

AMTIL MEDIA KIT 2024

**WE KNOW.
WE DELIVER.**

AMT AUSTRALIAN MANUFACTURING TECHNOLOGY

Australian Manufacturing Technology (AMT) is a bi-monthly magazine published by AMTIL and distributed to over 7000 people nationally.

It's a magazine by the industry, for the industry, providing detailed coverage of all aspects of advanced precision manufacturing, with a special focus on metal machinery, cutting and fabrication.

AMT provides information, education and support to the manufacturing technology industry therefore supporting AMTIL members in their business interests.

AMT reaches out to the following industries:

- Additive Manufacturing • Aerospace and Defence • Agriculture, Food and Beverage • Automotive
- Business Management • Compressors and Air Technology • Construction and Infrastructure • Cutting Tools
- Electronics • Energy and Sustainability • Forming and Fabrication • Industry 4.0 • Material Handling
- Material Removal • Medical • Mining • Motors and Drives • Plastics, Composites and Advanced Materials • Transport



AMTIL

Become an AMTIL member to receive these benefits:

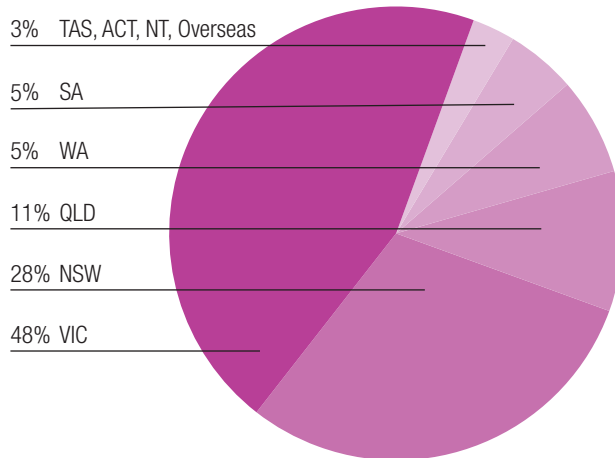
FREE

- AMT and AMTIL News editorial submissions
- Listing of your events on AMTIL's website
- Listing of your business in ManufactureLink Capability Directory
- FREE invitation to AMTIL events in Australia

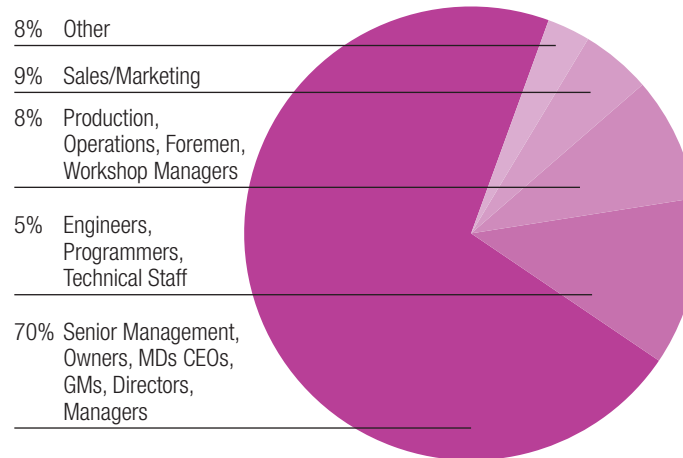
DISCOUNTED

- **20% OFF** AMT magazine advertising
- **50% OFF** AMTIL website advertising banners
- **50% OFF** AMTIL News and Product News eDMs
- **20% OFF** Exhibiting at AMW Sydney 2024 Exhibition
- **20% OFF** Exhibition Directory Advertising

AMT SUBSCRIBERS



PROFESSION



Testimonials

As a market leader we are proud to support a professional organisation such as AMTIL and the AMT magazine. They have excellent reach and recognition in our industry and it provides a strong channel to our customers and our industry stakeholders.

Dean McCarroll, Managing Director
Okuma Australia + New Zealand

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

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

George Buhagiar, Managing Director
Alfex CNC

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

As the leading representative of the manufacturing industry, AMTIL is our first choice with our advertising. It reaches a very large industry specific base, but more importantly, the right people within industry. Money well spent from our perspective.

Andrew Smith, Managing Director
MTI Qualos



AMT Magazine Features List 2024

FEB/MAR

- AEROSPACE & DEFENCE** • Renewable Energy & Clean Tech • State Spotlight: Tasmania
- Additive Manufacturing • Compressors & Air Technology • Materials Handling • Motors & Drives
 - Cutting Tools • Forming & Fabrication • Industry 4.0

APR/MAY

- AMW 2024 PREVIEW** • Construction & Infrastructure • State Spotlight: South Australia
- Quality & Inspection • Robotics & Automation • Software • Workholding • Cutting Tools
 - Forming & Fabrication • Energy & Sustainability

JUN/JUL

- AMW 2024 REVIEW** • Electronics • State Spotlight: Western Australia & Northern Territory
- Additive Manufacturing • Business Management • Welding • Cutting Tools • Forming & Fabrication
 - Material Removal • Industry 4.0 • Plastics, Composites & Advanced Materials

AUG/SEP

- MEDICAL** • Industry 4.0 • State Spotlight: Victoria
- Compressors & Air Technology • Materials Handling • Waste & Recycling • Safety • Cutting Tools
 - Forming & Fabrication • Energy & Sustainability

OCT/NOV

- MINING & RESOURCES** • Transport & Logistics • State Spotlight: Queensland
- Additive Manufacturing • Quality & Inspection • Software • Welding • Cutting Tools • Forming & Fabrication • Industry 4.0

DEC/JAN

- AUTOMOTIVE & MOTORSPORT** • Agriculture, Food & Beverages • State Spotlight: New South Wales
- Robotics & Automation • Business Management • Workholding • Cutting Tools • Forming & Fabrication
 - Material Removal • Energy & Sustainability • Plastics, Composites & Advanced Materials

Artwork and Editorial Submission Deadlines

FEB/MAR ISSUE

MONDAY 8TH JANUARY

APR/MAY ISSUE

MONDAY 4TH MARCH

JUN/JUL ISSUE

MONDAY 6TH MAY

AUG/SEP ISSUE

MONDAY 8TH JULY

OCT/NOV ISSUE

MONDAY 9TH SEPTEMBER

DEC/JAN ISSUE

MONDAY 4TH NOVEMBER



Editorial Submissions

Australian Manufacturing Technology (AMT) magazine is the platform of choice for the Australian manufacturing industry.

As Editor of the AMT magazine, I am excited to invite you to use this bi-monthly magazine to showcase your success, to encourage you to voice your opinion and to write about your technologies and workflows. Stories of 500 to 800 words may be accompanied by high resolution images (300dpi), to help illustrate your story. AMT may choose to promote your story not only in print, but on the AMTIL News website, on an AMTIL News eDM and social media pages. Preference will be given to AMTIL Members and Advertisers.

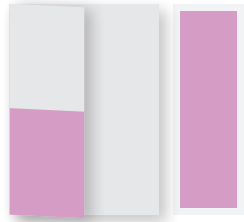
Please submit your story and let's talk.

Paul Hellard – *AMT Editor*

AMT Advertising Positions and Size

OUTSIDE FRONT COVER FLAP

- High impact, double sided cover flap
- First impression showcasing product and service
- Business branding and product awareness



Front Cover Flap

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

Reverse Cover Flap

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

1 x	MEMBER (per issue) \$5,390	NON MEMBER (per issue) \$6,750
-----	---	-----------------------------------

INSIDE BACK COVER

- High impact position on cover stock
- Ideal for strong messages
- Business branding and product awareness



Inside Back Cover

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

1 x	MEMBER (per issue) \$4,790	NON MEMBER (per issue) \$5,990
3 x	\$4,300	\$5,270
6 x	\$4,070	\$5,090

OUTSIDE BACK COVER

- High impact position on cover stock
- Ideal for strong messages
- Business branding and product awareness



Outside Back Cover

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

1 x	MEMBER (per issue) \$5,020	NON MEMBER (per issue) \$6,270
3 x	\$4,730	\$5,930
6 x	\$4,260	\$5,340

DOUBLE PAGE SPREAD

- WOW! Factor and huge impact
- Ideal for strong messages
- Business branding and product awareness
- Special offers



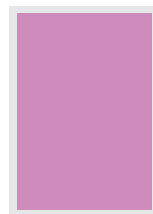
Double Page Spread

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

1 x	MEMBER (per issue) \$5,390	NON MEMBER (per issue) \$6,740
3 x	\$4,850	\$6,070
6 x	\$4,580	\$5,730

FULL PAGE

- High impact
- Ideal for strong messages
- Business branding and product awareness



Full Page

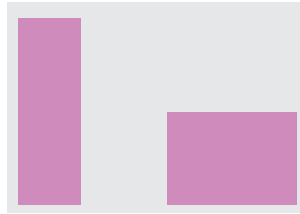
Trim: 210mm(w) x 297mm(h)
Bleed: 220mm(w) x 307mm(h)
Image: 190mm(w) x 277mm(h)
(Dark area indicated)

1 x	MEMBER (per issue) \$3,590	NON MEMBER (per issue) \$4,490
3 x	\$3,240	\$4,040
6 x	\$3,080	\$3,820

AMT Advertising Positions and Size

HALF PAGE

- Strong impact
- Both Vertical and Horizontal
- Business branding and product awareness



1/2 Page

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

	MEMBER (per issue)	NON MEMBER (per issue)
1 x	\$2,500	\$3,130
3 x	\$2,250	\$2,820
6 x	\$2,130	\$2,660

THIRD PAGE

- Cost effective space saver
- Both Vertical and Horizontal
- Perfect for brand and product awareness



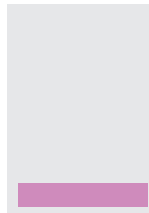
1/3 Page

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

	MEMBER (per issue)	NON MEMBER (per issue)
1 x	\$2,120	\$2,660
3 x	\$1,910	\$2,400
6 x	\$1,800	\$2,260

STRIP BANNER

- Sits at the foot of the page
- Easily seen on editorial pages
- Excellent branding and product awareness



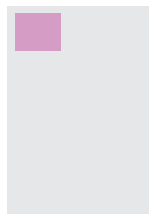
Strip Horizontal

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

	MEMBER (per issue)	NON MEMBER (per issue)
1 x	\$820	\$1,020
3 x	\$740	\$920
6 x	\$700	\$870

QR SPOT

- Best value for money all year advertising
- Be seen without the huge expense
- Push readers to your website



QR Spot

Image: 55mm(w) x 60mm(h)
 (Dark area indicated)

	MEMBER (per issue)	NON MEMBER (per issue)
1 x	\$510	\$640
3 x	\$460	\$580
6 x	\$430	\$500

POSTCARD – DOUBLE SIDED

- Invitations, promotions and branding
- Generate interactions and create leads
- 22% cheaper and 26% more real estate than a half page ad



Postcard

Trim: 143mm(w) x 102mm(h)
 Bleed: 153mm(w) x 112mm(h)

	MEMBER (per issue)	NON MEMBER (per issue)
1 x	\$2,000	\$2,500
3 x	\$1,800	\$2,250
6 x	\$1,700	\$2,130

All prices are excluding GST

AMT Advertising Positions and Size

FLYSHEET

- Prime opportunity with AMT subscribers
- Direct marketing mechanism
- Generate interactions and create leads



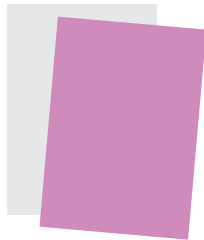
Flysheet

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

	MEMBER (per issue)	NON MEMBER (per issue)
1 x	\$2,000	\$2,500
3 x	\$1,800	\$2,250
6 x	\$1,700	\$2,130

ONSERT

- Creative, artwork and print production available for all advertisements and onserts etc



Onsert

Maximum finished size:
210mm(w) x 297mm(h)

	MEMBER (per issue)	NON MEMBER (per issue)
1-15 grams	\$2,560	\$3,200
16-30 grams	\$3,580	\$4,480

Understanding Bleed, Trim and Image when preparing ads

Printing isn't as an exact a science as most think, see below a few definitions to consider on how to best prepare your artwork to get an optimum production result

Bleed The additional area (3mm-5mm) beyond the trimmed edge of the page size to avoid any white strips: includes all background colours and imagery

Trim Trim marks (or crop marks) are lines printed in the corners of your publication's page size to show the printer where to trim the paper

Image Where all important content should stay within a nominated area of the trimmed page specifications, such as headings, copy, photos, logo, contact info, etc so as to not be trimmed off



AMT Advertising Artwork Specifications

- **PDF FORMAT:** All AMT Magazine Artwork in a PDF format in, CMYK, at least 300 DPI, with all images and fonts outlined and embedded.
- **HYPERLINKS:** Create hyperlinks within your print ready PDF as the same artwork is used for the online version and supply a URL as we use this to hyperlink for the whole advertisement.
- **SIZE:** Match your product specified in the quotation to the products in this media kit to obtain the correct size.
- **IMAGE AREA:** Keep all live images including text at least 10mm inside of trim size. Example - All Ads reaching the magazine trims and folds such as full-page ads and double page spreads. All other ads are not affected by this.
- **RESOLUTION:** 300 DPI – Do not use images saved from the internet.
- **BOOKING DEADLINE & CANCELLATION DEADLINE:** Advertising cancelled after the booking deadline is chargeable as quoted. The publisher reserves the right to repeat a previously run advertisement if artwork is delayed.
- **CHANGES:** Artwork alterations after AMT is published (print & digital) will not be possible.
- **ADS:** AMTIL reserves the right to add, delete or alter features in any issue as required.

All prices are excluding GST

Digital eDMs –Product News

Why should I advertise in Product News?

Advertising in Product News is an effective way to reach decision-makers, build brand awareness, drive website traffic, and generate leads.

If you're looking for a way to reach a targeted audience of manufacturing decision-makers, advertising in AMTIL Product News is a great option.

- With a focus on manufacturing, your ad will be seen by interested individuals.
- Drive traffic with a call to action in your ad, allowing readers to learn more.
- Sell your product or service.
- Promote an event.
- Request information through a form or subscribe to your emails.

Contact AMTIL today to learn more about how you can get started.

Sent every week on Thursday

Product News is an email sent weekly to a targeted audience specific to Australian Manufacturing by AMTIL. Its sole purpose is to inform AMTIL's large following about your capabilities and promote your business services, products, events etc. It is your space and your audience.

Artwork Preparation

Please send artwork together with subject line, containing 9 words/60 characters maximum and a URL to publications@amtil.com.au

- JPG or GIF
- 600 pixels wide x 650 pixels high
- Minimum 96 DPI in RGB

MEMBER (per send) **NON MEMBER (per send)**
\$1,900 **\$3,800**



OVER 6,000
SUBSCRIBERS

OVER 30.5%
OPEN RATE

OVER 3.5%
CLICK THROUGH RATE

The above statistics are a guide only – taken from Product News subscription list. It is a live and continuously evolving list.

All prices are excluding GST

Digital eDMs – AMTIL News

Why should I advertise in AMTIL News?

AMTIL News is read by manufacturing decision-makers. It covers a wide range of manufacturing topics, guaranteeing interested individuals will view your message.

Advertising in AMTIL News helps your business reach a targeted audience, build brand awareness, drive website traffic, and generate leads in the manufacturing industry.

- A targeted audience will ensure your ad is seen by the right people.
- Drive traffic with a call to action in your ad, directing readers to learn more about your products and services.
- Generate leads. Your ad can include a form for readers to sign up or request more information.
- Your ad will be seen by an engaged audience actively seeking to improve their manufacturing operations.
- Your ad will be seen alongside leading brands, positioning your brand as credible and reputable.

Contact AMTIL today to learn more about how you can get started.

Sent every fortnight on Friday

AMTIL News is perfect for keeping in regular contact with potential advertisers. It updates our subscribers with the latest news and stories from AMT Magazine and those that didn't make it in AMT Magazine. A great platform for news, events, and promotions with room to advertise with banner ads.

- Anyone advertising in AMTIL News with an editorial submission can have their submissions coincide with their advertisement on the send date.
- Where articles are submitted, we can also promote your article on our website and social media.
- All inclusive in the prices as quoted

Artwork Preparation

Please send your artwork together with a URL to publications@amt.com.au

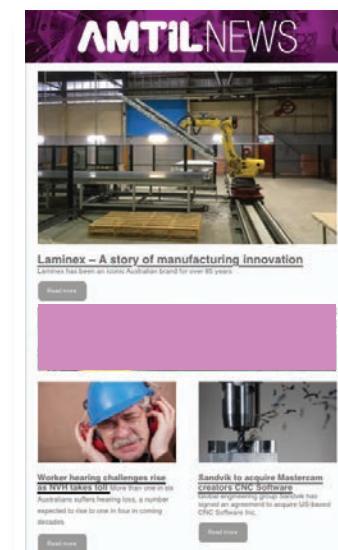
- JPG or GIF
- 560 pixels wide x 110 pixels high
- Minimum 96 DPI in RGB

MEMBER (per send)	NON MEMBER (per send)
\$1,250	\$2,500

OVER 10,000
SUBSCRIBERS

OVER 23%
OPEN RATE

OVER 8.3%
CLICK THROUGH RATE



The above statistics are a guide only – taken from AMTIL News subscription list. It is a live and continuously evolving list.

All prices are excluding GST

Website Banners

Skyscraper – High Visibility • Scrolling • Shared Positioning

With an average traffic of 5,000 users and 17,000 page views a month (January – June 2023), AMTIL website is the prime portal to engage with a captive and ever evolving audience. Advertisers can be assured of a platform that would help promote your message.

Targeted audience

AMTIL represents Australian manufacturing technology suppliers and users in their mission to be globally competitive. By advertising on AMTIL's website, you can reach a targeted audience of professionals and businesses in the manufacturing industry.

Exclusive advantages

AMTIL prides itself on providing members with exclusive advantages. As a member, you can take advantage of these exclusive advertising opportunities.

Increased visibility

AMTIL's online presence for ManufactureLink and AMTIL News showcases the latest media releases specifically devoted to Australian manufacturing. By advertising on AMTIL's website you can increase the visibility of your business and promote your products or services to a wider audience. Overall, advertising on AMTIL's website can be an effective way to reach a targeted audience, take advantage of exclusive member benefits, and increase the visibility of your business.

SKYSCRAPER BANNER

1 ad uploaded to AMTIL website

Ad uploaded to AMTIL website on Home, Industry News, ManufactureLink and Events pages.

Artwork Preparation

Please send your artwork together with a URL to publications@amtil.com.au one week prior to upload date.

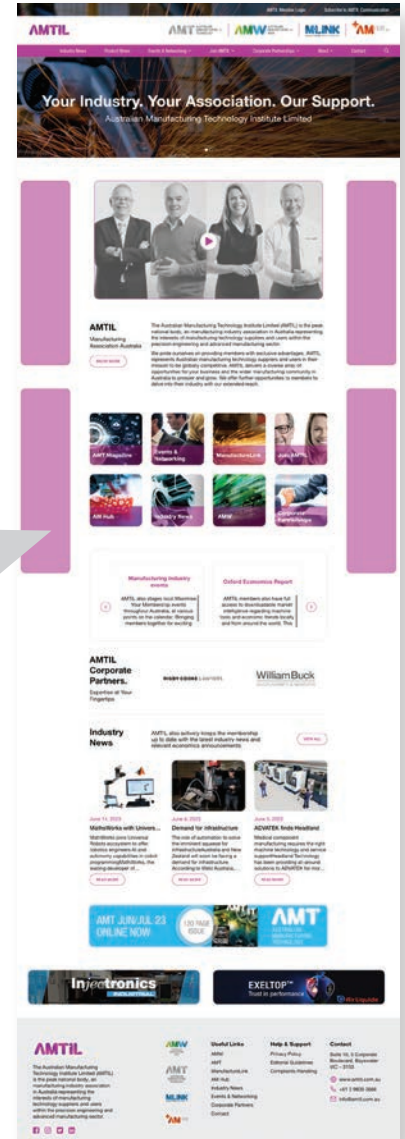
- Ads uploaded at the start of each month
- JPG or GIF
- 160 pixels wide x 600 pixels high
- Minimum 96 DPI in RGB

TOP Banner	MEMBER (per month)	NON MEMBER (per month)	BOTTOM Banner	MEMBER (per month)	NON MEMBER (per month)
1 month	\$1,500	\$3,000	1 month	\$1,250	\$2,500
6 months	\$1,250	\$2,500	6 months	\$1,000	\$2,000
12 months	\$1,000	\$2,000	12 months	\$750	\$1,500



AMTIL website monthly average statistics – Not including AMW Exhibition website

NEW LOOK WEBSITE BANNERS



All prices are excluding GST



AMTIL

AMT AUSTRALIAN
MANUFACTURING
TECHNOLOGY

AMW AUSTRALIAN
MANUFACTURING
WEEK

PUBLISHER

Shane Infanti
M 0413 173 629
T 03 9800 3666
E sinfanti@amtil.com.au

EDITOR

Paul Hellard
M 0437 199 866
E phellard@amtil.com.au

SALES MANAGER

Nicholas Raftopoulos
M 0431 753 381
E nic@amtil.com.au

PUBLICATION CO-ORDINATOR

Caroline Robinson
D 03 9800 3666
E publications@amtil.com.au

DESIGN

Franco Schena
D 03 9800 3666
E fschena@amtil.com.au

AMTIL

Australian Manufacturing Technology magazine
is proudly owned and published by AMTIL

Australian Manufacturing Technology Institute Limited
Suite 10, 5 Corporate Boulevard
Bayswater VIC, 3153 Australia
T 03 9800 3666
info@amtil.com.au

www.amtil.com.au