

net PROFESSIONAL work

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

MEDIA KIT AND RATE CARD 2011



PROFESSIONAL NETWORK MAGAZINE

Professional Network magazine is the official magazine for members of The Association of Professional Engineers, Scientists and Managers, Australia [APESMA].

ABOUT APESMA

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

APESMA has over 22,000 members who are engineers, pharmacists, scientists, IT specialists and managers.

APESMA is a unique organisation, as it is both a professional body with strict entry requirements, and a union representing the interests of this highly qualified group.

APESMA provides its members with practical information, representation, support and advice on employment and career advancement issues.

READERSHIP AND CIRCULATION

- Circulation: 22,000
- Distribution: National*
- Frequency: Bi-monthly

*Professional Network is distributed, via post, to members and subscribers, in the first week of the issue month.

The latest edition of Professional Network is also available online to the general public until the next edition is published.

TARGET AUDIENCE

Professional Network 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'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. Professional Network magazine is mailed directly to APESMA members and is also sent to a range of corporate and government subscribers.





Our members:

- Engineers
- Scientists
- Pharmacists
- IT professionals

Other members:

- Architects
- Managers
- Veterinarians
- Surveyors
- Collieries staff
- Other professionals

Member demographics:

- 85.7% of members 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

EDITORIAL OBJECTIVES

Professional Network provides members with the knowledge and expertise needed in their day-to-day working lives as professionals.

Professional Network articles cover core content areas relevant to members' professional lives:


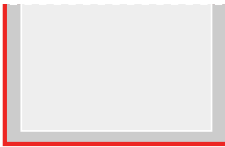
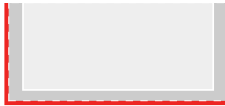
- workplace advice
- advancing careers
- making a difference

Professional network articles throughout the year cover topics such as:

- performance reviews, salary, benefits, employment conditions, contract negotiations, workplace legal matters, human resources and superannuation;
- professional and career development and management and further education;
- climate change, green economy, broad band technology, overcoming skill shortages, students, improving infrastructure investment and community development.

SPECIFICATIONS AND REQUIREMENTS

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

 <p>(h x w) TRIM 275mm x 210mm TYPE 249mm x 184mm BLEED 285mm x 220mm</p>	 <p>(h x w) TRIM 122mm x 210mm TYPE 109mm x 184mm BLEED 132mm x 220mm</p>	 <p>(h x w) TRIM 82mm x 210mm TYPE 69mm x 184mm BLEED 92mm x 220mm</p>
Full Page	Half Page	Third Page

AD RATES

	CASUAL BOOKINGS (EX GST)	MULTIPLE BOOKINGS X 3 (EX GST)
Third Page	\$800	\$700
Half Page	\$1200	\$1100
Full Page	\$2200	\$2000
Full Page (Outside Back / Inside Front Cover)	\$2640	\$2400

DEADLINES

ISSUE	BOOKING DEADLINE	MATERIAL DEADLINE	PUBL ISH DATE
May / June 2011	19 April	29 April	16 May
July / Aug 2011	23 May	6 June	1 July
Sept / Oct 2011	17 August	31 August	26 September
Nov / Dec 2011	22 September	6 October	1 November

OTHER ADVERTISING OPPORTUNITIES

- Career Edge is a printed magazine produced bi-annually and delivered to all student and graduate members.
- The APESMA website attracts 100,000+ visits per month.
- APESMA e-news is an online newsletter sent to both the general membership and to targeted membership groups on a fortnightly basis.

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