUNCHES NEW PRODUCTS & SERVICES
SPEAKS TO KEY DECISION-MAKERS
GROWS YOUR BUSINESS
PRINTS OVER 7,000 COPIES
IS DISTRIBUTED NATIONALLY
OFFERS COMPETITIVE INDUSTRY RATES
HAS OVER 30,000 READERS

Our controlled circulation is monitored and confirmed by the Circulation Audit Bureau (CAB).
OUR READERS AND ADVERTISERS TELL US:

99% of readers rated the overall content of AMT Magazine extremely useful.

96% of readers rated advertisements extremely useful in sourcing products.

75% of readers rated AMT Magazine their No. 1 preferred trade magazine, when ranked against three other leading manufacturing magazines.

75% of advertisers rated AMT Magazine as an effective tool in achieving results for their business, and in promoting their products and services.
PREMIUM ADVERTISING POSITIONS

Prices Per Issue and ex GST

OUTSIDE FRONT COVER FLAP

Front Cover Flap
Trim: 105mm(w) x 150mm(h)
Bleed: 115mm(w) x 160mm(h)

Reverse Cover Flap
Trim: 105mm(w) x 297mm(h)
Bleed: 115mm(w) x 307mm(h)
Image: 80mm(w) x 277mm(h)
(Dark area indicated)

> High impact unique two-sided cover flap design
> First impression showcasing product and service
> Perfect for branding and strong messages
> Business branding and product awareness
> Editorials welcomed

MEMBER $5,230 • NON-MEMBER $6,530

INSIDE BACK COVER

Inside Back Cover
Trim: 210mm(w) x 297mm(h)
Bleed: 220mm(w) x 307mm(h)
Image: 190mm(w) x 277mm(h)
(Dark area indicated)

> High impact position on cover stock
> Ideal for strong messages
> Business branding and product awareness

MEMBER $3,950 • NON-MEMBER $4,930

OUTSIDE BACK COVER

Outside Back Cover
Trim: 210mm(w) x 297mm(h)
Bleed: 220mm(w) x 307mm(h)
Image: 190mm(w) x 277mm(h)
(Dark area indicated)

> High impact position on cover stock
> Ideal for strong messages
> Business branding and product awareness

MEMBER $4,180 • NON-MEMBER $5,230

PLEASE NOTE

SET ARTWORK TO NOMINATED SPECIFICATIONS TO AVOID POTENTIAL MISREPRESENTATION.

Booking deadline = Cancellation deadline. Advertising cancelled after the booking deadline will be charged as per contract.

If artwork is not received in time, the publisher reserves the right to repeat a previously run advertisement.

Please note that any changes or alternations to advertising or links after the E-Mag has been created and uploaded, will incur a charge.

AMTIL reserves the right to add, delete or alter features in any issue as required. Contact Nicholas Raftopoulos for further information.
**INTERNAL ADVERTISING POSITIONS**

**Prices ex GST**

### DOUBLE PAGE SPREAD

- WOW! Factor and huge impact
- Ideal for strong messages
- Business branding and product awareness

<table>
<thead>
<tr>
<th></th>
<th>MEMBER</th>
<th>NON-MEMBER</th>
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</thead>
<tbody>
<tr>
<td>1 Issue</td>
<td>$5,100</td>
<td>$6,380</td>
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<tr>
<td>3 Issues</td>
<td>$13,790</td>
<td>$17,230</td>
</tr>
<tr>
<td>6 Issues</td>
<td>$26,030</td>
<td>$32,540</td>
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</tbody>
</table>

### FULL PAGE

- High impact right hand side position
- Ideal for strong messages
- Business branding and product awareness

<table>
<thead>
<tr>
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<tr>
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<td>$4,230</td>
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<tr>
<td>3 Issues</td>
<td>$9,140</td>
<td>$11,420</td>
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<tr>
<td>6 Issues</td>
<td>$17,260</td>
<td>$21,570</td>
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### 1/2 PAGE

- Strong impact
- Economical
- Business branding and product awareness

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### 1/3 PAGE

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### 1/4 PAGE

#### 1/4 Page Vertical

- Image: 85.7mm(w) x 130mm(h)

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### STRIP BANNER

#### Strip Horizontal

- Horizontal: 177.5mm(w) x 33mm(h)

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<tr>
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<td>6 Issues</td>
<td>$3,750</td>
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### IMPACT CARD — DOUBLE SIDED

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### FLYSHEETS

<table>
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<tr>
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<th>NON-MEMBER</th>
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<tbody>
<tr>
<td>1,590</td>
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<td>$1,980</td>
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</table>

### ONSERTS

- Onsert to not exceed A4 (210mm x 297mm) finished size and 15 grams weight
- Creative, artwork and print production available for all advertisements, inserts, onserts etc Price On Application

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<thead>
<tr>
<th></th>
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<th>NON-MEMBER</th>
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<tbody>
<tr>
<td>$2,440</td>
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<td>$3,050</td>
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</table>
2022 NEW ADVERTISING OPPORTUNITIES

DIGITAL EDMS
Prices ex GST

SPOT BANNER WITH QR CODE
Spot Banner with QR Code
Image:  65mm(w) x 55mm(h)
(Dark area indicated)

6 Issues  6 Issues
MEMBER NON-MEMBER
$2,250  $2,810

SPOT DOUBLE BANNER WITH QR CODE
Spot Double Banner with QR Code
Image:  127mm(w) x 55mm(h)
(Dark area indicated)

6 Issues  6 Issues
MEMBER NON-MEMBER
$3,570  $4,440

POSTCARD – DOUBLE SIDED
Postcard
Trim:  143mm(w) x 102mm(h)
Bleed:  153mm(w) x 112mm(h)

MEMBER NON-MEMBER
$1,520  $1,900

AMTIL NEWS
Prices ex GST

AMTIL PRODUCT NEWS
> Sent each week on a Thursday
> Display 830(w) x 900(h) pixels
> Supply as a GIF or JPG at 96dpi in RGB
> Single email broadcast to over 7,000 industry targeted professionals
> Average open rate – 19.0%
> Average Click-through rate – 7.0%

Per send
MEMBER $1,900  •  NON-MEMBER $3,800
> Artwork required at least one week before send date
> On public holiday’s emails are sent one day earlier

AMTIL NEWS
> Sent each fortnight on a Friday
> Display 600(w) x 120(h) pixels
> Supply as a GIF or JPG at 96dpi in RGB
> Single email broadcast to over 10,000 industry targeted professionals
> Average open rate – 20.0%
> Average Click-through rate – 11.5%

Per send
MEMBER $1,250  •  NON-MEMBER $2,500
> Artwork required at least one week before send date
> On public holiday’s emails are sent one day earlier

EDITORIAL SUBMISSIONS
To submit editorial material for consideration or to pitch article ideas, email editor@amtil.com.au.

MATERIAL SUBMISSION
All artwork to be supplied in the following electronic formats:
> PDF: High resolution 300dpi with image(s) and fonts embedded
> TIFF, JPEG: High resolution 300dpi at 100% output size
> EPS: High resolution vector art with imagery embedded, fonts outlined fonts and colours converted to CMYK at 100% output size
> Files up to 15MB can be emailed
Please contact AMTIL for instruction for files larger than 15MB

COPY DEADLINES
> All files are required strictly as per indicated (see page 4)

AUTHOR’S CORRECTIONS
> Minor changes are acceptable but complete redesigns, rewrites or style changes will incur a surcharge

DIMENSIONS
> Please ensure dimensions of advertisements are correct, and that adequate bleed has been allowed (Applicable Double Page and Full Page advertisements only)
> Please avoid placing any text inside a 30mm gutter (down the centre) of a double page advertisement to avoid potential readability issues
> It is the client/agency’s responsibility to supply correct material
> An additional charge will result if incorrect artwork is received and alterations are required
WEBSITE BANNERS
Prices ex GST

GET STARTED PACKAGE
> 2 Ads uploaded to AMTIL website
> Base Ad 300(w) x 250(h) pixels x 2
> Supply as a GIF or JPG at 96dpi in RGB
> Duration x one (1) month
MEMBER $350 • NON-MEMBER $700
> Artwork required at least one week before send date

PREMIUM PACKAGE
> 3 Ads uploaded to AMTIL website
> Display Ad 600(w) x 120(h) pixels x 1 (Home Page)
> Base Ad 300(w) x 250(h) pixels x 2
> Supply as a JPG or GIF at 96dpi in RGB
> Duration x one (1) month
MEMBER $550 • NON-MEMBER $1,100
> Artwork required at least one week before send date

BENEFITS OF ADVERTISING

ADVERTISING CAN BE USED FOR THE PURPOSE OF INCREASING BUSINESS OR SALES, AND WITH A SOLID AND EFFECTIVE CAMPAIGN, IT CAN SET INTO MOTION MANY POSITIVE IMPACTS WITHIN YOUR BUSINESS. AN EFFECTIVE, CONSISTENT AND WELL-PLANNED ADVERTISING CAMPAIGN CAN REACH YOUR CUSTOMERS AND BRING CUMULATIVE BENEFITS.

STAND OUT WITH AN EFFECTIVE CAMPAIGN THAT SETS YOU APART FROM YOUR COMPETITION.

BOOST TRAFFIC ACROSS THE BOARD VIA YOUR PRINT AND ONLINE CAMPAIGN, SPARKING INTEREST AND CURIOSITY ABOUT YOUR PRODUCTS AND SERVICES; PROMPTING YOUR CUSTOMERS TO VISIT YOUR WEBSITE, SIGN UP FOR AN E-NEWSLETTER OR CONTACT YOU DIRECTLY.

BRAND AWARENESS IS AN ESSENTIAL OBJECTIVE WHEN ADVERTISING AS IT INCREASES EXPOSURE AND BUILDS TRUST – THE VITAL KEY WITH ALL CUSTOMERS. INCREASED EXPOSURE DELIVERS INCREASED OPPORTUNITY. CONSISTENT, FREQUENT AND EFFECTIVE ADVERTISING DRAWS YOUR CUSTOMER TO YOUR OFFERING AND SETS THE STAGE FOR FUTURE BRAND AWARENESS.

CHOOSE THE RIGHT VEHICLE SUCH AS TRADE PUBLICATIONS THAT FOCUS ON SPECIFIC INDUSTRIES RELEVANT TO YOUR BUSINESS SUCCESS AND ONES THAT HOLD INTEGRITY IN THE MARKET PLACE. ENSURING YOUR BUSINESS IS VISIBLE THROUGH THESE MEDIUMS PUTS YOU FRONT AND CENTRE IN THE RIGHT TARGET MARKET.

ADVERTISING WILL INFORM AND EDUCATE YOUR CUSTOMERS OF NEW ADVANCEMENTS AND/OR PRODUCT RELEASES. LEARNING MORE ABOUT YOUR PRODUCT OR SERVICE HELPS THEM MAKE A BETTER INFORMED DECISION.

SMART BUSINESSES VIEW CONTINUAL MARKETING AND ADVERTISING AS AN INVESTMENT RATHER THAN A COST. THEY NEED TO CONSIDER WHAT RETURN ON INVESTMENT THEY RECEIVE IN THE FORM OF HEIGHTENED CONSUMER AWARENESS, IMPROVED BRAND SENTIMENT, OR DIRECT SALES. EVALUATING THE RESULTS ARE VITAL TO CONFIRMING THE INVESTMENT AND AVOID WASTEFUL MESSAGES. ENGAGING PROFESSIONAL GRAPHIC DESIGNERS CAN HELP ENSURE CLARITY OF MESSAGE FROM THE VERY START, GIVING YOUR AUDIENCE A SUCCINCT BUT CLEAR IDEA OF WHAT IT IS THAT YOU OFFER. THIS COULD SAVE VALUABLE DOLLARS IN THE LONG RUN.