

ATTN

FOR TRANSPORT & LOGISTICS MANAGERS



MEDIA KIT 2015

MARKET OVERVIEW



OUR READERS

“ I rely on *ATN* for information on regulatory changes, equipment, updates and industry trends [Trevor, NSW transport company owner, and *Transport Census* respondent]

ABOUT THE T&L SECTOR

Freight transport and logistics (T&L) ranks among the largest and most important sectors of the Australian economy.

A landmark 2014 study undertaken by ACIL Allen Consulting on behalf of the Australian Logistics Council (ALC) found the hire-and-reward transport and storage sector is equivalent to 4.78 per cent of national GDP – and responsible for employing close to 480,000 staff.

Including ancillary transport and storage services – that is, transport undertaken by firms whose core businesses are to produce, manufacture or assemble goods, or to deliver services – boosts the sector's total value to 8.6 per cent of GDP and employment to 1.2 million people.

Transport and logistics also ranks among the fastest-growing sectors of the Australian economy.

According to the Bureau of Infrastructure, Transport and Regional Economics (BITRE) the domestic freight task has doubled in size over the past two decades – and is expected to almost double again by 2030.

Driving this rapid growth will be the highly targeted readership of Australia's leading transport and logistics management magazine, *Australasian Transport News (ATN)*, also incorporating the nation's premier logistics and supply chain management title, *SupplyChain Review (SCR)*. It is these companies – the owners and operators of medium to large truck fleets and warehouses – that account for the majority of industry income and, hence, investment.

According to separate research, these employing businesses account for 40 per cent of Australia's road transport operators, but 89 per cent of industry income.

It is these transport operators that will underpin record investment across the sector, in trucks, trailers, parts and accessories, fuels and lubricants, information and communications technology, recruitment and training, industrial property and warehousing, forklifts and materials handling equipment, finance and insurance, and lots more.



BRAND OVERVIEW



OUR READERS

“ **ATN informs us of all the new technology available to increase our profit and productivity [Mackenzie, operations manager, and *Transport Census* respondent].** ”

ABOUT ATN

ATN is, more than ever, the most cost-effective medium to connect with key decision makers in Australia's transport and logistics industry.

The *Transport Census*, a landmark survey of 962 transport and logistics operators undertaken by market research firm The Seed, found 80 per cent of *ATN*'s readership are owners and senior managers of freight transport (65 per cent), warehousing and distribution (20 per cent), and logistics management companies (15 per cent) with 1-10 (27 per cent), 11-100 (33 per cent) and 100+ (37 per cent) employees.

The *Census* found they are responsible for purchases of trucks/trailers/parts/accessories; forklifts/materials handling equipment; property/construction; recruitment/training; finance/insurance; information/communications technologies; and much more.

ATN is their preferred source of industry news and information.

The *Census* found 70 per cent 'frequently' or 'regularly' read *ATN* magazine, ahead of *Prime Mover* (32 per cent) and *Diesel* (22 per cent).

Additionally, 42 per cent 'frequently' or 'regularly' visit *ATN*'s daily news website Fullyloaded.com.au and read its daily e-news bulletin.



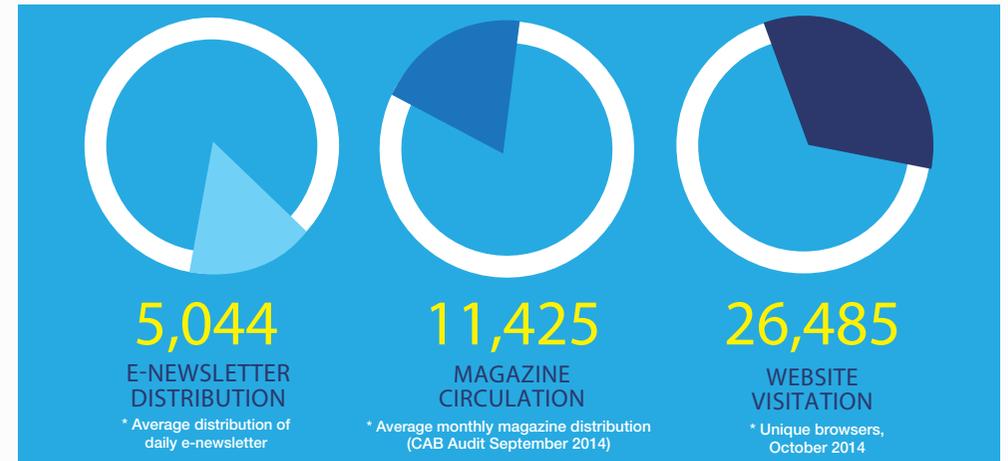
The reason is simple: respondents said only *ATN* delivers all the news, information and tools they need to run their businesses.

Online *ATN* breaks the big industry news stories as well as delivering the latest equipment news and reviews, comprehensive new truck specifications and comparisons, and Australia's leading used truck and jobs classifieds.

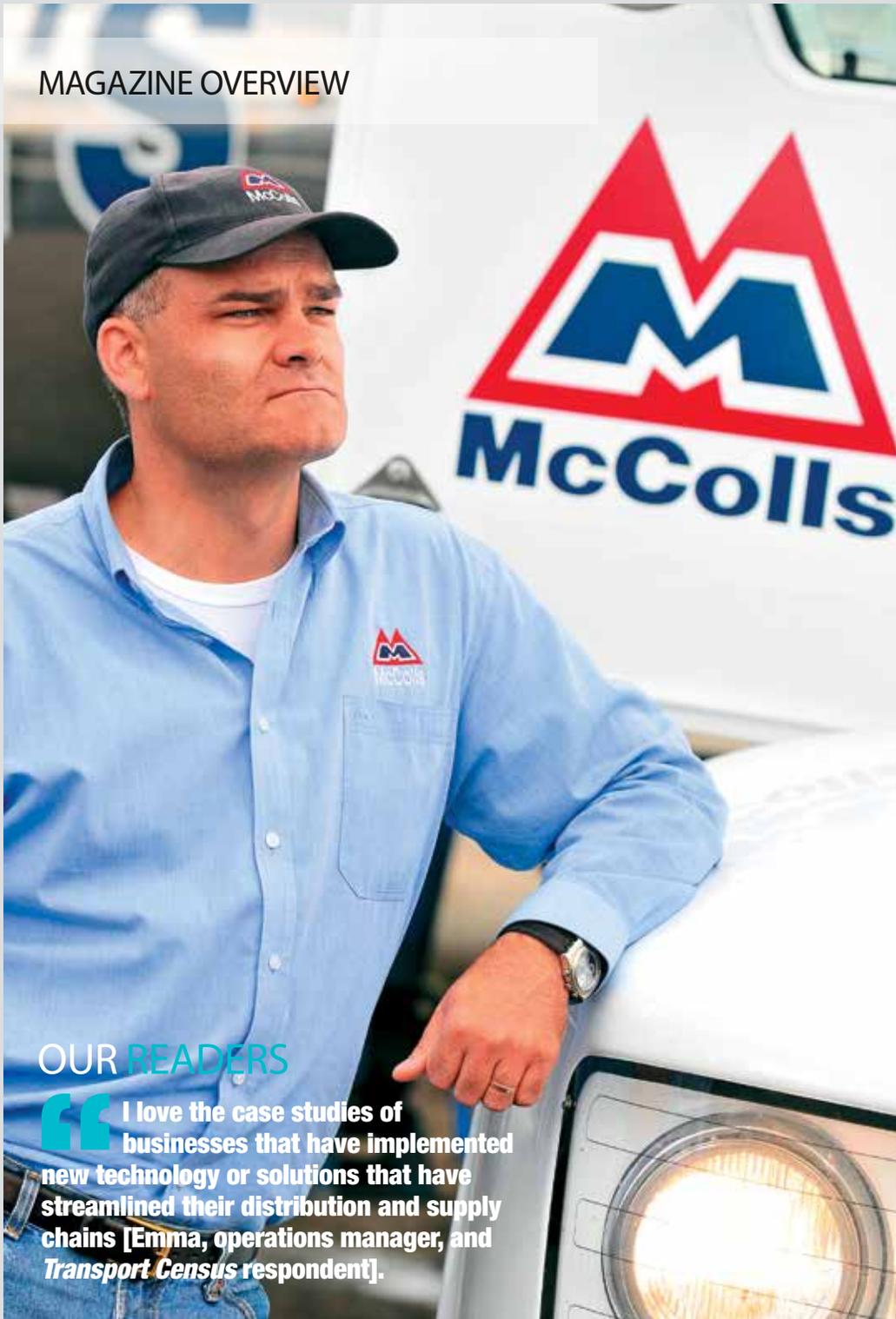
Monthly in print *ATN* delivers not only the best equipment reviews but indepth coverage of the latest industry news and issues.

With such reach and frequency it's no wonder leading transport and logistics company owners and managers choose *ATN* to stay fully loaded!

BRAND REACH*



MAGAZINE OVERVIEW



OUR READERS

“ I love the case studies of businesses that have implemented new technology or solutions that have streamlined their distribution and supply chains [Emma, operations manager, and *Transport Census* respondent].”

THE MAGAZINE FOR T&L OPERATORS

Magazines are still the preferred source of news and information for transport and logistics operators. Seventy-five per cent of *Transport Census* respondents said magazines were their preferred source of industry news and information, ahead of the Internet (52 per cent), newspapers (49 per cent), trade shows (41 per cent), and social media (6-14 per cent).

ATN is their preferred magazine. The *Census* found 70 per cent ‘frequently’ or ‘regularly’ read *ATN*, ahead of *Prime Mover* (32 per cent), *Diesel* (22 per cent) and *MHD* (12 per cent).

And they are highly engaged, with 73 per cent saying they read all or most of the magazine, spending an average of 1 hour and 16 minutes on each issue.

The reason is simple: respondents said *ATN* was the only place to keep abreast of industry news and issues.

Only *ATN* delivers comprehensive coverage of the latest industry news, indepth analysis of the key issues facing operators, case studies of how operators are dealing with them, and the best equipment news and reviews in the country.

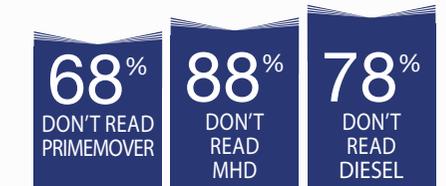
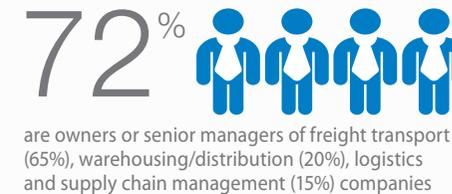


And with the October 2013 relaunch of the magazine, featuring a modern new design and larger book size incorporating a monthly 24-page ‘in-mag’ magazine covering the latest warehousing and logistics management news and analysis, case studies, and product news and reviews, *ATN* has further cemented its position as the leading management magazine for transport and logistics operators.

For advertisers, the new magazine delivers a broader audited readership of 11,425 decision makers across the freight transport (65 per cent), warehousing and distribution (20 per cent), and supply chain and logistics management (15 per cent) sectors.

MAGAZINE READERSHIP*

Responsible for purchasing decisions in trucks, trailers, parts and accessories, servicing and maintenance, forklifts and materials handling equipment, recruitment, education and training, finance and insurance, information and communications technologies, health and safety, and travel and entertainment.



* SOURCE: Transport Census, The Seed, Sydney

DIGITAL OVERVIEW



OUR READERS

“ATN is the key to what you need to know in the road transport industry [Vicki, senior manager, NSW transport company, and *Transport Census* respondent].”

AUSTRALIA'S NO.1 T&L WEBSITE

While magazines are still the preferred source of intelligence for transport and logistics company operators, an increasingly number are heading online in the search for additional information, especially the latest industry news and product reviews, specifications and comparisons.

Some 52 per cent of respondents to the *Transport Census* cited industry websites as an important source of news and information, while 29 per cent agreed e-newsletters were also a valued source of information.

And ATN is their preferred source, with 42 per cent saying they 'frequently' or 'regularly' visit ATN's daily news website *Fullyloaded.com.au* and read its daily e-newsletter.

Quality and quantity of content is the drawcard. Daily ATN breaks the big news stories of direct relevance to transport and logistics company operators – as well as delivering the latest equipment news and reviews, new truck specifications, used truck classifieds, and the nation's No.1 specialised T&L jobs board.

This positive rating has underpinned dramatic growth in readership. According to Google Analytics, unique browsers (UBs) reached a record 26,485 in October 2014, up almost 140 per cent on August 2013.



As a result, *Fullyloaded.com.au* now ranks as the most-popular transport and logistics industry news website in the country, accounting for just over 44 per cent of visits to such websites in August 2014, based on Hitwise data. The website also rated No.1 on share of search clicks in the 12 weeks to end of August (38.66 per cent).

Meanwhile, ATN's daily e-newsletter is now distributed to more than 5,000 industry decision-makers five days a week.

The December 2013 launch of ATN's new website and e-newsletter, featuring a contemporary smart-phone and tablet-friendly design, has further cemented its position as the go-to source of news and information for the nation's leading transport and logistics company operators.

ATN DIGITAL AUDIENCE



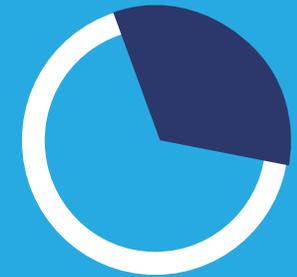
26,485

UNIQUE BROWSERS, OCTOBER 2014



43,923

TOTAL VISITORS, OCTOBER 2014



68,364

PAGE VIEWS, OCTOBER 2014

INDUSTRY EVENTS



FAST FACTS

ATN is a major supporter of the Australian transport and logistics industry with representation at all key industry shows and events.

CONNECTING INDUSTRY

ATN is a major supporter of the Australian transport and logistics industry with representation at all key industry shows and events.

And we won't be doing things by half in 2015. ATN is set to have a significant presence at all major industry shows and events throughout the year, either as an exhibitor or official media partner.

Key media partnerships include the Australian Logistics Council (ALC) Annual Forum, the Brisbane Truck Show, the Chartered Institute of Logistics and Transport Australia's (CILTA) Annual Awards for Excellence, and the Commercial Vehicle Industry Association of Queensland's (CVIAQ) Apprentice of the Year Awards.

With ATN magazine distributed to all attendees of these events, myriad opportunities exist for suppliers to promote their products and services on the back of our unrivalled involvement in these industry shows and events.



2015 SCHEDULE

WHAT: Australian Logistics Council Annual Forum

WHERE: Melbourne, Victoria

WHEN: March 10-12, 2015

WHAT: Brisbane Truck Show

WHERE: Brisbane, Queensland

WHEN: May 14-17, 2015

WHAT: Smart Conference

WHERE: Melbourne, Victoria

WHEN: May 27-28, 2015

WHAT: Road Transport Hall of Fame

WHERE: Alice Springs, NT

WHEN: August 25-31, 2015

WHAT: Chartered Institute of Logistics & Transport Australia Awards for Excellence

WHERE: TBC

WHEN: TBC

WHAT: Commercial Vehicle Industry Association of Queensland Apprentice of the Year Awards

WHERE: Brisbane, Queensland

WHEN: TBA

WHAT: Road Safety Awareness Day

WHERE: Newcastle, NSW

WHEN: November 2015

MAGAZINE AD RATES, SPECS & DEADLINES



PUBLISHING SCHEDULE

MONTH/ISSUE	SPECIAL FEATURE	MATERIAL DEADLINE	ON SALE
March / 341	NA	18/02/15	03/03/15
April / 342	ForktruckSearch Buyers' Guide	18/03/15	31/03/15
May / 343	NA	15/04/15	28/04/15
June / 344	Tyres & Wheels Buyers' Guide	20/05/15	02/06/15
July / 345	NA	17/06/15	30/06/15
August / 346	NA	15/07/15	28/07/15
September / 347	T&L Technology Buyers' Guide	12/08/15	25/08/15
October / 348	NA	16/09/15	29/09/15
November / 349	NA	14/10/15	27/10/15
December / 350	NewVanSearch Buyers' Guide	11/11/15	24/11/15
January / 351	NA	09/12/15	22/12/15

AD RATES & SPECS

AD SPACE	DIMENSIONS	CASUAL	3X	6X	12X
Double page spread	420mm x 297mm	\$8,900	\$8,650	\$8,500	\$8,300
Full page	210mm x 297mm	\$4,550	\$4,400	\$4,350	\$4,200
1/2 page horizontal	190mm x 133mm	\$2,850	\$2,750	\$2,650	\$2,600
1/2 page vertical	120mm x 276mm	\$2,850	\$2,750	\$2,650	\$2,600
1/3 page horizontal	190mm x 92mm	\$1,925	\$1,850	\$1,820	\$1,750
1/3 page vertical	60mm x 276mm	\$1,925	\$1,850	\$1,820	\$1,750
1/3 page square	120mm x 133mm	\$1,925	\$1,850	\$1,820	\$1,750
1/4 page horizontal	190mm x 66mm	\$1,500	\$1,450	\$1,400	\$1,350
1/4 page vertical	92mm x 133mm	\$1,500	\$1,450	\$1,400	\$1,350

DIGITAL AD RATES & SPECS



FULLYLOADED.COM.AU

AD SPACE	SIZE (PIXELS)	PRICE
Leaderboard – ROS 100%	728 x 90	\$3,000 cost per month
Medium rectangle 1 – ROS 100%	300 x 250	\$2,000 cost per month
Medium rectangle 2 – ROS 100%	300 x 250	\$2,000 cost per month
Skyscraper gutters – ROS 100%	160 x 600	\$325 cost per day

FULLYLOADED DAILY EDM

AD SPACE	SIZE (PIXELS)	PRICE
Medium rectangle 1 – ROS 100%	300 x 250	\$2,400 cost per month
Medium rectangle 2 – ROS 100%	300 x 250	\$2,000 cost per month
Medium rectangle 3 – ROS 100%	300 x 250	\$1,500 cost per month
Integrated text	50 words	\$1,000 cost per month

AD SPECS & DELIVERY



PRINT ADVERTISING

All files must be supplied as high-resolution PDFs with embedded fonts; or supplied in Indesign, Illustrator or Photoshop format.

Images must be in CMYK format at 300dpi with fonts included. Files to be supplied on CD or uploaded using File Transfer Protocol (FTP) using the following method:

1. Collect all material into a single folder on your desktop and ensure it is clearly labelled with your Advertiser name, Publication and Issue Number.
2. In your web browser type the following address: <ftp://abc:upload@ftp.traderclassifieds.com.au>. User name: abc; Password: upload.
3. Transfer your folder onto the FTP site.

Be careful not to copy your folder into an existing folder. We will not find it! When supplying extra material please upload a new folder, do not add the material to your existing folder on ftp.

Using an Apple Mac? Please contact us for a script.

If you have any queries phone Client Services: 1300 362 355.

DIGITAL ADVERTISING

All creatives must be supplied as 72 dpi RGB files/file weight 40KB.

All JPEG, gif, animated gif or swf files must be supplied with a click-through URL.

All flash creatives must be supplied with a back-up gif file.

Note: All Flash creatives must have clickTAGs. Animation length 30 seconds. No URL is to be embedded in the flash file. Any Flash creative received without a back up gif file will not be loaded and any delay in the start of a campaign due to incorrectly supplied creatives is at the advertiser's risk. Flash ads are not available on newsletters.

ADVERTISING SALES CONTACT

For further information on advertising packages please contact:

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Email: asanka.gurusinha@bauertrader.com.au

Inge Watson – Brand Sales Manager

Phone: 03 9567 4186 **Fax:** 03 9567 4100 **Mobile:** 0466 746 961

Email: inge.watson@bauertrader.com.au

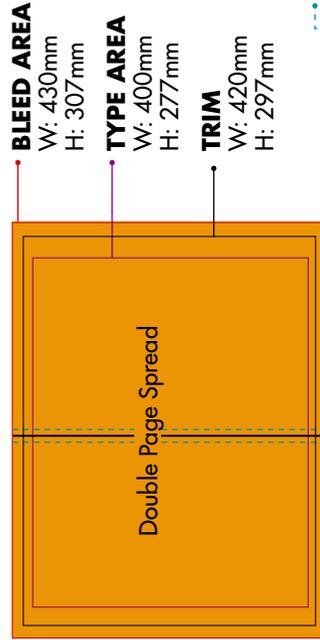
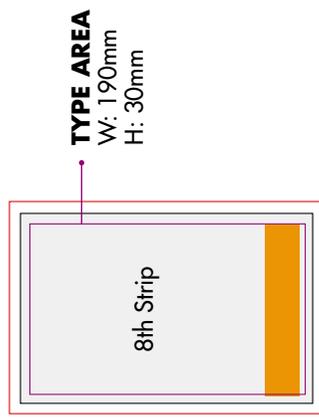
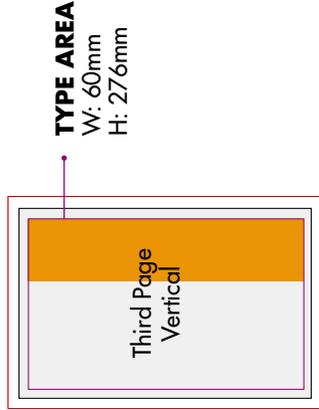
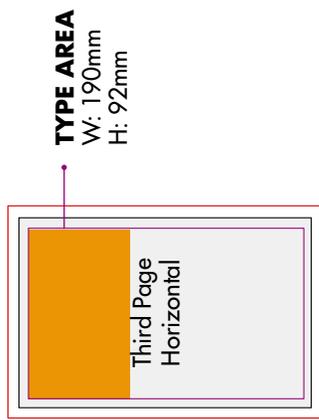
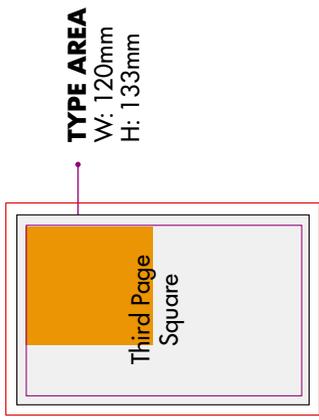
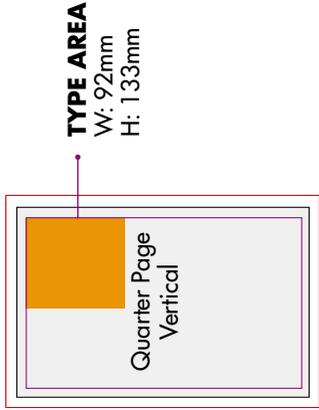
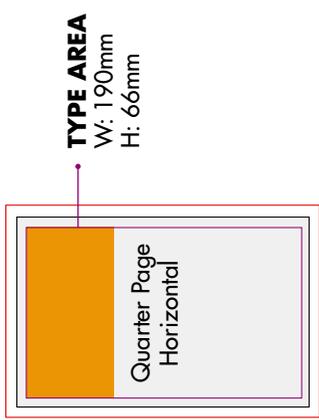
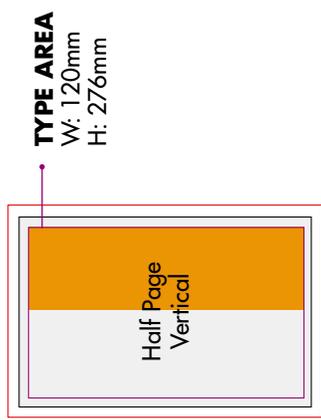
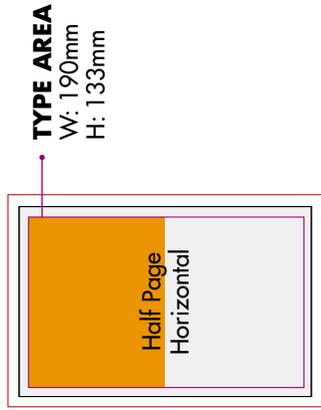
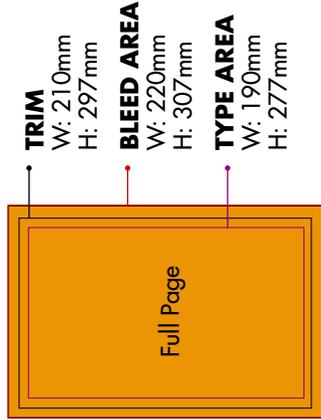
ATTN



MEDIA GROUP

For sizes that cannot have a bleed, please use the TYPE AREA for the ad size Portrait Adverts Only, No Landscape Adverts Will Be Accepted

TYPE AREA All important information should be 1mm within "type area" for all templates. It should not be designed on the type area or right up to the type area. This is most important for half page horizontals and half page verticals.



Please allow a 20mm safety gutter in center of spread

WE THINK POPULAR.