

APT MEDIAKIT 2024

PUBLICATIONS



**TRANSMISSION
& DISTRIBUTION**

**INDUSTRIAL
ELECTRIX**

**PURCHASING
DIRECTORY**



www.facebook.com/TransmissionAndDistributionMagazine/
www.facebook.com/IndustrialElectrixMagazine/



www.linkedin.com/company/australasian-power-technologies-publications

www.powertrans.com.au

WELCOME TO APT PUBLICATIONS MEDIA KIT 2024

Established in 1996, APT Publications publish a suite of 3 magazines. Each magazine is uniquely focused and each magazine has its own hard copy and opt in digital reader database.

EDITORIAL POLICY

APT's readers are considered our FIRST priority. We publish technical articles that offer practical, informative and highly valuable information to keep the reader abreast of technical developments in their industry. Articles authored by Engineers...for Engineers based on the actual applications and use of products and services.

Written by qualified professionals, their experience and proven reputation provides readers with reliable solutions to everyday problems. Each issue of Transmission & Distribution, Industrial Electrix and The Purchasing Directory is comprehensive in its content.



TRANSMISSION & DISTRIBUTION

focuses on the use and application of products and services across the High Voltage Electricity Supply and Energy Generation Industry of Australia, New Zealand, UK, SE Asia and South Pacific.

INDUSTRIAL ELECTRIX

focuses on the actual applications and use of products and services used within the 415V - 36kV Industrial and Manufacturing Industries.

PURCHASING DIRECTORY

commonly referred to as "The Business Search Engine of the Power Industry" encompasses the usual features, adverts and advertorials of our magazines and showcases 36+ categories of industry products and services.



EMAGAZINE

In 2010, we commenced our digital eMagazine format, hyperlinked to each advertiser's preference of website or email address. It is circulated through a registered opt in electronic database and past issues are archived online at our website at www.powertrans.com.au

2014 introduced online mediums to include Newsletters, Electronic Direct Mail (EDMs), Online Digital Media Advertising, Advertising Broadcasts and Unique Campaigns, to cross promote products and reach the industry from all angles.

APT CREATIVE STUDIO

2015 saw the introduction of the APT Creative Design Studio providing companies the ability to produce top quality flyers, business cards, posters, pull up banners and other marketing materials.

We invite your evaluation of our magazines and advertising options and look forward to discussing with you the best options to maximise your advertising ROI.

Yours sincerely,

Tyrone Gautier, Managing Director

GET TO KNOW THE TEAM

CONTACT US HERE

HEAD OFFICE



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ADVERTISING ENQUIRIES



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ACCOUNT MANAGER

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THE ANNUAL PURCHASING DIRECTORY



VIEW A COPY HERE

Each year, the APT Publications Annual Purchasing Directory (April/May) is a bumper edition, commonly referred to as "The Business Search Engine of the Electricity Supply Industry". In addition to the usual features, adverts and advertorials of our magazines, The Annual Purchasing Directory "BUYER'S GUIDE" showcases 36+ categories of industry products and services.

The Purchasing Directory will be promoted in EVERY electronic alert for a full twelve months following publication.

The Directory's matrix layout i.e. **Suppliers** (*listed across the page in alpha order*) and **Products** (*listed down the page in alpha order*), enables easy reference.

New in 2018 was the creation of the ONLINE DIRECTORY to promote your products and services. The category listings are also profiled for the duration of the year on our website thus offering the advertiser an additional extensive twelve month showcase www.powertrans.com.au

ADVERTISING RATES

The rates for the Purchasing Directory reflect the standard advertising rates of all our magazines and no charge Advertorial options apply.

Advertisers will be allocated ONE column in all applicable categories at no charge with a minimum of a half page advert in the issue. Advertisers may purchase additional column space to cater for multiple divisions/different contact details on the same page. P.O.A.

Non-advertisers may request to purchase column space only. P.O.A. and subject to availability.

INTEGRITY OF INFORMATION

There is no limit to the number of product listings ticked by each supplier but APT requests the submission of correct information to retain the integrity of this Directory for the end-user.

NEW PRODUCT LISTINGS

Submissions for NEW product listings and/or a NEW category are invited but **must be requested in the first draft**. No additional new listings are possible after final proofs are sent. Please speak with your Account Manager if you have any further queries.

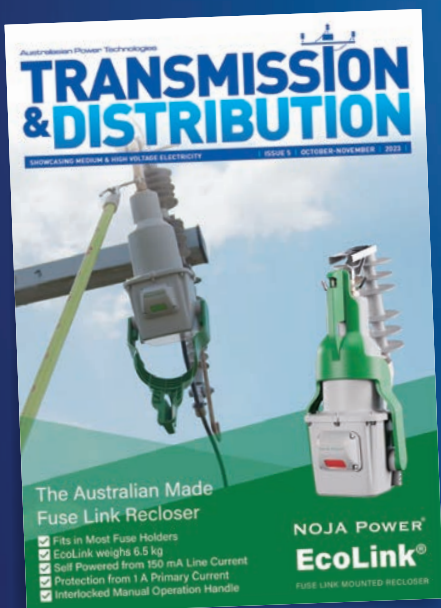
FINAL PROOFING

A PDF of the completed category pages will be emailed to all advertisers for final proofing. Advisement of required amendments have a strict deadline.

PURCHASING DIRECTORY CATEGORIES

- Arc Flash Mitigation
- Automation
- Cables High Voltage, Conductors & Fittings
- Cables Industrial & Fittings
- Cables Low Voltage & Fittings
- Communications Systems & Equipment
- Connectors & Accessories
- Consultancy Services
- Distribution Equipment & Services
- Emergency & DC Power
- Fibre Optics
- Filtration & Lubrication
- Fuses & Fittings
- Instrumentation Test & Measurement
- Insulators
- Lightning Protection
- Motors & Drives
- Motor Control Gear
- Outsourcing
- Power Conditioning Equipment & Services
- Power Factor Correction
- Power Generation
- Power System Measurement
- Protection & Control
- Refurbishment & Services
- Renewable Energy
- Safety & Hazardous Areas Equipment
- Software for Monitoring & Control
- Surge Protection
- Switchgear Low Voltage
- Switchgear Medium Voltage
- Switchgear High Voltage
- Training & Assessment Services
- Transformer Accessories & Services
- Transformers
- Transmission Equipment & Services

TRANSMISSION & DISTRIBUTION MAGAZINE



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MEDIUM - VERY HIGH VOLTAGE

Electricity is transmitted either overhead or underground from the point of generation across the country at very high voltages e.g. 275kV to zone substations.

ISSUE	MATERIAL DEADLINE FRIDAY	ELECTRONIC ALERT DEADLINE	TO YOUR DESK AND INBOX FROM THURSDAY
ISSUE 1 2024 FEB/MAR	9 FEB	26 FEB	29 FEB
	FEATURES: ENA 2024 - PREVIEW, Cables, Bush Fire Mitigation, Earthing, Substations, Switchgear, System Resilience, Renewable Energy		
PURCHASING DIRECTORY ISSUE 2 2024 APR/MAY	12 APR LISTINGS, 1 MAY MATERIALS	20 MAY	23 MAY
	2023 PURCHASING DIRECTORY The Annual Purchasing Directory combines Features and technical articles within 36+ categories that list products and services and the relevant suppliers. The matrix of listings are also profiled on our website at www.powertrans.com.au		
ISSUE 3 2024 JUN/JUL	14 JUN	1 JUL	4 JUL
	FEATURES: EEA NZ 2024 - PREVIEW, Arc Flash, Automation & Condition Monitoring, Bushfire Mitigation, Cyber Security, Earthing, IOT, Renewable Energy		
ISSUE 4 2024 AUG/SEP	23 AUG	9 SEP	12 SEP
	FEATURES: EEA NZ 2023 - REVIEW, Lightning & Surge Protection, Power Transformers, Switchgear, Test & Measurement, Renewable Energy		
ISSUE 5 2024 OCT/NOV	6 OCT	21 OCT	24 OCT
	FEATURES: IOT, Automation & Condition Monitoring, Overhead Lines, Partial Discharge, Power Transformers, Renewable Energy, System Resilience, Bush Fire Mitigation		
ISSUE 6 2024 DEC/JAN	15 NOV	2 DEC	5 DEC
	FEATURES: Automation & Condition Monitoring, Lightning & Surge Protection, Overhead Lines, Substation Design & Solutions, Renewable Energy		

* Features: including but not limited to the above.

ADVERTISING ENQUIRIES

Martine Gautier M +61 416 201 617 | E martine@powertrans.com.au

Tyrone Gautier P +61 7 3374 2877 | M 0435 424 143 | E tyrone@powertrans.com.au

REGULAR FEATURE INCLUSIONS:

- Arc Flash Mitigation
- Asset Management
- Automation & Condition Monitoring
- Bush Fire Mitigation
- Cables (Underground/Overhead Conductors)
- Communications - Technologies & Equipment
- Cyber Security
- Earthing
- Electrical Safety
- Electricity in Mining
- Heavy Haulage
- IEC61850
- Insurance
- I.O.T
- Lightning & Surge Protection
- Mobility/Transport/Trailers
- Overhead Lines
- Partial Discharge
- Power Chain - Generators/Compressors Chain - Generators/Compressors
- Power Electronics
- Power Generation
- Power Quality
- Power System Measurement
- Power Transformers
- Protection & Automation
- Protection & Control
- Refurbishment & Maintenance
- Renewable Energy
- Safety
- Services - Import/Export Smart Grid
- Software
- Substation Design & Solutions
- Supply Chain
- Surge Protection
- Switchgear
- System Resilience
- Test & Measurement
- Training & Education
- Transformer Accessory Services

INDUSTRIAL ELECTRIX MAGAZINE



[VIEW A COPY HERE](#)

LOW - MEDIUM VOLTAGE

From the zone substation, voltage is reduced to the levels required, usually 415V Three Phase for most applications for the commercial, industrial end user, through to 36kV Networks used by heavy industry e.g. large mines and steel mills.

ISSUE	MATERIAL DEADLINE FRIDAY	ELECTRONIC ALERT DEADLINE	TO YOUR DESK AND INBOX FROM THURSDAY
ISSUE 1 2024 1ST QUARTER JAN-MAR	8 MAR	25 MAR	28 MAR
	FEATURES: Arc Flash Mitigation, Electrical Safety, Power Factor Correction, Thermography, Hazardous Areas		
ISSUE 2 2024 PURCHASING DIRECTORY APR-JUN	12 APR LISTINGS, 1 MAY MATERIALS	20 MAY	23 MAY
	2023 PURCHASING DIRECTORY The Annual Purchasing Directory combines Features and technical articles within 36+ categories that list products and services and the relevant suppliers. The matrix of listings are also profiled on our website at www.powertrans.com.au		
ISSUE 3 2024 3RD QUARTER JUL-SEP	26 JUL	12 AUG	15 AUG
	FEATURES: Condition Monitoring, Earthing - Lightning & Surge Protection, Instrumentation Test & Measurement, Motors & Drives, Reliability & Predictive Maintenance, Safety in Industry		
ISSUE 4 2024 4TH QUARTER OCT-DEC	25 OCT	11 NOV	14 NOV
	FEATURES: Automation, Cables & Connectors, Electricity in Mining, Energy Strategies, Lighting Solutions, Process Control		
* Features: including but not limited to the above.			

ADVERTISING ENQUIRIES

Martine Gautier M +61 416 201 617 | E martine@powertrans.com.au

Tyrone Gautier P +61 7 3374 2877 | M 0435 424 143 | E tyrone@powertrans.com.au

REGULAR FEATURE INCLUSIONS:

- Arc Flash Mitigation
- Automation
- Condition Monitoring
- Bearings
- Cables & Connectors
- Earthing & Bonding
- Electrical Safety
- Electricity in Hazardous Areas
- Electricity in Mining
- Energy Strategies
- Harmonics & Filters
- Instrumentation Test & Measurement
- Lighting Solutions
- Lightning & Surge Protection
- Motors & Drives
- Power Analysers
- Power Factor Correction
- Power Quality
- Power System Measurement
- Process Control
- Protection and Control
- Refurbishment
- Reliability & Predictive Maintenance
- Safety in Industry
- Thermography
- Variable Speed Drives

MAGAZINE ADVERTISING RATES PRINT & DIGITAL



[VIEW THE ADVERTISING RATES HERE](#)

All rates are in AUD and are exclusive of GST.

COVERS	X 1	X 3	X 6	X 9
		±7.5% discount	±15% discount	±22.5% discount
Front Cover	6250.00	5780.00	5312.00	4844.00
Inside Front Cover + Page 1 DPS Advert	8032.00	7430.00	6830.00	6230.00
Inside Front Cover	5200.00	4800.00	4420.00	4030.00
Outside Back Cover	5625.00	5200.00	4780.00	4360.00
Inside Back Cover	4665.00	4315.00	3965.00	3620.00
MAGAZINE PAGE ADVERTS	X 1	X 3	X 6	X 9
		±7.5% discount	±15 % discount	±22.5% discount
Full Page Advert	4620.00	4275.00	3925.00	3580.00
Half Page Advert	3150.00	2915.00	2680.00	2440.00
Third / Quarter Page Advert	2250.00	2080.00	1920.00	1750.00
Switched-on Quarter Page	495.00			
COMMERCIAL ADVERTORIAL <i>i.e. a technical article published with company logo and contact details</i>	X 1	X 3	X 6	X 9
		±7.5% discount	±15% discount	±22.5% discount
> 1200 words + 6 pics/diagrams <i>Published as a Double Page Spread (DPS)</i>	4515.00	4180.00	3840.00	3500.00
> 600 words + 2 pics/diagrams <i>Published as an A4 page</i>	3075.00	2845.00	2615.00	2390.00
WALLPLANNER - Banner Adverts	\$2500.00 - 49mmW X 9mmH		\$3500.00 - 174mmW x 40mmH	
LOOSE INSERTS/ONSERTS DL, A4 or A3 folded brochures supplied for distribution by State, Australia only or Australia and New Zealand. POA.				

ADVERTISING RATES INCLUDE

- If required, APT Creative Studio can design and build your ad free of charge
- Half and full page ads receive a complementary advertorial
 - Half page advert**
400 word + 1 pic advertorial published as an A4 page
 - Full page ad**
700 word + 2 pics advertorial published as a Double Page Spread

Advertorial must be in the form of a technical article/case study and is subject to Editor approval. This offer is conditional to placement within the same issue as advert and is not transferable to another issue. APT print design standards apply.
- One hyperlink per advert (website or email address). Additional hyperlinks \$25.00 each.

FRONT COVER

Front Covers are subject to APT Publications design disciplines and must reflect their sector of the Industry. A supplied 150 word Cover Story will be published on Page 2.

ADDITIONAL COSTS

Specifically requested page placement - plus 10%.

PLEASE NOTE:

1. Invoices are processed upon print completion of each publication and payable within 14 days.
2. E-Advertising Invoices are processed prior to digital activation and payable within 14 days.
3. Multiple 3, 6 or 9 bookings on contract rate can be any combination of the above options across the 3 magazines.
4. Contracts must be confirmed in writing and published within a 12 month period to receive relevant discount.
5. Approved advertising agencies are offered a 10% rebate for settlement within 45 days.
6. Amendment/s to any contract booking must be requested by client, and agreed to by the Editor, minimum fourteen (14) days prior to the relevant print date. The Editor retains the right to reprint a previously published advertisement if new materials are not received by 5pm on the material deadline date.

WEBSITE ADVERTISING RATES

APT offers a range of advertising spots on our website. Maximise your exposure by adding a digital advertising campaign. Choose from the premium position on the home page or a billboard/banner to promote your business online.

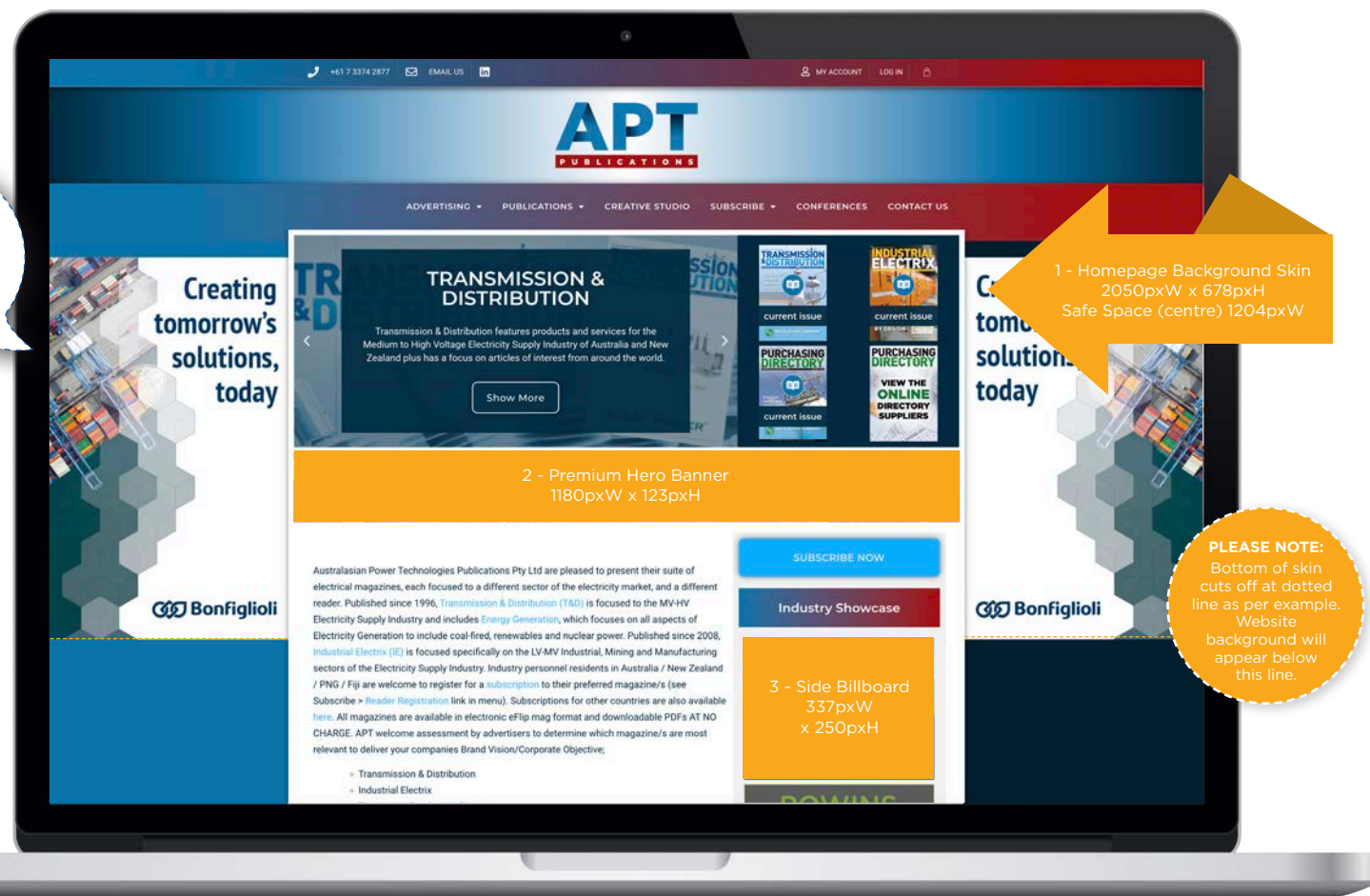
APT's website at www.powertrans.com.au has been re-engineered to suit portable digital devices and has engaged a unique readership of industry professionals who are keen to access downloadable PDFs in our archive of eMagazines.

SPECIFICATIONS

- Accepted file formats - jpeg, gif, png
- Digital advert design is available FREE of CHARGE for minimum bookings of three consecutive months.
- Digital advert design cost +50%

All rates are in AUD and are exclusive of GST.

MAKE AN
IMPACT AND
TAKE OVER
OUR SITE!



Advert type	Per Week	Per Month
1 - Homepage Background Skin	784	
2 - Premium Hero Banner		950
3 - Side Billboard		700
4 - Hero Banner (sits below body text on site - not shown on image above) 723pxW x 119pxH		825

ELECTRONIC ALERT ADVERTISING RATES

APT offers a range of advertising spots on our website. Maximise your exposure by adding a digital advertising campaign. Choose from the premium position on the home page or a billboard/banner to promote your business online.

APT's website at www.powertrans.com.au has been re-engineered to suit portable digital devices and has engaged a unique readership of industry professionals who are keen to access downloadable PDFs in our archive of eMagazines.

SPECIFICATIONS

- Accepted file formats - jpeg, gif, png
- Digital advert design is available FREE of CHARGE for minimum bookings of three consecutive months.
- Digital advert design cost +50%

All rates are in AUD and are exclusive of GST.

Source: powertrans.com.au & EDM platform.

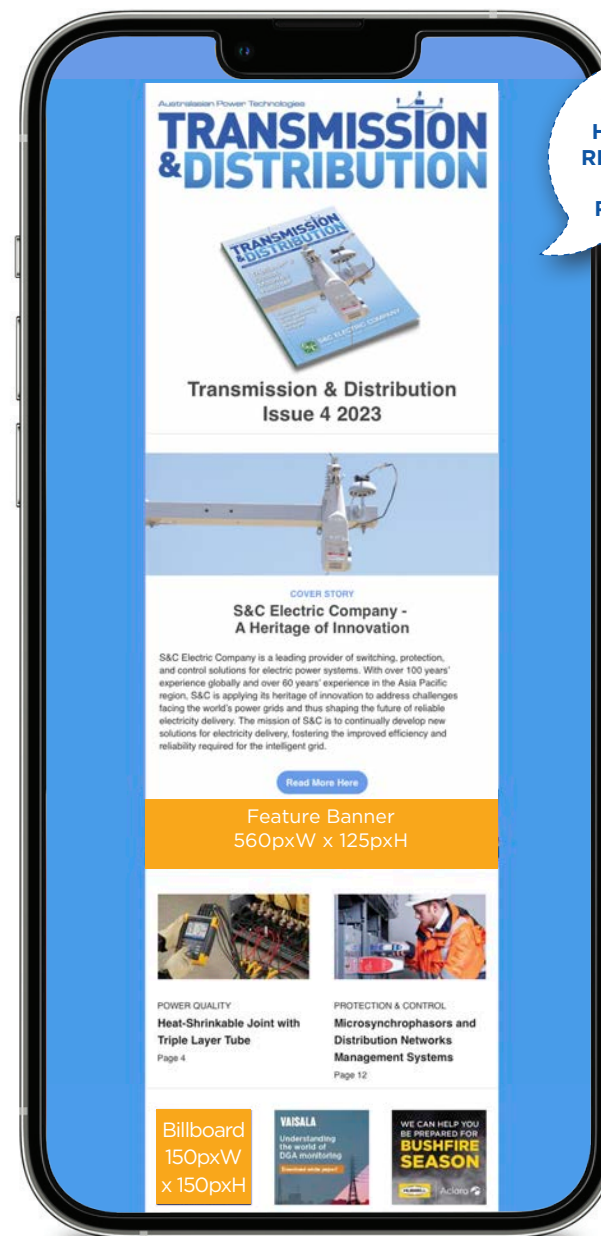
Feature type	Per Insertion
Feature Banner (560pxW x 125pxH)	400
Billboard (150pxW x 150pxH)	350
Feature Advertorial Link Highlight of your advertorial, with image and link directly to your article - print deadline applies	200
Electronic Direct Mail (EDMs)	\$2500 per magazine reach



SEND YOUR EDM TO OUR 12,000+ SUBSCRIBERS

APT offers a range of advertising spots on our Electronic Direct Mail (EDM) alerts and upcoming newsletters. With an above industry standard click through rate you can send direct mailouts to our electronic subscribers.

Our registered members are your target audience, allowing you to reach thousands of registered subscribers with your choice of feature promotions.



WE CAN
HELP YOU
REACH OUR
12,000+
READERS

ARTWORK SPECIFICATIONS



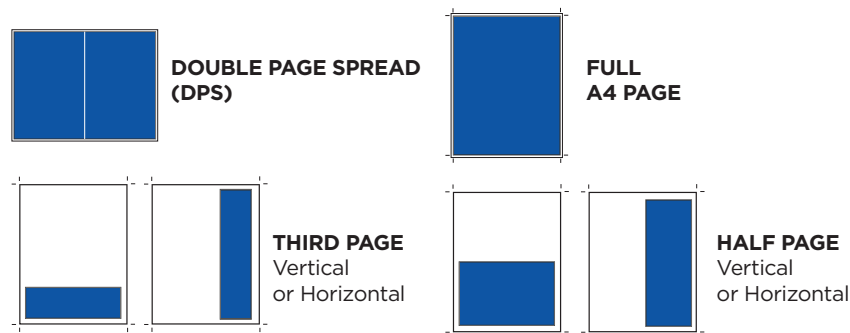
APT magazines are Perfectly Bound/Burstbound

PLEASE FORWARD ALL PRINT AND DIGITAL MATERIALS TO:

APT PUBLICATIONS PTY LTD
Production Manager: Lawrie Borchers
T: +61 7 3374 2877 F: +61 7 3374 2899
E: production@powertrans.com.au
Postal address:
PO Box 1195 Kenmore QLD 4069

MAGAZINE ADVERTISING

APT's three magazines are published to standard A4 size 210mm (w) x 297mm (h).



Ad Size	TRIM - mm W x mm H	BLEED mm W x mm H
Double Page Spread	420 x 297	428 x 305
Full A4 Page	210 x 297	218 x 305
Half Page Horizontal (no Advertorial)	180 x 125	n/a
Half Page Horizontal (with Advertorial)	180 x 115	n/a
Half Page Vertical	100 x 297	108 x 305
Half Page Vertical (with Advertorial)	90 x 297	98 x 305
Third Page Horizontal	180 x 80	n/a
Third Page Vertical	80 x 252	n/a
Switched On Quarter Page	86 x 123	n/a

SUPPLIED PRESS READY PDF FILES

- High Quality, CMYK PDF with 4mm bleed and trim marks identified
- Ensure text and logo/s on A4 adverts have 10mm clearance from edge to allow for magazine spine
- Allow minimum 4mm bleed on all edges

IMAGES, DIAGRAMS OR GRAPHICS

Pictures, diagrams or graphics must be supplied separately as high resolution (300dpi) images in jpg, tif, high resolution PDF or eps format.

SUPPLIED ARTICLES

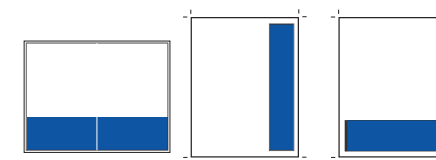
All articles are published to the APT design disciplines. All text must be supplied by email as a Word Document or text file. All images, diagrams, or logos must be supplied as separate high res files and appropriate captions should be included for all images, diagrams or graphics.

COMPLEMENTARY DESIGN SERVICES

The APT Creative Studio will produce your advertisement, at no charge, if required. If a copy of artwork files is required, charges will apply. Company supplied advertorial is published to APT's design disciplines.

PURCHASING DIRECTORY BANNER ADVERTISING

Purchasing Directory Banners are placed on the category listings pages where available.



Banners (L-R):

Double Horizontal Banner
400mm (w) x 80mm (h) with 20mm spine gap

Vertical Banner
75mm (w) x 272mm (h)

Horizontal Banner
190mm (w) x 60mm (h)

*Only advertisers with a minimum half page advert will receive a free 12 month subscription.



OUR SERVICES

APT Publications has been established for over 25 years and with that, comes great experience in knowing the most successful options in which to promote your brand.

The APT Creative Studio can create powerful and high quality graphic design that can help create brand awareness, cultivate a relationship with your customers and help put your business in the spotlight. Even in this age of digital media, you can't beat a well-designed print piece. Our team have the skills and passion to see your creative job through from start to finish, including all your design work and printing.

Our other services include:

- Content Creation
- Newsletters
- Laminates
- Digital Design including online advertisements, social media assets, wallpapers and more

So we can help with all your design needs, send us an email, call us on +61 7 3374 2877 or contact your Account Manager and we can assist you with your query.

[VIEW THE APT CREATIVE STUDIO HERE](#)

