



# APESMA National e-News

The proven way to influence Australia's technical and managerial professionals

## Media Kit and Rate Card 2011

### APESMA National e-News

APESMA National e-News is the official email newsletter for APESMA members.

#### Readership and Circulation

**Circulation:** 22,000

**Distribution:** National

**Frequency:** Fortnightly

#### Objectives

The purpose of APESMA National e-News is to advise members of APESMA's industrial and business activities. It also provides members with details of upcoming events, new member services, special offers for members, and issues of topical interest.

APESMA National e-News offers a highly targeted and extremely attractive audience for advertisers wanting to reach well-educated, influential, affluent and success oriented professionals within Australian businesses.

APESMA National e-News is distributed via email to all members for whom an email address is on record, every second Thursday overnight, to arrive in mailboxes early Friday morning.

The full content of APESMA National e-News is also accessible via the APESMA website, available by 'members only' login.

#### Who reads it?

APESMA is Australia's largest national association representing professional employees. APESMA's first priority is to support members to maximise their salary, employment conditions and career advancement opportunities.

APESMA's 22,000 members are found in all areas of public and private employment across Australia. Members range from senior managers, and employees of the largest enterprises, to the self-employed and recent graduates.



SAMPLE BANNER AD

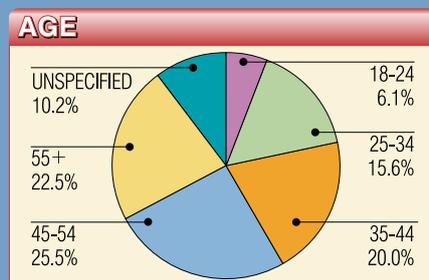
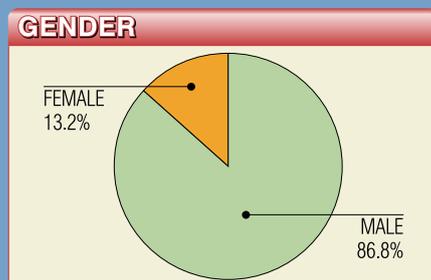
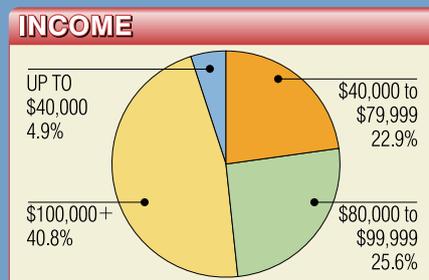
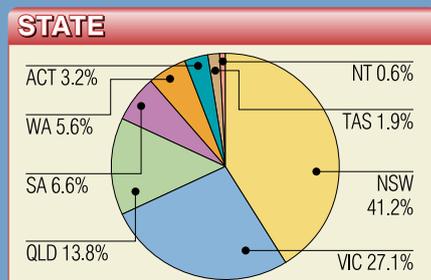


#### Our members

APESMA members include:

- engineers
- IT professionals
- scientists
- pharmacists
- managers
- veterinarians
- architects
- surveyors

### Member Demographics



### Other facts about APESMA members

- 85.7% are full-time salaried workers, 8% are self-employed and 3.9% work on an hourly contract basis.
- APESMA members have a higher than average disposable income.
- Over 80% of members supervise the work of other staff, 52% of members supervise the work of a group or groups.
- 36.7% nominate management as their specific job function.
- 57% of members who are employed in the private sector work in companies with an annual turnover of over \$100 million.

Figures from the APESMA Member Satisfaction Survey 2009



## Advertising Rates Effective: 2011

AD RATES (FULL COLOUR)	CASUAL (EX GST)	SCHEDULE X 2 (EX GST)
Text advertisement	\$600	\$1000
Banner advertisement	\$600	\$1000

A discounted fee for ads across multiple editions can be negotiated. Advertising rates are subject to change without notice.

## Production Schedule: 1st half 2011

BOOKING DEADLINE	COPY DEADLINE	PUBLICATION DATE
(Thursday – 1 week before publication)	(Friday before publication)	(Thursdays, fortnightly)
20 January	21 January	27 January
3 February	4 February	10 February
17 February	18 February	24 February
3 March	4 March	10 March
17 March	18 March	24 March
31 March	1 April	7 April
14 April	15 April	21 April
28 April	29 April	5 May
12 May	13 May	19 May
26 May	27 May	2 June
9 June	10 June	16 June
23 June	24 June	30 June

Please contact [advertise@apesma.asn.au](mailto:advertise@apesma.asn.au) for further details.

## Advertising Formats

### Text advertisement

Presented in the body of APESMA National e-News in a format similar to that shown at right.

#### Connect – Self-Employed & Contractor Network

Connect has been established to assist self-employed professionals whose needs may be distinctly different from those working as employees. Information and assistance on what to charge, how to find work, writing and managing contracts. Connect also provide advice on business start-up, taxation issues, PI insurance and professional development. Visit [www.apesma.asn.au/connect](http://www.apesma.asn.au/connect) for more information.



— advertisement —

### Banner advertisement

Placed in the body of APESMA National e-News between articles.

-- advertisement --



**APESMA's Salary Survey Reports**  
Find out what you are worth

-- advertisement --

### Content & Position

APESMA reserves the right to reject at its absolute discretion any advertisement if deemed inappropriate, irrelevant or in conflict with existing contractual arrangements with APESMA suppliers and/or service providers. Advertisements will generally appear towards the end of an edition of APESMA National e-News. APESMA reserves the right to decide upon the location of an ad appearing in APESMA National e-News.

## Advertising Enquiries

To make an enquiry about advertising or to book, contact APESMA via:

**[advertise@apesma.asn.au](mailto:advertise@apesma.asn.au)**

**Phone (03) 9695 8800 • Fax (03) 9695 8846**

## Specifications & Requirements

■ There are two advertisement types available – text-based or banner

### ■ Text Advertisement

- » Maximum 100 words, including heading
- » May contain 1 x email address, 1 x phone number, 1 x website link & 1 x logo (max 160px wide, 100px high)
- » APESMA may alter wording if necessary, with the consent of the advertiser
- » All text advertisements will be marked with “advertisement”
- » Text copy should be provided in MS Word, plain text format or directly via email

### ■ Banner Advertisement

- » Size: 545 x 80 pixels
- » Format: GIF or JPG
- » File size: Maximum 15KB
- » Animated GIF: Okay
- » Link: Standard URL or click through code
- » All banner advertisements will be marked with “advertisement”
- » APESMA can produce ad images on behalf of an advertiser for a fee

■ Advertising material supplied incorrectly may be subject to a production charge if APESMA is required to amend it.

### Other Advertising Opportunities

APESMA produces a bi-monthly magazine for members (*Professional Network*), and a bi-annual magazine for Young Professional members (*Career Edge*). For details on advertising via any of these mediums, please contact us.

## Contact APESMA

- GPO Box 1272  
Melbourne VIC 8060
- 163 Eastern Road  
South Melbourne VIC 3205
- Phone (03) 9695 8800
- Fax (03) 9695 8846
- [info@apesma.asn.au](mailto:info@apesma.asn.au)
- [www.apesma.asn.au](http://www.apesma.asn.au)
- ABN 99 589 872 974



The Association of Professional Engineers, Scientists & Managers, Australia