



Materials Australia 2024 Rate Card



- ▶ **Connect** with the Experts
- ▶ **Influence** the Industry
- ▶ **Reach** the Heart of the Materials Community



Welcome to Materials Australia Magazine

Providing industry support, on trend news and technical advice to Australia's materials science and engineering industry.

The Premier Materials Science and Engineering Publication

Materials Australia is the peak materials science and engineering body in the country.

Materials Australia magazine provides technical materials support to those in the materials engineering, manufacturing and research industries. Published electronically four times per year, the magazine includes regular features such as Breaking News, Industry News, profiles, research developments and so much more.

A Diverse Range of Content

Innovations in technology mean that new materials and applications are constantly being discovered. Materials Australia magazine draws together a wide array of fields, specialisations, and industries. Our content covers all areas, from traditional metallurgy to cutting edge nanotechnology, as well as all disciplines of chemistry, physics and biology. As a result, the magazine appeals to readers from a

diverse range of industries, including manufacturing, automotive, aerospace, medical, mining and petrochemical, intersecting government, industry and academia.

Targeted Readership and Strong Circulation

Our readership is estimated to be 5,000 per issue. Importantly, Materials Australia reaches a core demographic of senior decision makers within industry, government and elsewhere. Our readership has real purchasing power and the ability to make key decisions regarding contracts and tenders. Our readers are responsible for buying equipment and services in the areas of analysis, inspection, microscopy, testing, processing, coating, joining, bonding, adhesion, heat treatment and IT. Additionally, Materials Australia's corporate members include major industries involved in research and development, as well as universities, government, and other research institutions.





Materials Magazine Content Options

When it comes to reaching your target audience, Materials Australia magazine offers three content options that can be personalised for optimum cut-through.

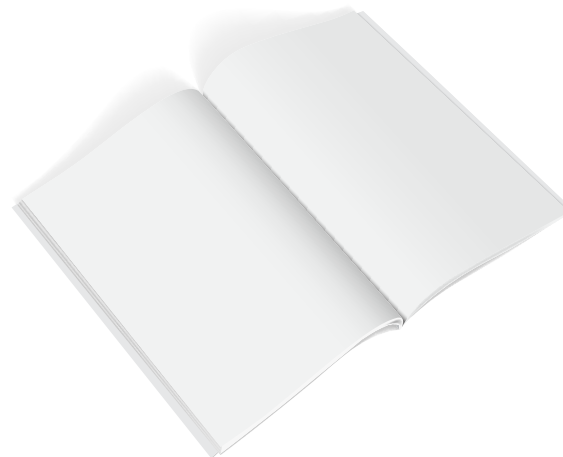
Supplied Advertisements

Supplied advertisements help boost brand awareness and familiarise readers with your company and product and service offering. You can provide a fully designed and branded advert, complete with logos, website links and QR codes. We offer a range of sizes, from double page spreads and full pages, through to fractional ad units.



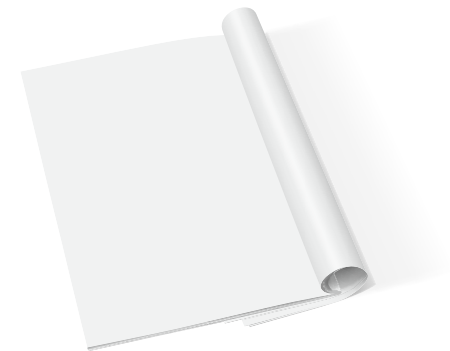
Advertorial Opportunities

Advertorials give readers more information and incentive to purchase your product and services. One of the writers at Materials Australia magazine can work with you to create custom advertorial content that blends seamlessly with the magazine content. Double page spread and full page advertorial opportunities are available.



Editorial Content

Editorial content offers a more in-depth look at your company's offering and builds trust in your brand. Engage with Materials Australia readers through exclusive content; this can be particularly beneficial for company or product launches. We can work with you to create articles that highlight the benefits of working with your company.



Drive Engagement Across Multiple Channels

Materials Australia can tailor multi-channel packages that exceed your objectives.





Materials Australia Magazine Advertising Rates

With a range of multi-channel packages available, Materials Australia can help meet your marketing goals.



Advertising Rates and Sizes (Prices per Insertion plus GST)

	Casual	2x Annually	4x Annually
Full page	\$1500	\$1350	\$1200
Half Page	\$800	\$750	\$700
Third of a page	\$600	\$550	\$500

Month of Publication	Booking Deadline	Material Deadline
April 2024	Friday 22 March	Friday 29 March
June 2024	Friday 10 May	Friay 17 May
September 2024	Friday 9 August	Friday 16 August
December 2024	Friday 8 November	Friday 15 November



Advertising Requirements

All advertising within the Materials Magazine is subject to the below terms and conditions.

Availability

- ▶ Advertising space is limited and issues often close before the booking deadline; bookings are only secured when booking confirmation is received from Materials Australia.
- ▶ Limited broken space (half page verticals) is available in every issue and position cannot be guaranteed

File Format

- ▶ Files need to be created in PDF version 1.3 or 1.4.
- ▶ PDF files need to be supplied in CMYK format with all fonts embedded into the file.
- ▶ PDF files need to be supplied as single page files.

Images / Colour

- ▶ Images are to be supplied in CMYK digital format: TIFF, EPS or JPG at a minimum of 300 DPI

Page Layout

- ▶ All advertising material is to be supplied to the correct publication trim size and needs to include 5mm bleed (where required). Crop, bleed and registration marks are to appear on advertising material, offset by a minimum of 6mm.
- ▶ Ensure that all text and logos are supplied to the correct type/design area specifications
- ▶ No text or important page content should appear within 10mm either side of the spine on double page spreads (total 20mm).

Intellectual Property

- ▶ Advertisers are responsible for ensuring that all content provided for inclusion or reference in editorial or advertising;
 - (i) is owned by, or used under licence by, the content provider;
 - (ii) does not infringe the intellectual property rights of any third party, and;
 - (iii) is in accordance with all applicable laws, regulations or guidelines.

Further Information

- ▶ Should you have any further enquiries regarding the advertising guidelines, do not hesitate to contact us at imea@materialsaustralia.com.au.



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