

YOUR FOCUS TO BUSINESS

MEDIA KIT 2021

AMT

Your Industry. Your Magazine.



Your No 1 industry-trusted magazine

AMT Magazine provides companies in Australia's manufacturing and metalworking industries with vital information on:

- **Emerging manufacturing technologies**
- **Industry news and opportunities**
- **New products and trends**

With a distribution of over 7,000 nationally and a readership of approximately 31,500, AMT Magazine is published every two months by AMTIL, the Australian Manufacturing Technology Institute Limited. AMTIL is a national body that represents the interests of companies specifically in the machine tool, precision engineering and ancillary equipment sectors – whether they are manufacturers, importers, distributors, or general manufacturing technology companies.

AMT is a magazine produced by the industry, for the industry

Critical factors in maintaining AMT's success are a commitment to excellent quality editorial content, a fully maintained and relevant circulation list, advertising rates that provide the best value to advertisers, as well as a high level of customer service. The team at AMTIL will ensure that these qualities are upheld at all times.

- **Expose your business to the right markets**
- **Instil effective brand awareness**
- **Target the key decision-makers**
- **Grow your business**

Each magazine includes:

- **Feature Categories**
- **Industry News**
- **Product News**
- **Government News**
- **Company Focus**
- **One on One**
- **Forums**

63%
OF READERS
ARE DECISION
MAKERS

96%
OF READERS
RATED AMT ADS
EXTREMELY USEFUL
IN SOURCING
PRODUCTS

APPROX
31,500
READERS
PER ISSUE



AMT has resulted in increased productivity.

AMTIL has been a part of our business for a number of years. Being involved with an experienced group that gives support is important to me and that's what AMTIL delivers constantly.

The AMT magazine is placed in our lunchroom for the team to look at. It keeps us up to date with the latest equipment and machinery and has assisted us with sourcing suppliers' contacts and solutions which have resulted in increased productivity.

David Murphy, Managing Director – TRJ Engineering

Key Strengths of Australian Manufacturing Technology Magazine

Circulation AMT Magazine has a distribution of 7,000 nationally. Our controlled circulation is monitored and confirmed by the Circulation Audit Bureau (CAB).

Value Published by the industry body AMTIL, AMT Magazine offers the industry's lowest rates for advertising. Advertisers consider AMT – first and foremost – a vital vehicle in instilling company and product brand awareness, assisting growth through exposure among the right target audiences. All this equates to industry-leading value to our advertisers.

What AMT Magazine readers and advertisers are telling us:

99% of our Readers surveyed rated the overall content of AMT magazine “Extremely Useful” to “Useful”.

96% of Readers rated advertisements in AMT magazine “Extremely Useful” to “Useful” in Sourcing Products.

87% of our Advertisers surveyed rated the overall content of AMT magazine “Extremely Useful” to “Very Useful”.

75% of our Readers rated AMT magazine No. 1 as their preferred magazine, when ranked against 3 other leading manufacturing magazines.

75% of our Advertisers rated AMT magazine as an effective tool in achieving results for their business, and in promoting their products and services.

Circulation

33% Victoria

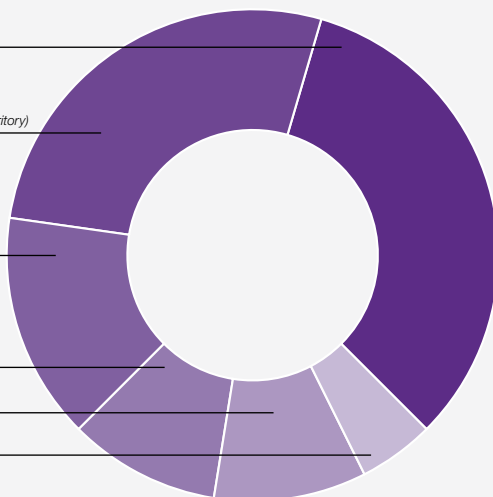
27% New South Wales (Inc Australian Capital Territory)

15% Queensland

10% Western Australia

10% South Australia

5% Other (Tasmania, Northern Territory, International)



How AMT advertisers rate the purpose of AMT Magazine as a source:

64% Exposure to the Industry

62% Marketing and Branding

54% Promoting Products and Services

46% Sales Leads

31% Support/involvement in this Industry

Profession

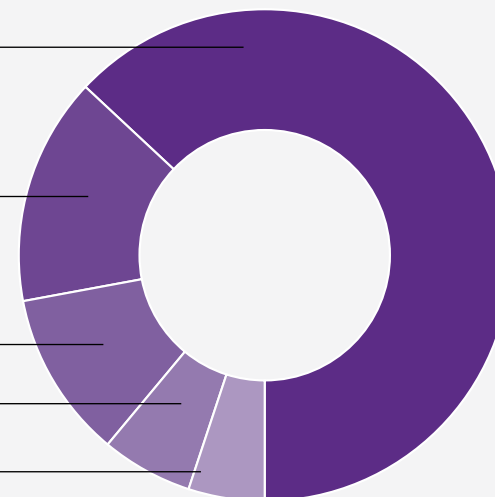
63% Senior Management

15% Engineers/Technical Staff

11% Production/Operations/
Foremen/Workshop Managers

6% Sales/Marketing Managers

5% Other (Supply/Inventory/OHS/IT/Administrator)



AMT Magazine Features List 2021

FEB - MAR 2021

AEROSPACE & DEFENCE

Renewable Energy & Clean Tech

STATE SPOTLIGHT: Tasmania

- Additive Manufacturing
- Compressors & Air Technology
- Materials Handling
- Software
- Cutting Tools
- Forming & Fabrication
- Material Removal

DEADLINES – Ad Booking, Editorial:

Friday 08 January 2021 and Artwork: Friday 15 January 2021

APR - MAY 2021

CONSTRUCTION & INFRASTRUCTURE

Business Management

STATE SPOTLIGHT: South Australia

- Motors & Drives
- Quality & Inspection
- Robotics & Automation
- Workholding
- Cutting Tools
- Forming & Fabrication
- Material Removal

DEADLINES – Ad Booking, Editorial and Artwork:

Friday 05 March 2021

JUN - JUL 2021

MINING & RESOURCES

Electronics

STATE SPOTLIGHT: Western Australia & Northern Territory

- Additive Manufacturing
- Plastics & Advanced Materials
- Sensors & Process Control
- Welding
- Cutting Tools
- Forming & Fabrication
- Material Removal

DEADLINES – Ad Booking, Editorial and Artwork:

Friday 07 May 2021

AUG - SEP 2021

MEDICAL

Industry 4.0

STATE SPOTLIGHT: Victoria

- Compressors & Air Technology
- Materials Handling
- Pumps & Valves
- Safety
- Cutting Tools
- Forming & Fabrication
- Material Removal

DEADLINES – Ad Booking, Editorial and Artwork:

Wednesday 07 July 2021

OCT - NOV 2021

TRANSPORT & LOGISTICS

Business Management

STATE SPOTLIGHT: Queensland

- Additive Manufacturing
- Quality & Inspection
- Software
- Welding
- Cutting Tools
- Forming & Fabrication
- Material Removal

DEADLINES – Ad Booking, Editorial and Artwork:

Tuesday 07 September 2021

DEC - JAN 2022

AUTOMOTIVE & MOTORSPORT

Agriculture, Food & Beverages

STATE SPOTLIGHT: New South Wales

- Plastics & Advanced Materials
- Robotics & Automation
- Waste & Recycling
- Workholding
- Cutting Tools
- Forming & Fabrication
- Material Removal

DEADLINES – Ad Booking, Editorial and Artwork:

Friday 05 November 2021

Booking deadline = Cancellation deadline. Advertising cancelled after the booking deadline will be charged as per contract.
If artwork is not received in time, the publisher reserves the right to repeat a previously run advertisement.
Please note that any changes or alternations to advertising or links after the E-Mag has been created and uploaded, will incur a charge.
AMTIL reserves the right to add, delete or alter features in any issue as required. Contact Anne Samuelsson for further information.

There isn't a better or simpler way of reaching our target market.

"As a supplier of Precision Measuring Instruments, M.T.I. Qualos sees AMT magazine as an extremely valuable tool in reaching the key decision-makers. There isn't a better or simpler way of reaching our target market."

**Andrew Smith, General Manager
M.T.I. QUALOS**

AMT Magazine Rates 2021

**BEST
VALUE**

Full Colour	x1 Casual Rate	x3 10% Disc	x6 15% Disc
Double Page Spread	\$6,150	\$5,535	\$5,228
Full Page	\$4,080	\$3,672	\$3,468
2/3 Page Vertical	\$3,450	\$3,105	\$2,933
1/2 Page Vertical or Horizontal	\$2,785	\$2,506	\$2,367
1/3 Page	\$2,350	\$2,115	\$1,998
1/4 Page	\$1,840	\$1,656	\$1,564
Strip Ad	\$ 890	\$ 801	\$ 757

Please note discounted prices have been rounded off

Impact Position

Front Cover Flap	\$6,300
Outside Back Cover	\$5,040
Inside Back Cover	\$4,750

Special Position

Subject to editorial approval and availability additional 10% loading

All prices listed ex GST

Flysheet Advertising

Be the first seen with a prominent position on the mailing flysheet which is mailed to the entire AMTIL subscription/distribution database.

Impact Card

HIGH IMPACT – Printed on cover weight 250gsm, full colour and double-sided, vertical or horizontal.



Inserts

Inserts	Casual
Single State: starting from	\$1,520
National: starting from	\$3,050
Impact Card	\$3,000
AMT Address Fly Sheet	POA

All inserts must not exceed 200mm(w) x 290mm(h) finished size – exceeding these dimensions will require folding and a charge levied. Inserts that carry some kind of novelty, affixed or glued to a page, must be presented to the publisher for approval. Insert rates are based on a circulation of 7,000 magazines.

Creative, artwork and print production available for all advertisements, inserts, onserts etc Price On Application

E-Mag

Each issue of AMT is published and archived on AMTIL's website as an 'e-mag'. Adverts within the e-mag includes click-through functionality to drive prospects direct to your website – at no extra charge to advertisers.

Industry-leading Rates

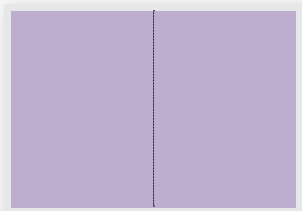
AMTIL members receive up to an additional 20% off listed rates.

Promotional Opportunities

AMTIL can also offer a range of promotional options bound within the magazine including alternative stocks, page formats, belly bands etc. Feel free to consult with Anne on the opportunities available.

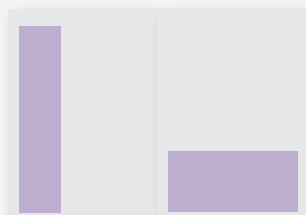


Artwork Specifications 2021



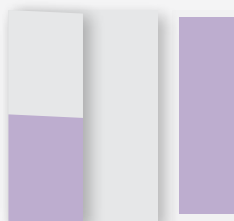
Double Page Spread

Trim: 420mm(w) x 297mm(h)
Bleed: 430mm(w) x 307mm(h)
Image: 400mm(w) x 277mm(h)
(Dark area indicated)



1/3 Page

Vertical: 55mm(w) x 262mm(h)
Horizontal: **177.5mm(w)** x 85mm(h)
(Dark area indicated)



Cover Flap (front external)

Trim: 105mm(w) x 150mm(h)
Bleed: 115mm(w) x 160mm(h)

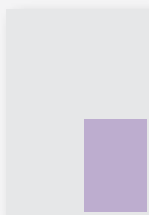
Cover Flap (reverse internal)

Trim: 105mm(w) x 297mm(h)
Bleed: 115mm(w) x 307mm(h)
Image: 80mm(w) x 277mm(h)
(Dark area indicated)



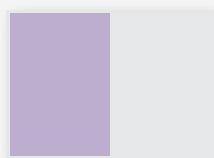
Full Page and Back Cover

Trim: 210mm(w) x 297mm(h)
Bleed: 220mm(w) x 307mm(h)
Image: 190mm(w) x 277mm(h)
(Dark area indicated)



1/4 Page Vertical

Image: 85.7mm(w) x 130mm(h)
(Dark area indicated)



Magazine Fly Sheet

Image: 140mm(w) x 200mm(h)
(Dark area indicated)

PLEASE NOTE:
SET ARTWORK TO NOMINATED SPECIFICATIONS
TO AVOID POTENTIAL MISREPRESENTATION.



1/2 Page

Vertical: 85.7mm(w) x 262mm(h)
Horizontal: **177.5mm(w)** x 130mm(h)
(Dark area indicated)

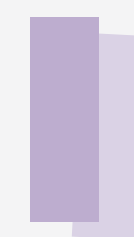


2/3 Page (left)

Vertical: 116mm(w) x 262mm(h)

Strip (right)

Horizontal: **177.5mm(w)** x 33mm(h)
(Dark area indicated)



Impact Card (double sided)

Trim: 105mm(w) x 297mm(h)
Bleed: 115mm(w) x 307mm(h)
(Dark area indicated)

Material Submission

All artwork to be supplied in the following electronic formats:

PDF: High resolution 300dpi with image(s) and fonts embedded.

TIFF, JPEG: High resolution 300dpi at 100% output size.

EPS: High resolution vector art with imagery embedded, fonts outlined
fonts and colours converted to CMYK at 100% output size.

Files up to 15MB can be emailed. Please contact AMTIL for instruction
for files larger than 15MB.

Copy Deadlines

All files are required strictly as per indicated (see page 4).

Author's Corrections

Minor changes are acceptable but complete redesigns,
rewrites or style changes will incur a surcharge.

Dimensions

Please ensure dimensions of advertisements are correct, and that
adequate bleed has been allowed (Applicable Double Page and
Full Page advertisements only). Please avoid placing any text inside
a 30mm gutter (down the centre) of a double page advertisement to
avoid potential readability issues. It is the client/agency's responsibility
to supply correct material. An additional charge will result if incorrect
artwork is received and alterations are required.

Another top-rate publication! So much information! I always look forward to each issue, grabbing a coffee and spending a couple of hours coming up to speed with all of the changes taking place in this industry. I rely on this to keep our industrial business Chamber updated. Well done!!!! In my opinion, you are THE PREMIER industrial publication in the nation.

Craig Hingston, Founder & Director
Your Image Marketing & Media

"I receive many industry publications, but I always take the time to read the AMT magazine from cover to cover when it comes out... in fact it's the only one I do! It's a magazine that keeps me up to date with current innovation and technology, and of products, services and capabilities in the marketplace".

Bruce McArthur, Managing Director
Austral Wright Metals

AMT magazine seems to get better each year. It's a great publication and always contains very interesting industry and technical articles. I have read it for several years and constantly refer to it for information, which assists me in my role as an Industry Advisor.

Noel Morton
Victorian Industry Capability Network

AMT is a premium magazine which aligns well with our brand. The articles and advertising covered are of interest to me and my market. I enjoy the editorial and profiles and views. With a manufacturing sector facing uncertainty it is important to have a magazine that is dedicated to the interests of the industry and its members.

Paul Cussen, Manufacturing Manager
Landis & Gyr

Would not change a thing. The hardcopy is great as it sits on my desk for the month for easy reference. Great all-round mag. Very well set out and easy to read. Look forward to the mag.

Mark Tiziani, Production Supervisor
Cyclone Industries

The AMT team do a great job and the quality of the magazine is very good.

George Buhagiar, Managing Director
Alflex CNC

An area focussed on small business need and an area for lobbying the govt. on issues affecting small and large business manufacturing in Aust. In general, AMT mag always represents good quality journalism and technical information and I would like to see this high standard continue.

Michael Lassak, Manager
Best Engineering

A very useful and informative mag for manufacturing industry. I find it very useful in gaining knowledge about new aspects as well as applying concepts in continuous improvement.

Venkatesh Kittur, Production Manager
Abey Australia

... just read your article in the Aug/Sept AMTIL magazine terrific read, thanks very much – makes sense to me. I highlighted a number of paragraphs so that when it makes its way around our workplace, hopefully some of the points are noticed.

Mark Cray
Hi-Tech Metrology

As a member of AMTIL since its inception Lovitt Technologies has appreciated the information we obtain from AMT magazine, from the editor to CEO reports through to manufacturing trends and processes. Also comments from various government personnel regarding our industry and general advertising of new machinery and tooling is of great interest to our organisation.

Marcus Ramsay, Manufacturing Director
Lovitt Technologies

We use Austech for pretty much brand recognition – to get our name out there. What we've found this Austech is that people have been coming through the stand saying we've been seeing your ads in the magazine, so we thought we'd come and have a look at the products. We still get people coming out of curiosity to have a look at what we've been advertising. We can attribute a lot of this to AMT. It justifies the expense!

Martin Calvert
OSG Australia

AMT undoubtedly is top of my reading list.

AMT is one of the magazines I do actually look forward to reading, it keeps my finger on the pulse and up to date with which industries and technology streams are alive... We do receive a lot of magazines, but AMT undoubtedly is top of my reading list. The first thing that I do is write the initials of all Senior management in the company to which the magazine needs to circulate to. Keep up the good work AMT.

Charlie Eilbeck, Owner – Eilbeck Cranes



Your Industry. Your Magazine.

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AMT is proudly owned and published by Australian Manufacturing Technology Institute Limited (AMTIL)

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Inform.
Grow.

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Benefits of Advertising

Advertising can be used for the purpose of increasing business or sales, and with a solid and effective campaign, it can set into motion many positive impacts within your business. An effective, consistent and well-planned advertising campaign can reach your customers and bring cumulative benefits.

STAND OUT with an effective campaign that sets you apart from your competition.

BOOST TRAFFIC across the board via your print and online campaign, sparking interest and curiosity about your products and services; prompting your customers to visit your website, sign up for an e-newsletter or contact you directly.

BRAND AWARENESS is an essential objective when advertising as it increases exposure and builds trust – the vital key with all customers. Increased exposure delivers increased opportunity. Consistent, frequent and effective advertising draws your customer to your offering and sets the stage for future brand awareness.

CHOOSE THE RIGHT VEHICLE such as trade publications that focus on specific industries relevant to your business success and ones that hold integrity in the market place. Ensuring your business is visible through these mediums puts you front and centre in the right target market.

Advertising will **INFORM AND EDUCATE** your customers of new advancements and/or product releases. Learning more about your product or service helps them make a better informed decision.

Smart businesses view continual marketing and advertising as an investment rather than a cost. They need to consider what **RETURN ON INVESTMENT** they receive in the form of heightened consumer awareness, improved brand sentiment, or direct sales. Evaluating the results are vital to confirming the investment and avoid wasteful messages. Engaging professional graphic designers can help ensure clarity of message from the very start, giving your audience a succinct but clear idea of what it is that you offer. This could save valuable dollars in the long run.