LOGISTICS& MATERIALS HANDLING

MEDIA KIT 2016

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LMH - LOGISTICS MATERIALS HANDLING

- Larger distribution than any other logistics or materials handling publication in Australia
- The voice for the Australian materials handling, logistics and supply chain management industries
- Highly-respected, in-depth, quality editorial

LOGISTICS& MATERIALS HANDLING

"REACHING OVER 106,800 AUSTRALIAN INDUSTRY PROFESSIONALS"*

PRINT PROFILE

Logistics & Materials Handling magazine provides feature-driven content, news and products information specifically targeted to service the information needs of senior and operational managers in the Australian materials handling, logistics and supply chain management industries.

Reaching a controlled circulation of 14,901 you are sure of reaching logistics and materials handing professionals who make or influence purchasing decisions.

To ensure maximum reach and longevity of your advertisement, each edition of Logistics & Materials Handling is sent to our newsletter subscribers as a digital magazine and is also housed on our website.

DEMOGRAPHICS

cab CIRCULATIONS AUDIT BOARD

AVERAGE NET DISTRIBUTION PERIOD ENDING SEP'15 – 14,901

NSW	33%
VIC	29%
QLD	18%
WA	11%
SA	6%
ACT / TAS / NT / OS	3%

SUBSCRIBERS BY JOB

MANAGEMENT	39%
DIRECTOR	28%
ENGINEERING	16%
TECHNICAL	6%
SENIOR POSITIONS	6%
OPERATIONS	6%

INDUSTRY BREAKDOWN

FOOD	17%	EQUIPMENT & MACHINERY	13%
OTHER MANUFACTURING	19%	RETAIL & WHOLESALE	8%
SERVICES	20%	METAL PRODUCT MANUFACTURING	22%
MINING & MINERAL EXPLORATION	2%		

ONLINE PROFILE

Logisticsmagazine.com.au

With an average of over 8,000 page impressions per month, Logisticsmagazine.com.au is one of the leading sources of information for logistics and materials handling professionals in Australia, specifically designed to be the community hub for professionals involved in logistics and materials handling. Visitors are encouraged to view and submit press releases, event listings, and products and services details.

ONLINE STATISTICS

LOGISTICSMAGAZINE.COM.AU

- **OVER 2,350 SUBSCRIBERS RECEIVING OUR WEEKLY NEWSLETTER**
- **OVER 8,100 PAGE IMPRESSIONS PER MONTH**
- **OVER 5,100 VISITS PER MONTH**
- **OVER 4,300 UNIQUE VISITORS PER MONTH**

Source: Google Analytics Jul – Sep 15
*2014 Readers Survey

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FEATURES

Please send all editorial content to: editor@logisticsmagazine.com.au | Features may change at editor's discretion

FEBRUARY	MAY	JULY	SEPTEMBER	NOVEMBER
• Forklifts, Stackers, Trolleys & Attachments • Warehousing Equipment • Factory Materials Handling • Bulk Handling • Supply Chain • Data Capture & Labelling • Trends & Developments 2016	• Bulk Handling • Safety Equipment & OHS • Warehousing Design • Factory Materials Handling • Inventory Management • RFID/GPS/Mobile Devices & Computers • Training & Careers	• Forklifts, Stackers, Trolleys & Attachments • Factory Materials Handling • Warehousing Equipment • Bulk Handling • Supply Chain • Packaging & Packaging Equipment • Cold Chain & Refrigeration	• Warehousing Equipment • Factory Materials Handling • Bulk Handling • Safety Equipment • Handling Hazardous Goods • Fleet & Freight Finance & Leasing • Software Management Systems: CRM (Customer Resource Management) /ERP (Enterprise Resource Planning) /SRM (Suppliers Resource Management) • Import/Export & Global Supply Chains Strategy	• Factory Materials Handling • Bulk Handling • Forklifts, Stackers, Trolleys & Attachments • Factory Materials Handling • Safety Equipment & OHS • Transport & Logistics Operations and Management • Supply Chain Strategy & Management • Data Capture & Labelling
BOOKING: WED 17 DEC **MATERIAL: MON 22 DEC**	**BOOKING: TUE 29 MAR** **MATERIAL: TUE 12 APR**	**BOOKING: TUE 24 MAY** **MATERIAL: TUE 7 JUN**	**BOOKING: TUE 26 JUL** **MATERIAL: TUE 9 AUG**	**BOOKING: TUE 27 SEPT** **MATERIAL: MON 10 OCT**

IN EVERY ISSUE

- Supply Chain
- Transport & Logistics
- Materials Handling
- Safety & Health
- Warehousing
- Q&A

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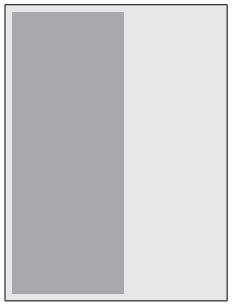
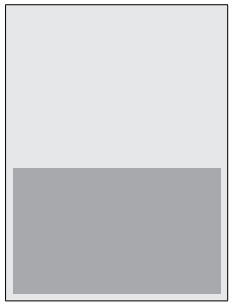
PRINT RATES & SPECS

AD SPACE	1X	4X	TRIM AREA
Front Cover	$4,000	$3,200	223x215mm + 5mm Bleed 1x image, 1x logo & 6 words of text
DPS	$6,500	$5,500	297x470mm + 5mm Bleed (Type Area: 277x450mm)
Full page	$3,500	$3,000	297x235mm + 5mm Bleed (Type Area: 277x215mm)
1/2 page	$2,000	$1,400	V: 275x100mm H: 122x210mm



1/2 V



1/2 H

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ONLINE ADVERTISING AND LEAD GENERATION

MONTHLY PACKAGES//

WEBSITE SPONSORSHIP

LEADER BOARD
[728 X 90 PIXELS | 39K MAX]

MREC 1
[300 X 250 PIXELS | 39K MAX]
ON WEBSITE

ALL INCLUDE 1/6TH SHARE OF VOICE

ADD ON OPTIONS

// NEWSLETTER DISPLAY
// ADDITIONAL MREC / LEADER BOARD ON WEBSITE
// WEBSITE SECTION SPONSORS
// COMPANY PROFILE
// PRODUCT SHOWCASE
// EVENT LISTINGS
// EDM
// WEBSITE LOGO SPONSORSHIP
// COURSES

ONLINE DISPLAY ADVERTISING POSITIONS

WEBSITE//

CONTRACT TERMS	3 MONTH	6 MONTH	12 MONTH	CASUAL
WEBSITE SPONSORSHIP	$1,800	$2,700	$3,500	$800
MREC 1 SPONSORSHIP	$900	$1,200	$1,400	$400
MREC 2 SPONSORSHIP	$800	$1,000	$1,200	$350
MREC 3 SPONSORSHIP	$650	$900	$1,000	$1,000

Terms and conditions
Website allows up to 6 advertisers at a time. Each receiving equal share of voice for the duration of a campaign. Newsletter – For 1 send per week in the allocated time [i.e. 3, 6, 12 months]. Minimum of 12 sends for 3 month contract, minimum of 24 sends for 6 month contract and minimum of 48 sends for 12 month contract.

FEATURES

// HIGHLY RESPECTED SOURCE OF NEWS AND INFORMATIONFOR THE LOGISTICS AND MATERIAL HANDLING INDUSTRY
// OVER 8,100 PAGE IMPRESSIONS PER MONTH
// 4,100 UNIQUE VISITORS PER MONTH

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ONLINE DISPLAY ADVERTISING POSITIONS

NEWSLETTER//

LEADERBOARD

MREC 01

MREC 02

MREC 03

CONTRACT TERMS	3 MONTH	6 MONTH	12 MONTH	CASUAL
LEADERBOARD	$3,000	$5,400	$9,150	$500
MREC 1	$2,850	$5,200	$8,850	$400
MREC 2	$2,500	$4,850	$8,400	$300
MREC 3	$2,200	$2,000	$4,800	$300

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Website allows up to 6 advertisers at a time. Each receiving equal share of voice for the duration of a campaign. Newsletter – For 1 send per week in the allocated time [i.e. 3, 6, 12 months]. Minimum of 12 sends for 3 month contract, minimum of 24 sends for 6 month contract and minimum of 48 sends for 12 month contract.

FEATURES

// PROVIDES UP-TO-DATE NEWS AND INFORMATION TO INDUSTRY PROFESSIONALS
// OVER 2,200 SUBSCRIBERS RECEIVE THE LOGISTICS MAGAZINE NEWSLETTER
// DELIVERED WEEKLY

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CONTACTS

CHIEF OPERATING OFFICER
Luke Farr
T: 03 8484 0997 M: 0498 020 866
E: luke.farr@primecreative.com.au

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