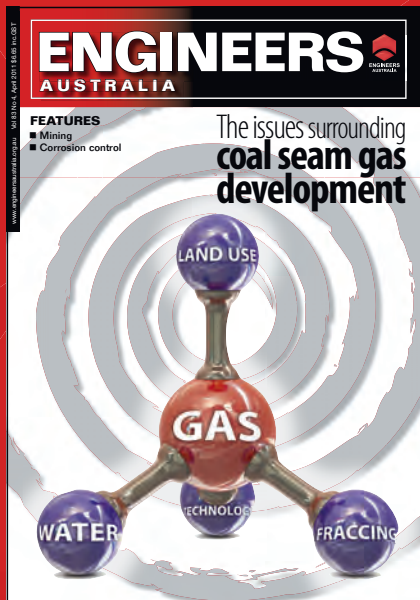


# ENGINEERS

## AUSTRALIA



## MEDIA KIT 2011



- INTRODUCTION
- READER SURVEY METHODOLOGY
- CIVIL EDITION READER PROFILE
- CIVIL EDITION ADVERTISING RATES
- GENERAL EDITION READER PROFILE
- GENERAL EDITION ADVERTISING RATES
- 2011 FEATURES
- 2011 DEADLINES
- ADVERTISING MATERIAL REQUIREMENTS
- CONTACTS



**E**ngineers Australia magazine, supported by demographic information from one of Australia's leading pollsters, Nielsen Media Research, can make the claim of reaching more professional engineers than any other Australian print medium.

**Engineers Australia** magazine, first published in November 1976, is also the only print medium to reach all members of Engineers Australia (the Institution of Engineers Australia) – Australia's peak professional association for engineers, and the only professional body able to bestow Chartered Status, which is recognised globally.

**Engineers Australia** magazine's high readership, journalistic credibility levels and its production of two editions enabling tightly targetted advertising solutions, provides the most effective advertising medium to reach professional engineers.

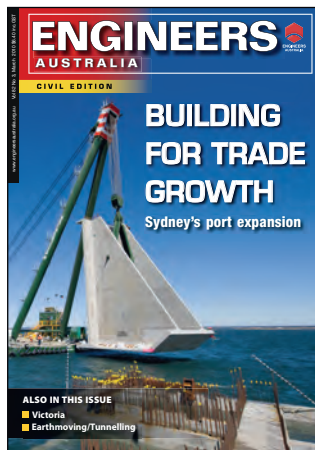
Since August 1992, two editions of **Engineers Australia** magazine have been produced simultaneously each month. These are:

- The **Civil edition**, with a CAB audited circulation of 22,219, reaching civil and structural engineers.
- The **General edition**, with a CAB audited circulation of 31,243, reaching mechanical, electrical/electronics and chemical engineers.

Both editions are delivered mainly to readers' home addresses, a strategy that ensures a high readership level. The latest reader survey shows that 98% of readers had read a monthly issue of **Engineers Australia** and 68% had read between 8 to 12 issues a year. By comparison, other publications attracted little support from **Engineers Australia** readers.

The **Civil edition of Engineers Australia** magazine won the "Best Specialist Magazine Of the Year" category at the 1999 Australian Business Publishers Bell Awards. The award recognised excellence in specialised publishing together with innovation, variety and competence involved in the production of specialist publications. Additionally, both editions won a "High Commendation" in the Business-to-Business Magazine of the Year for 2006 category (print run greater than 30,000). Our journalists and selling staff have also won individual awards in 1999, 2000, 2001, 2003 and 2004.

Both editions are produced in four colours throughout and contain 56 pages of editorial. Their format and style are both bright and fresh with a layout and look comparable to any other Australian produced magazine. They are wrapped in recyclable plastic and printed on oxygen bleached chlorine free papers from plantation forests.



## READER SURVEY METHODOLOGY

*Conducted by Nielsen Media Research, July-August 2010.*

Engineers Australia magazine is published monthly and reaches professional engineers who are members of Engineers Australia, Australia's peak professional association for engineers.

Since 1976, Engineers Australia magazine has conducted a reader survey across Australia and SE Asia every two or three years, the latest of which has been conducted by Nielsen Media Research. This survey provides information on respondents' feedback regarding their work characteristics and readership of the following publications:

- Engineers Australia Magazine – Civil Edition
- Engineers Australia Magazine – General Edition

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### Survey Distribution

The survey was conducted nationally across Australia and also included readers in SE Asia and non SE Asia areas proportionate to the membership distribution.

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### Survey Methodology

This year the methodology used was online. An e-mail was sent out to current members of Engineers Australia informing them of the survey and also containing the link to the online survey.

Engineers Media prepared a mailing list containing email addresses of members selected to take part.

To maximise the response rate an incentive prize draw was offered with prizes ranging from \$400-\$600. Respondents were asked to complete an online form providing their full name, contact phone numbers and mailing address. The prize draw was conducted electronically, randomly selecting four respondents from the pool of participants who were then allocated the prizes.

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## Sample Design

The July/August 2010 membership of 45,886 was distributed as follows:

General – Mechanical/Electrical/Chemical Non SE Asia	25,818
Civil/Structural Non SE Asia	18,387
General – Mechanical/Electrical/Chemical SE Asia	782
Civil/Structural SE Asia	899

The sample of 2,800 selected members for this study was comprised of:

- 2,300 members in Australia
- 100 Civil/Structural members from SE Asia
- 150 Mechanical/Electrical/Chemical members SE Asia
- 100 Civil/Structural members from Non SE Asia
- 150 Mechanical/Electrical/Chemical members Non SE Asia.

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## Field Dates

The online survey was live from 16th July and had a nominated close off date of Wednesday 19<sup>th</sup> August, which was extended to the 25<sup>th</sup> August to allow for further completions of the survey. This allowed six weeks for members to respond.

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## Response Rate

There was an excellent 33% response rate with 936 completed surveys, slightly lower than the 37% response rate in 2007 but still higher than 2005 response rate of 27%.

Out of the 936 completed surveys, 25 surveys had to be discarded because the respondents did not state their College or area, which was required to weight the entire pool of respondents within the final database to ensure the results reflect the 'total universe'. Therefore the final number of respondents utilised was 909.

Nielsen Media Research  
September 2010

# CIVIL EDITION READER PROFILE

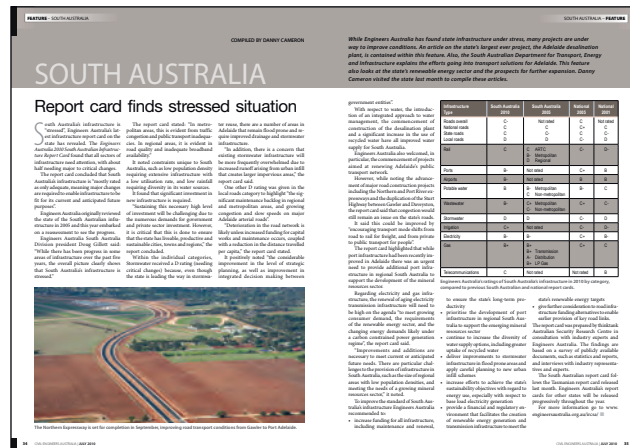
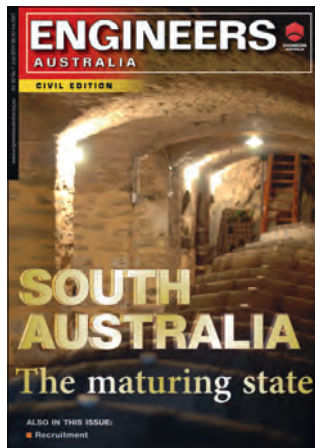
Readers of the **Civil Edition of Engineers Australia** magazine are professional civil and structural engineers, all of whom are members of Engineers Australia – Australia’s peak professional association for engineers.

## Demographics

Biennial independent reader surveys provide information about:

- Demographic and employment characteristics
- Attendance at courses, conferences, seminars and exhibitions
- Use of information technology
- Involvement and participation in the purchase of products and services relating to their employment
- Readership of the Civil edition and other weekly and monthly magazines and newspaper publications.

Civil Edition, CAB Circulation – 22,219 (October 2010 to March 2011).



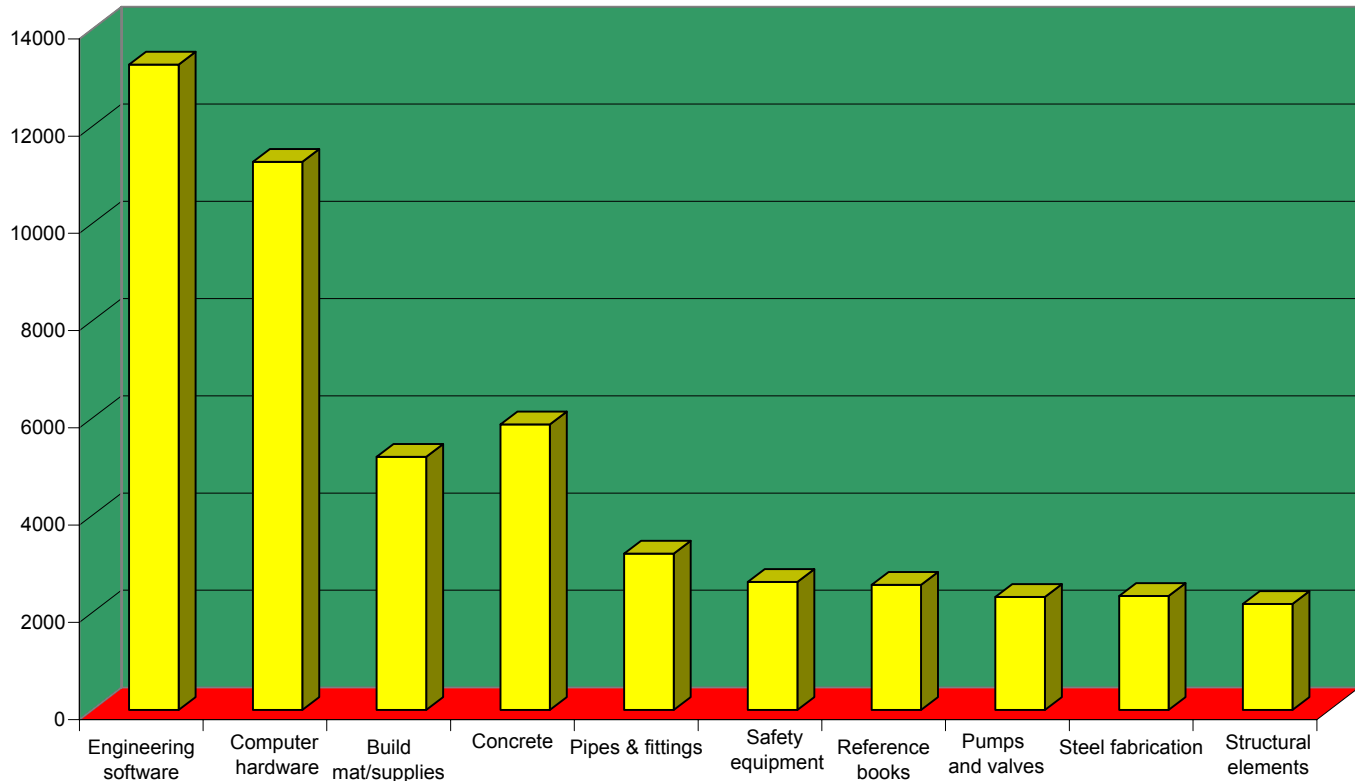
## CIVIL EDITION – READER SURVEY KEY FINDINGS

- Demographically, the majority of Civil edition readers (81%) are aged 35+, while 45% are aged 35-54
- 90% of respondents are working full or part time.
- 28% of respondents categorise their employer as Private industry, followed by Consulting (36%), with 25% working in some level of Government (i.e. Commonwealth, State, Local or Armed Forces).
- A third (34%) of respondents are working in Management/Supervisory roles, 31% are in Engineering Design.
- Civil edition readers are high salary earners – of those currently employed, 66% earn more than \$85,000 per annum and 50% earn \$105,000 or more per year.
- These readers want to be educated and learn more – 78% have attended business courses, seminars or exhibitions in the last 12 months.
- The Civil edition is the primary source of information (69%) regarding information on Courses, Seminars and Exhibitions.
- The range of industries covered within the Civil edition readership is vast and varied, ranging from Building and Construction at 19% to Petroleum Engineering at 2%.
- 78% of respondents have invested in employment or purchased services in the last 12 months.
- Respondents are big spenders with 51% spending up to \$750k per year – 23% have spent over \$1m in the prior year.
- 83% of respondents were involved in primary purchasing of products.
- 72% of respondents read **8-12 issues** per year.
- The Civil edition has a pass-on readership of 3, giving it a total readership of **64,777**.
- The Civil edition is read throughout but the most popular sections are Cover Stories (67%), General Articles (64%), Special Features (57%). News (56%).
- 68% of the respondents have read/looked into commercial brochures that have been inserted with the Civil edition.
- The Civil edition of Engineers Australia magazines is the most read monthly magazine by its readers.

Nielsen Media Research

September 2010

## Civil Edition - Top 10 Product Purchasing Categories

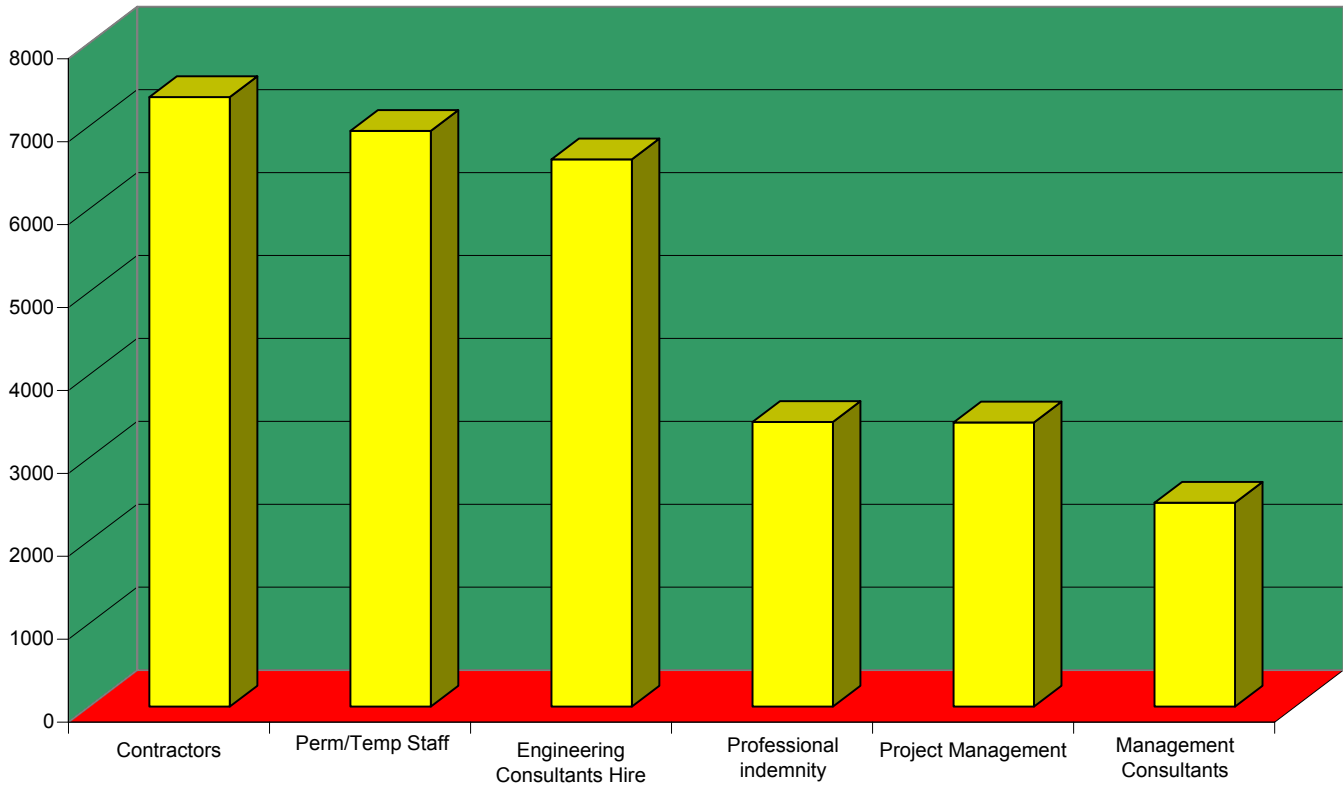


## PURCHASING - PRODUCTS

19,162 civil and structural engineers participated in product purchases in the year ended August 2010. Computer software, with 13,272 purchases, was the top purchasing category, followed by engineering hardware with 11,275 purchases.

[Click here](#) for full purchasing list

Civil Edition - Top 5 Services Purchasing Categories



## PURCHASING - SERVICES

17,229 civil and structural engineers participated in services purchases in the year ended August 2010. Contractors' services, with 7,349 purchases, was the top purchasing category, followed by readers' hire of permanent/temporary staff with 6,942 purchases.

[Click here](#) for full purchasing list

## ADVERTISING RATES – ENGINEERS AUSTRALIA MAGAZINE

### CIVIL EDITION EFFECTIVE JANUARY 2011

The Civil edition of **Engineers Australia** magazine is distributed to all professional engineers, engineering technologists and engineering associates affiliated with the Civil and Structural Colleges of Engineers Australia.

FULL COLOUR						
DISPLAY unit display space	casual \$	2x \$	6x \$	12x \$	18x \$	24x \$
<b>Double Page Spread</b>	8410	8240	8100	8010	7660	7140
<b>1 page</b>	4840	4810	4670	4600	4490	4260
<b>3/4</b>	4120	4101	3980	3940	3830	3660
<b>2/3</b>	3910	3890	3820	3760	3690	3520
<b>1/2</b>	3200	3170	3130	3110	3070	2900
<b>1/3</b>	2690	2670	2640	2580	2550	2470
<b>1/4</b>	2360	2340	2320	2300	2270	2200



## MONO RATES

DISPLAY unit display space	casual \$	2x \$	6x \$	12x \$	18x \$	24x \$
<b>Double Page Spread</b>	7130	6950	6810	6620	6370	5860
<b>1 page</b>	3550	3470	3410	3300	3180	2930
<b>3/4</b>	2800	2720	2670	2630	2540	2280
<b>2/3</b>	2620	2590	2510	2450	2360	2220
<b>1/2</b>	1910	1880	1870	1820	1790	1680
<b>1/3</b>	1380	1360	1340	1270	1240	1190
<b>1/4</b>	1070	1060	1050	1030	980	890

<b>Classified Advertising</b>	\$29.50 per single column centimetre (eg. 5cm x 2columns = \$ 295 + GST)	
<b>2 Colour Rate</b>	Add \$430 to mono rate	
<b>Settlement Rebate</b>	10%	
<b>Contracts</b>	Contracts for advertising are limited to a 12 month period. The right is reserved to vary rates during the contract period	
<b>Circulation</b>	Civil Edition	22,219
<b>CAB</b>	General and Civil Edition Combined	53,462

**Please add 10% GST to all amounts**



## GENERAL EDITION READER PROFILE

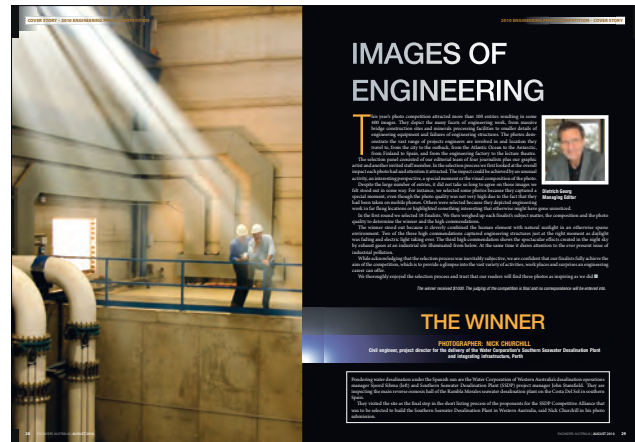
Readers of the **General Edition of Engineers Australia** magazine are primarily professional mechanical, electrical/electronics and chemical engineers, all of whom are members of Engineers Australia.

### Demographics

Biennial independent reader surveys provide information about:

- Demographic and employment characteristics
- Attendance at courses, conferences, seminars and exhibitions
- Use of information technology
- Involvement and participation in the purchase of products and services relating to their employment
- Readership of Engineers Australia and other weekly and monthly magazines and newspaper publications.

**General Edition, CAB Circulation – 31,243 (October 2010 to March 2011).**



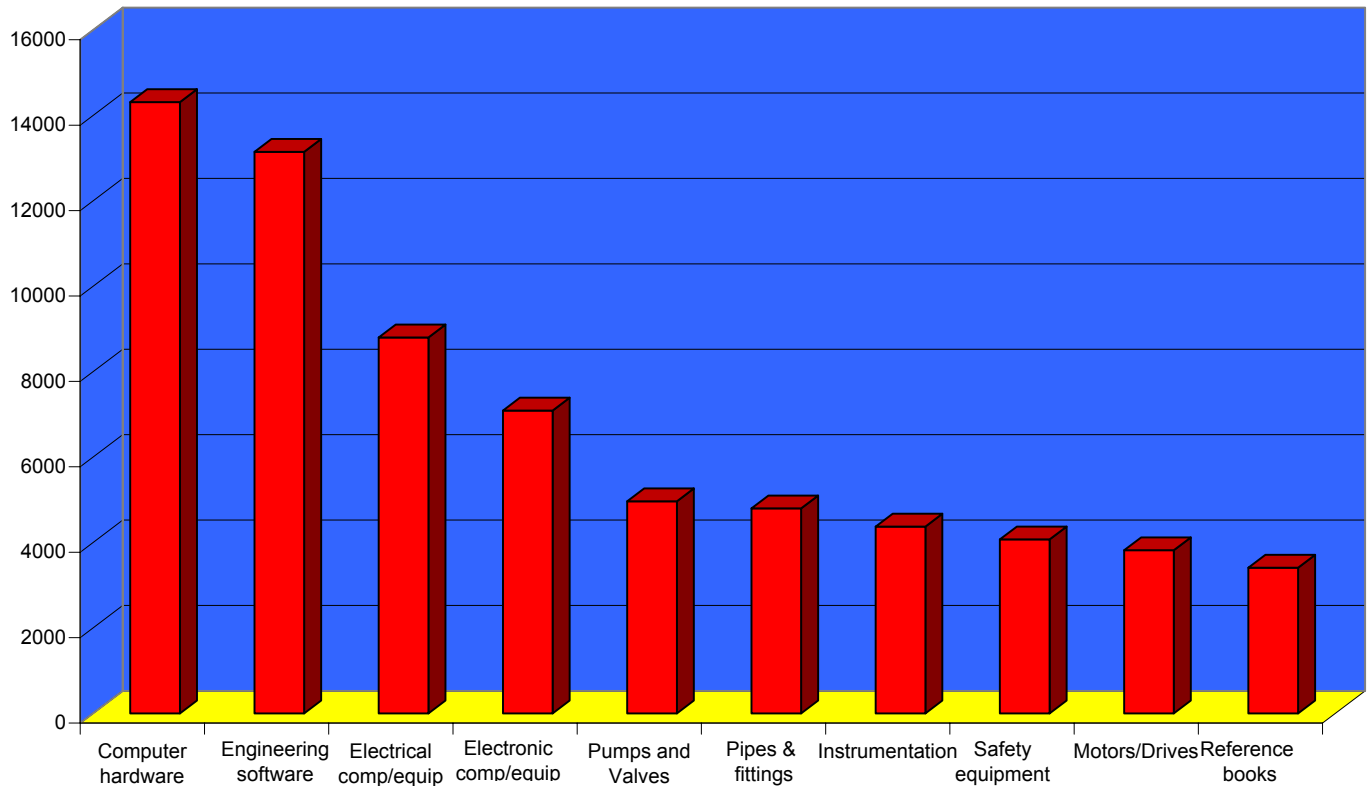
## GENERAL EDITION – READER SURVEY KEY FINDINGS

- Demographically, the majority of General edition readers (79%) are aged 35+, while 48% are aged 35-54
- 88% of respondents are working full or part time.
- 43% of respondents categorise their employer as Private industry, followed by Consulting (28%), with 16% working in some level of Government (i.e. Commonwealth, State, Local or Armed Forces).
- 30% of respondents are working in Management/Supervisory roles, 27% are in Engineering Design.
- General edition readers are high salary earners – of those currently employed, 65% earn more than \$85,000 per annum and 50% earn \$105,000 or more per year.
- These readers want to be educated and learn more – 73% have attended business courses, seminars or exhibitions in the last 12 months.
- The General edition is the primary source of information (67%) regarding information on Courses, Seminars and Exhibitions.
- The range of industries covered within the General edition readership is vast and varied, ranging from Mining (10%), Manufacturing (7%) to Fire/Safety (1%).
- 76% of respondents have invested in employment or purchased services in the last 12 months.
- Respondents are big spenders with 50% spending up to \$750k per year – 21% have spent over \$1m in the prior year.
- 89% of respondents were involved in primary purchasing of products.
- 68% of respondents read **8-12** issues per year.
- The General edition has a pass-on readership of 2.5, giving it a total readership of **75,272**.
- The General edition is read throughout but the most popular sections are General Articles (66%), Cover Stories (64%), News (53%), Special Features (51%).
- 62% of the respondents have read/looked into commercial brochures that have been inserted with the General edition.
- Almost half (43%) of the respondents who belong to the Electrical College read every issue of the Electrical News quarterly supplement.
- The General edition of Engineers Australia magazine is the most read monthly magazine by its readers.

Nielsen Media Research  
September 2010



### General Edition - Top 10 Product Purchasing Categories

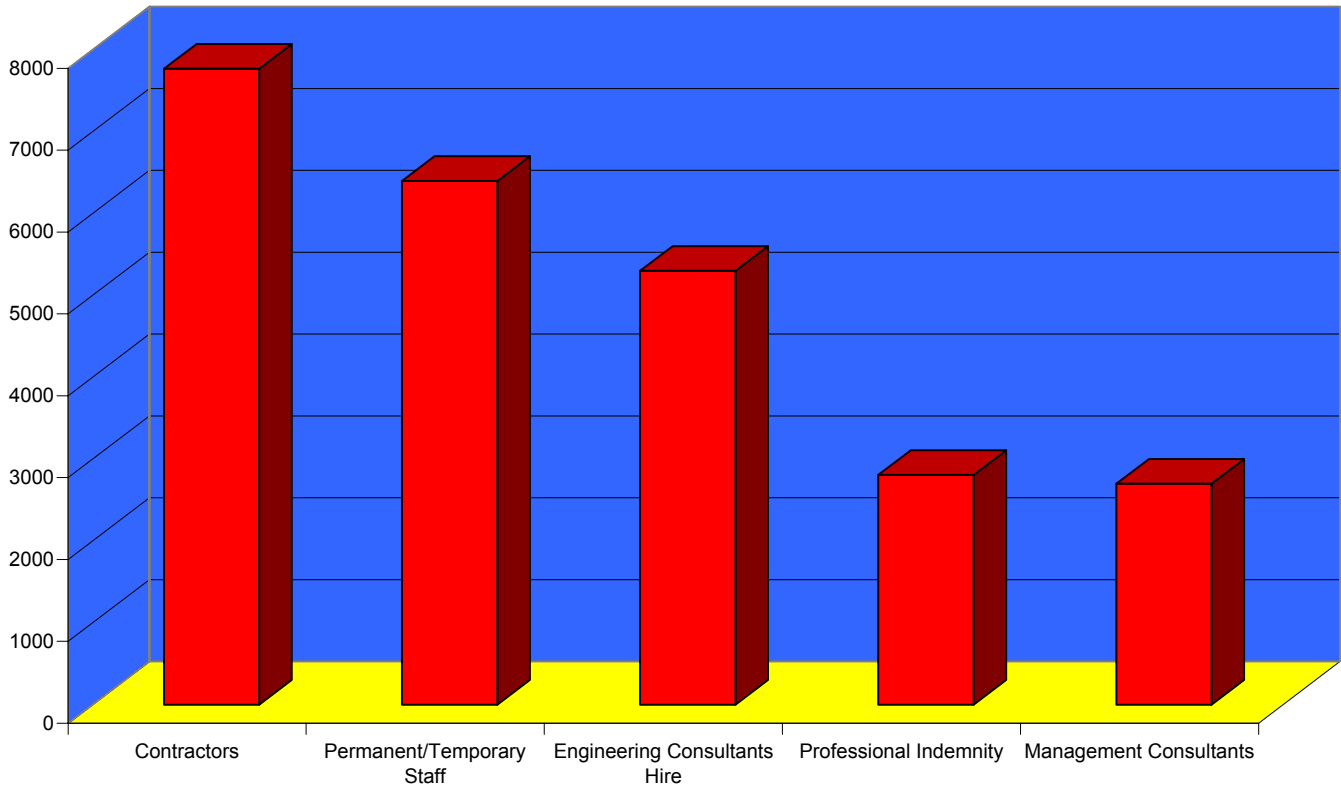


## PURCHASING - PRODUCTS

**27,544** mechanical, electrical/electronics and chemical engineers participated in product purchases in the year ended August 2010. Computer hardware, with **14,314** purchases, was the top purchasing category, followed by engineering software with **13,150** purchases.

[Click here](#) for full purchasing list

Generals Edition - Top 5 Services Purchasing Categories



## PURCHASING - SERVICES

**23,358** mechanical, electrical/electronics and chemical engineers participated in services purchases in the year ended August 2101. Contractors' services, with **7770** purchases, was the top purchasing category, followed by readers' hire of permanent/temporary staff with **6392** purchases.

[Click here](#) for full purchasing list

## ADVERTISING RATES – ENGINEERS AUSTRALIA MAGAZINE

### GENERAL EDITION EFFECTIVE JANUARY 2011

The General edition of **Engineers Australia** magazine is distributed to all professional engineers, engineering technologists and engineering associates affiliated with the Mechanical, Electrical/Electronics and Chemical Colleges of Engineers Australia.

FULL COLOUR						
DISPLAY unit display space	casual \$	2x \$	6x \$	12x \$	18x \$	24x \$
<b>Double Page Spread</b>	8590	8540	8330	8260	8010	7490
<b>1 page</b>	4930	4910	4850	4780	4640	4390
<b>3/4</b>	4260	4240	4180	4120	3960	3790
<b>2/3</b>	4040	4010	3980	3900	3880	3590
<b>1/2</b>	3320	3300	3280	3230	3150	3150
<b>1/3</b>	2760	2730	2700	2670	2630	2520
<b>1/4</b>	2450	2390	2360	2330	2300	2280

### MONO RATES

DISPLAY unit display space	casual \$	2x \$	6x \$	12x \$	18x \$	24x \$
Double Page Spread	7300	7250	7119	6950	6680	6190
1 page	3640	3620	3540	3470	3330	3090
3/4	2960	2940	2860	2800	2660	2480
2/3	2720	2700	2650	2540	2450	2280
1/2	2010	2000	1970	1930	1900	1710
1/3	1480	1450	1400	1370	1310	1220
1/4	1160	1140	1120	1060	1010	980

**Classified Advertising** \$30.60 per single column centimeter (eg. 5cm x 2columns = \$ 306 + GST)

**2 Colour Rate** Add \$430 to mono rate

**Settlement Rebate** 10%

**Contracts** Contracts for advertising are limited to a 12 month period.  
The right is reserved to vary rates during the contract period

**Circulation** General Edition 31,243

**CAB** General and Civil Edition Combined 53,462

**Please add 10% GST to all amounts**



## ENGINEERS AUSTRALIA MAGAZINE 2011 FEATURES

ISSUE/Published	CIVIL EDITION	GENERAL EDITION	BOOKING		MATERIAL
<b>January</b> 20 Jan	Liability/Risk Timber Engineering Humanitarian Engineering <i>Executive Engineer</i>	Liability/Risk Power Engineering Humanitarian Engineering <i>Executive Engineer</i>	Colour/Mono	16 Dec	04 Jan
<b>February</b> 17 Feb	Defence Facades/Roofing/Flooring <b>Southern Africa</b>	Defence Fire Protection <b>Southern Africa</b> <i>Electrical News Supplement</i>	Colour/Mono	20 Jan	28 Jan
<b>March</b> 17 Mar	Earthmoving/Tunnelling <b>Western Australia</b>	Lighting <b>Western Australia</b>	Colour/Mono	17 Feb	25 Feb
<b>April</b> 14 Apr	Corrosion Control Mining/Mining equipment <i>Executive Engineer</i> <i>Infrastructure Australia Annual</i>	Corrosion Control Mineral/Mining equipment <i>Executive Engineer</i> <i>Infrastructure Australia Annual</i>	Colour/Mono	17 Mar	25 Mar
<b>May</b> 19 May	Coastal Engineering Concrete	Aeronautical Engineering Pollution Control <i>Electrical News Supplement</i>	Colour/Mono	21 Apr	29 Apr



ISSUE/Published	CIVIL EDITION	GENERAL EDITION	BOOKING		MATERIAL
<b>June 16 June</b>	Positioning/GPS Pipes & drainage <i>Top 100 Engineers</i>	Pumps Engineering software <i>Top 100 Engineers</i>	Colour/Mono	19 May	27 May
<b>July 14 July</b>	Recruitment/Careers <b>Newcastle</b> <i>Executive Engineer</i>	Recruitment/Careers <b>Newcastle</b> <i>Executive Engineer</i>	Colour/Mono	16 June	27 June
<b>August 18 Aug</b>	Bridges Steel Construction Photo Competition	Materials Handling Biomedical Engineering Photo Competition <i>Electrical News Supplement</i>	Colour/Mono	21 July	29 July
<b>September 15 Sept</b>	Railways Airports	Railways/Rolling Stock Communications	Colour/Mono	18 Aug	26 Aug
<b>October 13 Oct</b>	Civil Engineering Software <b>Queensland</b> <i>Executive Engineer</i>	Building Services/HV A/C <b>Queensland</b> <i>Executive Engineer</i>	Colour/Mono	15 Sept	23 Sept
<b>November 10 Nov</b>	Roads/Road Maintenance Concrete Incomig president	Shipbuilding Process engineering/Control Incomig president <i>Electrical News Supplement</i>	Colour/Mono	13 Oct	21 Oct
<b>December 08 Dec</b>	Maintenance Safety <i>National Excellence Awards</i>	Maintenance Safety <i>National Excellence Awards</i>	Colour/Mono	10 Nov	18 Nov



## ENGINEERS AUSTRALIA MAGAZINE (BOTH EDITIONS) 2011 DEADLINES

	COLOUR & MONO BOOKINGS	COLOUR & MONO MATERIAL	CLASSIFIED/INSERTS	PUBLISHING DATE
<b>JANUARY</b>	16 DEC	04 JAN	06 JAN	20 JAN
<b>FEBRUARY</b>	20 JAN	28 JAN	02 FEB	17 FEB
<b>MARCH</b>	17 FEB	25 FEB	02 MAR	17 MAR
<b>APRIL</b>	17 MAR	25 MAR	30 Mar	14 APR
<b>MAY</b>	21 APR	29 APR	04 MAY	19 MAY
<b>JUNE</b>	26 MAY	3 JUNE	08 JUNE	23 JUNE
<b>JULY</b>	23 JUNE	1 JULY	06 JULY	21 JULY
<b>AUGUST</b>	21 JULY	29 JULY	03 AUG	18 AUG
<b>SEPTEMBER</b>	18 AUG	26 AUG	31 AUG	15 SEP
<b>OCTOBER</b>	15 SEPT	23 SEPT	28 SEPT	13 OCT
<b>NOVEMBER</b>	13 OCT	21 OCT	26 OCT	10 NOV
<b>DECEMBER</b>	17 NOV	25 NOV	30 NOV	15 DEC



## Advertising material requirements

















Files may be supplied on CD-ROM or via Quickcut.

Email address: [production@engineersmedia.com.au](mailto:production@engineersmedia.com.au)

**Press optimised pdfs are required.** They must be created from PostScript files using Acrobat Distiller.

Ads requiring make up by Engineers Media may be supplied in Microsoft Word (**NOT** Publisher or Powerpoint).

## 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
2/3 page	 or 	260mm x 115mm or 170mm x 180mm
3/4 page		210mm x 180mm
1/2 page	 or  or 	260mm x 85mm or 190mm x 115mm or 125mm x 180mm
1/3 page	 or  or 	260mm x 55mm or 125mm x 115mm or 85mm x 180mm
1/4 page	 or  or  or 	190mm x 55mm or 125mm x 85mm or 95mm x 115mm or 60mm x 180mm

## Classified Sizes

Column widths      1 = 32mm                  2 = 70mm                  3 = 105mm                  4 = 142mm                  5 = 180mm

## ENGINEERS MEDIA CONTACT DETAILS

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Dietrich Georg

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Terry Marsden

### **Production Manager**

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### **Advertising Manager**

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