



POWER *equipment* AUSTRALASIA

MEDIA KIT 2017



Power Equipment Australasia has been the gateway to the \$1.25 billion outdoor power equipment industry since 1979. PEA is the only magazine that gives commercial end users, power equipment dealers and


mowing contractors news, views and product releases. This keeps the readers up-to-date and informed about their dynamic industry. Articles covering business management, technical material, industry news, views and the latest new products augment in-depth feature coverage of pressing industry issues.



distributed six times a year and can be found online at www.power-equipment.com.au



Power Equipment Australasia is the go-to magazine for the power equipment industry. It is



Circulation & Readership			
Distribution by State		Distribution by Sector	
NSW & ACT	1,649	Lawn Mower Contractors	1,596
Vic	1,353	Dealers	1,249
Qld	1,146	Manufacturers	357
SA & NT	538	Local Government & Education	456
WA	610	Superintendents	538
Tas	139	Turf Professionals	418
NZ & PNG	20	Turf Grass (Sports Field, Turf and Bowls Clubs)	550
Overseas	12	Other	303
Total	5,467	Total	5,467

Database Figures as at October 2016

Readership

The publication maintains a consistent presence at major industry events and is allied to all relevant industry bodies. Its unique history creates a strong brand name and it reaches every sector of the industry.

A consistent focus on quality editorial content ensures *Power Equipment Australasia* maintains its long-standing reputation as a trusted and credible information source. Recent initiatives include the digital version of *Power Equipment Australasia* (now live on our website), and regular updates to the Facebook page www.facebook.com/powerequipmentaustralasia

POWER
equipment
AUSTRALASIA



Regular Features

News

We keep you updated on companies in the lawn, garden and outdoor power equipment industry.

Training

Sound technical advice from leading industry educators.

New Products

The latest information on new release products and other related products that might benefit the industry.

Dealer Focus

We profile an outdoor power equipment dealer.

Operator Profile

We profile an outdoor power equipment operator.

Tech Talk

Technical machinery know-how and the latest technical information supporting businesses.

Diary Dates

Local and international events and trade shows.

Research and Development

Latest inventions that can be applied to the outdoor power equipment industry.

Product Review

Independent reviews of the latest tools and products on the market.

Editorial Calendar^{*}

Issue	Advertising Features	Booking Deadline	Material Deadline	Editorial Deadline
Feb/Mar 17	<ul style="list-style-type: none"> • Store Merchandising & Customer Education • All Powered Up - Energy Leadership 	16th Jan	23rd Jan	20th Jan
April/May 17	<ul style="list-style-type: none"> • Mower Innovations • Workshops – Servicing Opportunities 	14th March	21st March	21st March
June/July 17	<ul style="list-style-type: none"> • Finance – Getting it Right • Made in Australia 	15th May	22nd May	22st May
August/Sept 17	<ul style="list-style-type: none"> • Turf Management • Irrigation 	14th July	20th July	20th July
Oct/Nov 17	<ul style="list-style-type: none"> • All Pumped Up – Pump Technologies • Waste Water Management 	12th Sept	16th Sept	16th Sept
Dec'17/Jan'18	<ul style="list-style-type: none"> • Generators – The Next Generation • Review/Preview 	21st Nov	28th Nov	28th Nov

(*features may be altered depending on market requirements)

Advertising Rates

Size	Mode	Casual	3x	6x	
Double Page	Colour	\$6,490	\$6,270	\$5,670	
Full Page	Colour	\$3,350	\$3,270	\$3,000	
Two Thirds	Colour	\$2,820	\$2,625	\$2,605	
Half Page	Colour	\$2,350	\$2,250	\$2,060	
Third Page	Colour	\$1,660	\$1,425	\$1,385	
Quarter Page	Colour	\$1,045	\$1,005	\$945	
Calendar	Colour	\$2,750 per month			
Covers	Front	\$6,665	Review Preview	\$3,000+GST	
	Inside Front	\$3,885		Double Page Spread Full page ad (LHS) & Full page advertorial (RHS)	
	Inside Back	\$3,885		20 product entries for 12 months	\$2000
	Outside Back	\$4,225		Category market leader top banner ad for 12 months	\$1000
3 Page Blockbuster (Front Cover + Inside Front Cover - DPS)		\$11,920	Online Advertising	Home page top banner ad for 3 months	\$2000
Advertorials	Single Page	\$3,850		Category sponsor logo for 12 months	\$250
	Double Page	\$6,990		Home page sponsor logo for 12 months	\$500
	Four Page	\$9,040			

Deadlines

Please see Editorial Calendar for dates.

Advertising Material Submission

1st of month prior to publication.

Editorial Submissions

Please see Editorial Calendar for dates (text in .pdf, .txt or .rtf format) and images in high resolution (300dpi or higher – tif, eps or jpg).

For advertising enquiries contact **Elaine Sharman** - 0411 550 808

Inserts, Run-on & Production Rates

Inserts Loose*			
	Single Sheet	4-Page Single Fold	Supply (Quantity)
National	POA	POA	TBA
NSW/ACT	POA	POA	TBA
VIC	POA	POA	TBA
SA & NT	POA	POA	TBA
QLD	POA	POA	TBA
WA	POA	POA	TBA
TAS	POA	POA	TBA
Sector	POA	POA	TBA

*Allow extra 50 per category for spoils.

Insert Charges – Bound

Add \$470 to aforementioned charges. Bound inserts supplied flat and untrimmed to 290mm deep with further specifications (dependent on insert format). Non standard inserts are subject to specific Quote

Run-ons		
	Qty	Price
Single Sheet	500	\$260
	1,000	\$420
Double Page (Centred)	500	\$285
	1,000	\$440
Four Page (Centred)	500	\$305
	1,000	\$462

Reprints (115gsm)		
	Qty	Price
Single Sheet	1,000	\$840
Price per extra	1,000	\$140
Double Page (Centred)	1,000	\$960
Four Page (Centred)	1,000	\$1,080

Production Service

Glenvale Publications can provide a complete advertising production service. Please note: All clients' supplied copy should be typewritten (.txt format) and computer printed. Production charges will be made separately from the advertising space charge unless a prior arrangement has been put in place. Below are our standard charges to make up an advertisement with copy & pics supplied in the correct format. Detailed work of an abnormal manner and intricate nature may attract higher charges.

Size	Price
Full Page	\$315
Two Thirds	\$295
Half Page	\$230
Third Page	\$210
Quarter Page	\$170
Sixth Page or smaller	\$95

Advertising Sizes

Front Cover

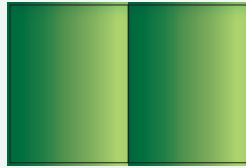
	Depth		Width
Trim	280mm	X	210mm
Bleed	290mm	X	220mm
Live Art	190mm	X	190mm



NB: Leave 75mm from top of page for masthead insertion

Double Page Spread

	Depth		Width
Trim	280mm	X	420mm
Bleed	290mm	X	430mm
Live Art	260mm	X	400mm



Full Page

	Depth		Width
Trim	280mm	X	210mm
Bleed	290mm	X	220mm
Live Art	260mm	X	190mm



Trim

Refers to magazine page size.

Bleed

Refers to printing that goes beyond the edge of the sheet before trimming. 5mm is required on all sides.

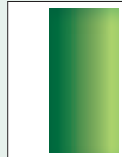
Live Art

Refers to Trim size less 10mm on all sides - safe area for text & images)

Two Third Page

Vertical

	Depth		Width
Trim	253mm	X	123mm



Horizontal

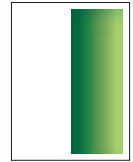
	Depth		Width
Trim	165mm	X	186mm



Half Page

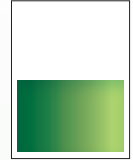
Vertical

	Depth		Width
Trim	253mm	X	91mm



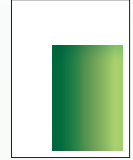
Horizontal

	Depth		Width
Trim	125mm	X	186mm



Natural

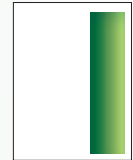
	Depth		Width
Trim	185mm	X	123mm



1/3 Page

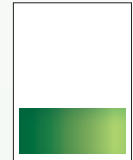
Vertical

	Depth		Width
Trim	253mm	X	60mm



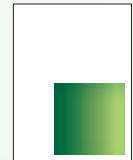
Horizontal

	Depth		Width
Trim	80mm	X	186mm



Natural

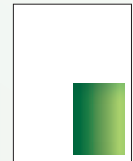
	Depth		Width
Trim	125mm	X	123mm



1/4 Page

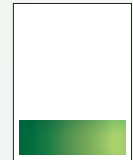
Vertical

	Depth		Width
Trim	125mm	X	91mm



Horizontal

	Depth		Width
Trim	60mm	X	186mm



Natural

	Depth		Width
Trim	85mm	X	123mm



Material Specifications

Power Equipment Australasia is created using Adobe Indesign on an Apple Macintosh. All prepress work follows a PDF workflow. *Power Equipment Australasia* requires all advertising materials to be supplied in digital format. Suppliers of digital advertising materials are responsible for checking all files before sending to *Power Equipment Australasia*.

File formats

Press quality PDF is the preferred format
Adobe Illustrator
Adobe Indesign
Adobe Photoshop

Press

Power Equipment Australasia is printed in four colour process.
Pantone colours will be converted to CMYK and no responsibility is taken by *Power Equipment Australasia* in the results of these changes.

Images

All images should be supplied as EPS or TIF filetype and as grayscale or CMYK.
Images should be a minimum of 300dpi at their reproduction size.
Lineart should be supplied at a minimum of 1200dpi at their reproduction size.
RGB and other non CMYK colour images are not recommended and if supplied, and

are of suitable quality, will be converted to CMYK.

Images from websites are generally not of sufficient quality to use in print media.

Fonts

Fonts used in artwork must be embedded or supplied.

Linked Files

Where appropriate, please ensure that all linked files are supplied with the artwork.
Artwork with missing links cannot be processed.

Screen

175lpi.

Unacceptable formats

Word, Publisher, Powerpoint and Coreldraw files will not be accepted as artwork.



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www.power-equipment.com.au

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