

...get a bit of help
...he was ...
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2011

MEDIA PACKAGE





INTRODUCTION

Welcome to Advanced Safety Magazine

The safety and health market's most dynamic publication

We are proud to be a leading source of Australia's occupational health and safety news for the mining, industrial, construction, oil & gas and manufacturing sectors – and we invite you to share our success.

Advanced Safety offers safety and health marketers the most integrated marketing vehicle available.

Everything we do is designed to help you maximise the return on your marketing investment and capture your share of the multi-billion dollar occupational health and safety market.

Through a rich array of print and online products, Advanced Safety helps develop cost-effective advertising campaigns.

Our team of genuine account managers are dedicated to helping you create a strong, integrated marketing plan by giving you all the information necessary to ensure your success.

Each issue of Advanced Safety contains timely, practical information and advice that is critical for protecting life and property. Feature stories look at current trends, new developments and emerging issues in health and safety, as well as case studies and profiles of innovative and successful programs.

Articles deal with specific issues in the following areas: accident prevention, ergonomics, health and safety law, workers' compensation, occupational hygiene, safety purchasing and training.

To support the magazine we have a professional website that is constantly being updated with the latest news and we distribute industry newsletters on a monthly basis direct to OH&S managers, executives, procurement officers, decision makers and workers across the state.

Banners with client logos and links to their respective websites are available to proactive and forward thinking marketers.





READERSHIP & DISTRIBUTION

READERSHIP & DISTRIBUTION

Advanced Safety Magazine has just increased its distribution to 4000 copies giving it a readership of over 12,000 people. It is distributed to safety professionals within these industries, keeping them informed of the latest safety related government legislations, regulations, standards and codes, news, views, products and industry trends. The magazine has become a reliable source of information which encourages multiple readership within organisations.

Advanced Safety has a focus on concise, entertaining and easy-to-read content. We feature editorial input from many avenues including WorkSafe WA, IFAP, the Safety Institute of Australia and the Injury Control Council. As such, we are an independent magazine, providing you with the independent, unbiased information you require to make the best decisions regarding your advertising dollar.

Distribution points for Advance Safety include:-

- OH&S officers and executives in the mining, resources, manufacturing and construction industries and work sites;
- allied health professionals;
- manufacturers and suppliers of safety equipment and services;
- federal, state and local government officials and policy makers; and
- lecturers and administration staff in tertiary institutions.





THE COVER STORY

THE COVER STORY

Our magazine provides a focus for new products and services pertinent to the safety industry. Covers and cover stories which highlight interesting new products and services that have never been previously featured go towards enhancing the professional credibility of your company and always generate the greatest amount of reader response.

The Cover Story entitles the advertiser to:-

The Cover

A photograph of your choice on the front cover (subject to editors approval)

Contents page

Approx 1/8 page pointer with photo and strap line directing the reader to your article.

Article

Two-page spread written for you by our editor with content delivered directly by you. The editorial content, the layout and pictorials will be approved and signed off by you prior to printing.

Photography

Your editorial can have a selection of appropriate photographs within it.

The cover story is highly sought after and is quite often booked well in advance. It is strictly available on a first come, first served basis. Check with your Advertising Account Manager for availability.

Pro-active and forward thinking marketers who have secured a 12 month (4 issue) package have demonstrated quite outstanding results. The 'value for money' packages provide the reputation that is required to guarantee business growth through clever branding.



Safety is Everybody's Business

Safety is everybody's business, there's no one-size-fits-all approach to safety. It's a shared responsibility that requires the active participation of every individual in the organisation. Safety is a continuous process, not a one-time event. It's about creating a culture where safety is a core value, not just a set of rules to follow. This involves ongoing communication, training, and a commitment to learning from incidents. Safety is a shared responsibility that requires the active participation of every individual in the organisation. Safety is a continuous process, not a one-time event. It's about creating a culture where safety is a core value, not just a set of rules to follow. This involves ongoing communication, training, and a commitment to learning from incidents.

Safe Work Australia Week 2008 is Fast Approaching

NATIONAL SAFE WORK AUSTRALIA WEEK 2008 IS FAST APPROACHING. It's time to get involved!

Safe Work Australia Week 2008 is a national initiative to raise awareness of safety issues and promote a culture of safety. The week is held from 24-30 October 2008. Safe Work Australia Week 2008 is a national initiative to raise awareness of safety issues and promote a culture of safety. The week is held from 24-30 October 2008. Safe Work Australia Week 2008 is a national initiative to raise awareness of safety issues and promote a culture of safety. The week is held from 24-30 October 2008.



ADVERTISING RATES



ADVERTISING RATES

PRIME POSITION

COVER STORY	\$6475.00
INSIDE FRONT COVER	\$2808.00
INSIDE FRONT COVER & FACING PAGE	\$5373.00
INSIDE BACK COVER	\$2808.00
OUTSIDE BACK COVER	\$2808.00
SLEEVE - 10cm WRAP AROUND	\$2808.00

INSERTS

A4/FULL PAGE	\$1663.20
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* Inserts are A4 size when fully opened, maximum paper weight 130gsm. For any other combinations, a sample should be sent to the office for costing.

DISPLAY ADVERTISING

DOUBLE PAGE SPREAD	\$4855.00
FULL PAGE	\$2560.00
HALF PAGE	\$1674.00
QUARTER PAGE	\$1042.00

* All prices are subject to 10% GST. Rates are correct as of Jan 2010 but are subject to change at the publisher's discretion.



PARTNERSHIP PACKAGES

GOLD PACKAGE - 4 ISSUES

IN THE MAGAZINE

- 1 x Cover Story
- 3 x Double Page Spreads
- 1 x Editorial Submission with picture in Product Innovation section

ON THE WEBSITE

- 2 x Category Sponsorship Banners
- 1 x Editorial submission in Product Showcase
- 5 x Listings in Product & Services Directory

ON THE E-NEWSLETTER

- 1 x Company logo on fortnightly E-Newsletter

VALUE: Over \$25,000

PRICE TO YOU: On request Save \$\$\$

SILVER PACKAGE - 4 ISSUES

IN THE MAGAZINE

- 4 x Full Page Advertisements
- 1 x Editorial submission with picture in Product Innovation section

ON THE WEB

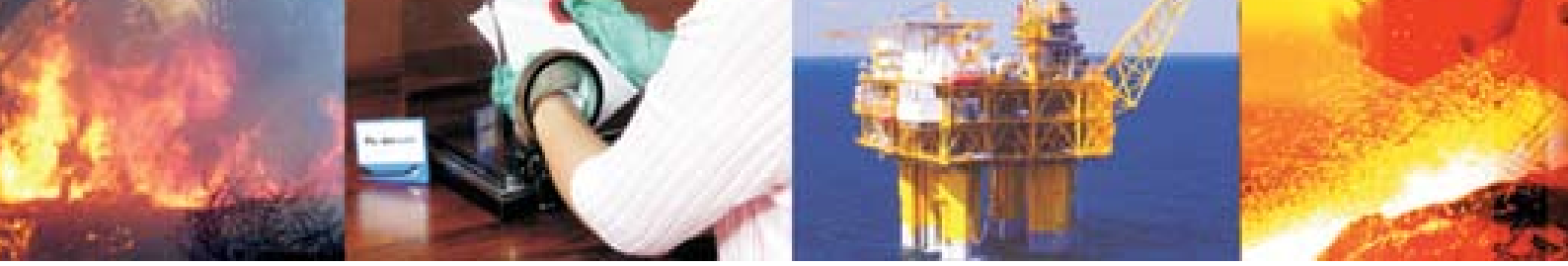
- 1 x Category Sponsorship Banner
- 1 x Editorial submission in Product Showcase

ON THE E-NEWSLETTER

- 1 x Company logo on fortnightly E-Newsletter

VALUE: Over \$11,000

PRICE TO YOU: On request Save \$\$\$



PARTNERSHIP PACKAGES



PARTNERSHIP PACKAGES

BRONZE PACKAGE - 4 ISSUES

IN THE MAGAZINE

- 4 x Half Page Advertisements
- 1 x Editorial submission with picture in Product Innovation section

ON THE WEBSITE

- 1 x Category Sponsorship Banner
- 1 x Editorial submission in Product Showcase

VALUE: Over \$8,000

PRICE TO YOU: On request Save \$\$\$

ENTRY PACKAGE - 4 ISSUES

IN THE MAGAZINE

- 4 x Quarter Page Advertisements

ON THE WEBSITE

- 1 x Category Sponsorship Banner

VALUE: Over \$5,000

PRICE TO YOU: On request Save \$\$\$

Your Advertising Account Manager will discuss and explain each package and tailor a proposal to suit your requirements and budget. There are great savings to be made by booking a package.



ONLINE PACKAGES

Your marketing message in front of 1000's.....

ON LINE – www.advancedsafety.com.au

The accessibility, up-to-the-minute content and simple navigation of the website makes this the first choice website for all Occupational Health & Safety Managers. For the latest in legislation, a look at current trends, new developments and emerging issues in health & safety go to www.advancedsafety.com.au

Advertising Option 1: SITE SPONSORSHIP/PREMIUM POSITION

Premium Listings attract more than 95% of web traffic.

By securing a Premium position, you are guaranteed to have your business branded on every page of the site (excluding the Products & Services directory).

A premium position also guarantees your business appears at the top of the list in search results. We also include links to your website and booking engine.

12 months \$9,445.00

Advertising Option 2: CATEGORY SPONSOR

By sponsoring a category in the Product & Services directory you will receive a banner ad at the top page of your chosen section. Banner advertisements also include a 40 word overview of your company, your company logo and your contact details in the listings.

6 months \$1045

12 months \$1990

Advertising Option 3: LISTINGS

You receive a listing, which will be run in up to 5 categories of your choice. The listing includes your company details, company overview (we recommend approx 50 words) your logo and a hyperlink to your website.

3 months \$473

6 months \$683

12 months \$1045

Call your Advertising Account Manager to secure your booking.



PRODUCT & SERVICES SHOWCASE

The objective of the product & services showcase section is to highlight new and innovative products and or services and the companies manufacturing / supplying them to the industry in a clean, concise format.

This is achieved by :-

- Creating a clean and fresh professional layout – in keeping with the magazine
- Firmly identifying the new product / service and the manufacturer / supplier
- Product / service description clearly written in product information box
- Company contact details included in contact box
- Colour coded pages

All advertisers in this section automatically have their product displayed on our website

Full page product showcase	\$2100
Half page product showcase	\$1400
Quarter page product showcase	\$900
Price subject to 10% GST	

Product Showcase
Smiths Facades — Osborne Park Perth



PRODUCT Gas Masks

"Though materials have been received promptly, the recent North Queensland tropical weather has impacted on the completion", he said. "Mid-April is now the anticipated opening." The work remaining is primarily aesthetic: painting, landscaping and cleaning along with installing some furnishings.

Due to the simplicity of building materials such as block walls and concrete flooring the project moved forward smoothly. These basic materials, the architectural open design, strengthened by tropical wind ratings, tenant empathy and council consultation means Solarus is built to remain. Though materials have been received promptly, the recent North Queensland tropical.

AVAILABLE FROM

- **Smiths Facades Showroom:**
15 Hector Street, Osborne Park, Perth, WA.
Phone: 08 9526 1423 Fax: 08 9632 4587
Email: info@crossbylles.com.au
- **Opening Hours:**
Monday to Friday, 8.30am - 4.30pm
Saturdays, 9.00am - 2.00pm

Full page




PRODUCT Smoke Alarms

Due to the simplicity of building materials such as block walls and concrete flooring the project moved forward smoothly. These basic materials, the architectural open design, strengthened by tropical wind ratings, tenant empathy and council consultation means Solarus is built to remain. Though materials have been received promptly, the recent North Queensland tropical.

AVAILABLE FROM

- **Structure Walls Showroom:**
15 Hector Street, Osborne Park, Perth, WA.
Phone: 08 9526 1423 Fax: 08 9632 4587
Email: info@crossbylles.com.au
- **Opening Hours:**
Monday to Friday, 8.30am - 4.30pm
Saturdays, 9.00am - 2.00pm

Half page



PRODUCT Safety Gear

Due to the simplicity of building materials such as block walls and concrete flooring the project moved forward smoothly. These basic materials, the architectural open design, strengthened by tropical wind ratings, tenant empathy and council consultation means Solarus is built to remain. Though materials have been received promptly, the recent North Queensland tropical.

AVAILABLE FROM

- **Mediterranean Walls Showroom:**
15 Hector Street, Osborne Park, Perth, WA.
Phone: 08 9526 1423 Fax: 08 9632 4587
Email: info@walls.com.au
- **Opening Hours:**
Monday to Friday, 8.30am - 4.30pm
Saturdays, 9.00am - 2.00pm

Quarter page



ARTWORK SPECIFICATIONS

ARTWORK SPECIFICATIONS

Artwork may be sent via email and should be directed to reception@timespub.com.au.

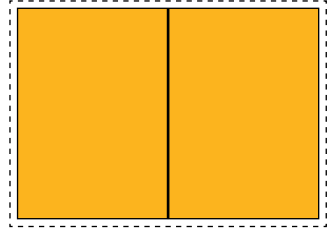
Electronic artwork can be supplied on CD in a PC format. Formats accepted include: CorelDRAW(.CDR), High resolution Adobe Acrobat (.PDF), Adobe Illustrator (.AI) Adobe Indesign (.indd) or Post Script (.PS).

Electronic photographs should be high resolution in either .JPG or .TIF format as CMYK (32-bit).

Any fonts used in supplied artwork must be supplied, or alternatively, text should be converted to outlines.

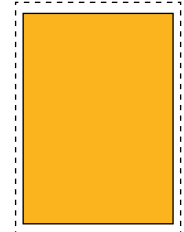
DPS (Double Page Spread)

Image area 297mm deep x 420mm wide
 Bleed 307 x 430mm includes 5mm bleed
 Trim 297 x 420mm
 ----- (Indicates bleed)



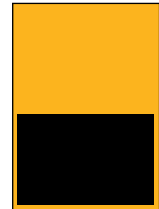
Full Page

Image area 297mm deep x 210mm wide
 Bleed 307 x 220mm includes 5mm bleed
 Trim 297 x 210mm
 ----- (Indicates bleed)



Half Page

Vertical
 Image area 125mm deep x 190mm wide



Quarter Page

Vertical
 125mm deep x 90 wide





TOTAL MARKETING PACKAGE

TOTAL MARKETING PACKAGE



Our strength lies in more than our high quality publications and supporting websites. Get with the times with TimesOnline and TimesDesign.

TimesDesign

TimesDesign is quickly growing in reputation for providing top quality graphic design and print management solutions to many of Australia's respected companies.

We know how important it is that your company is projected in a professional manner from the outset. To that end, TimesDesign will work with you to achieve the desired look for your brochures, flyers and other stationery.

TimesOnline

TimesOnline is the division that creates professional, user-friendly websites.

TimesOnline draws on an experienced team of creative designers and project managers who understand deadlines and listen to your company's individual needs. They are best equipped to create a unique website that's easy to navigate while providing the reader with informative material about your company.

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