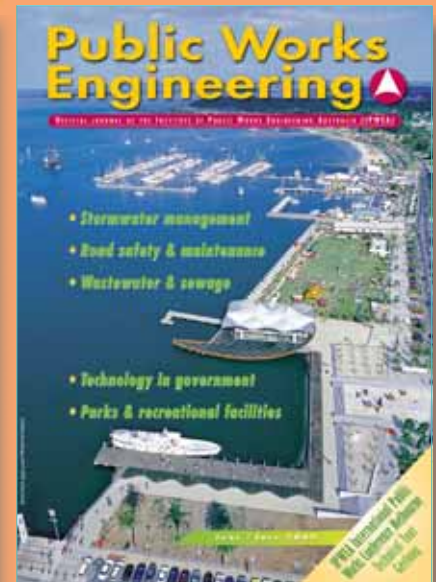


Public Works Engineering

OFFICIAL JOURNAL OF THE INSTITUTE OF PUBLIC WORKS ENGINEERING AUSTRALIA (IPWEA)



ADVERTISING & EDITORIAL
INFORMATION 2010



AUSTRALIA'S ONLY SPECIALIST PUBLIC WORKS MAGAZINE

PUBLICATION PROFILE

As the flagship journal of the Institute of Public Works Engineering Australia (IPWEA), **Public Works Engineering** has a unique ability to reach the decision makers within the engineering profession in the Local and State Government sector. The Institute and its members play a powerful role in the infrastructure, asset management, water and stormwater and waste management areas - to name just a few.

Public works engineers are involved in decisions about plant hire, workplace safety, parks and gardens, streetscapes and lighting, road maintenance, GIS software, wastewater re-use, waste-to-energy, vehicle and fleet management and maintenance, security, environmental management and performance.

Published bi-monthly, this long established journal is the key information tool for Institute members. It is a targeted, focused publication delivering a high quality audience with precise information to assist them in the discharge of their daily responsibilities.

Each issue contains up-to-date insights into news and management issues with local government and the broader public works sector:

- *Information about new products and services relevant to public works engineers*
- *Special features on vital public works activities and sectors*
- *Regular columns on purchasing, managing and maintaining infrastructure*
- *leading edge material on emerging issues such as waste-to-energy, salinity, environmental performance and greenhouse emission reductions*

READERSHIP

Each issue of **Public Works Engineering** is distributed to more than 5,500 public sector engineers in the Federal, State and Local Government sectors, including more than 3,000 members of IPWEA who receive the magazine as a key part of their membership of the Institute. The magazine is also subscribed to by many companies and consultants in the private sector. In addition, special over-runs of the magazine are typically distributed at major Institute events such as conferences, exhibitions and field days.

CIRCULATION

CAB Audited (5474)

ADVERTISING AND PRODUCTION

Published by Hallmark Editions for the IPWEA

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Public Works Engineering is published in the months of February, April, June, August, October and December.

ISSUE DATES - 2010

Issue	Published	Editorial & ads to be made up	Material - finished art
February	February 25	February 5	February 12
April	April 23	April 1	April 9
June	June 18	May 28	June 4
August	August 20	July 30	August 6
October	October 8	September 17	September 24
December	November 30	November 10	November 17

MATERIAL

Artwork can be provided on disk or high-resolution pdfs can be emailed (Adobe Acrobat 7, 6 or 5). Images should be at least 300 dpi and able to be read in Photoshop 11 or earlier. Illustrator files should be saved in version 14 or earlier (placed images in Illustrator files should be at least 300 dpi and embedded rather than linked). EPS and TIFF formatted files should be moded as CMYK (not RGB) and should be at least 300dpi. Bleed ads require a minimum 4mm bleed off the page. A proof of the advertisement (preferably colour) should be included..

Email address for artwork: yuri@halledit.com.au

ADVERTISING AND EDITORIAL FEATURES SCHEDULE FOR 2010

FEBRUARY

Editorial Features

Stormwater Review
 Road Construction & Maintenance
 Desalination & Membranes
 Technology in Government
 Pipes/Pipeline Technology
 Traffic Control and Parking

APRIL

Special CivEnEx Issue

Editorial Features

Parks, Landscaping and Playgrounds
 Public Lighting
 Streetscape
 Road Construction
 Waste Management, Screening & Crushing
 Water Efficiency
 Plant Hire
 Trenchless Technology

JUNE

Editorial Features

Stormwater Review
 Technology in Government
 Road Maintenance
 Wastewater/Sewage
 Road Safety

AUGUST

Editorial Features

Road Construction & Maintenance
 Recreational Facilities, Parks
 Traffic Control
 Urban Design
 Pipes/Pipeline Technology
 Desalination & Membranes

OCTOBER

Editorial Features

Stormwater Review
 Technology in Government
 Waste Management, Screening & Crushing
 Bridges
 Water Efficiency
 Trenchless Technology
 Road Maintenance
 Public Lighting

DECEMBER

Editorial Features

Open Space Management
 Road Maintenance and Construction
 Construction Equipment
 Sewage Treatment and Wastewater Reuse
 Parks and Recreation

ADVERTISING RATES to December 2010 (excluding GST)

	Casual	3X	6X
Four Colour			
Double page	\$4,700	\$4,500	\$4,200
Full page	\$2,750	\$2,600	\$2,450
Two-thirds page	\$2,250	\$2,150	\$2,050
Half page	\$1,850	\$1,750	\$1,600
One-third page	\$1,450	\$1,350	\$1,250
One-quarter page	\$1,100	\$1,000	\$900
One-eighth page	\$800	\$750	\$700
Two Colour (Black plus one colour)			
Full page	\$1,695	\$1,595	\$1,495
Two-thirds page	\$1,500	\$1,400	\$1,300
Half page	\$1,300	\$1,200	\$1,050
One-third page	\$1,050	\$950	\$850
One-quarter page	\$900	\$800	\$750
One-eighth page	\$550	\$500	\$450
Mono			
Full page	\$1,575	\$1,495	\$1,415
Two-thirds page	\$1,300	\$1,200	\$1,100
Half page	\$1,100	\$1,000	\$900
One-third page	\$800	\$700	\$650
One-quarter page	\$650	\$600	\$550
Loading for premium positions			
Outside back	15%		
Inside front	10%		
Inside back	5%		
Inserts			
Single A4 sheet	\$1,950		
A3 folded to A4	\$2,250		

PLEASE NOTE: 10% GST must be added to all rates

DISPLAY ADVERTISEMENT DIMENSIONS

Full page		One-third page (horizontal strip)	
Trimmed	29.7 cm high x 21 cm wide	Trimmed	10.0 cm high x 21 cm wide
Image area	26.8 cm high x 18 cm wide	Image area	8.5 cm high x 18 cm wide
Bleed	30.5 cm high x 21.8 cm wide*	Bleed	14 cm high x 21.8 cm wide*
Double page		One-third page (vertical strip)	
Trimmed	29.7 cm high x 42 cm wide	Trimmed	29.7 cm high x 7.2 cm wide
Image area	26.8 cm high x 38.7 cm wide	Image area	26.8 cm high x 5.7 cm wide
Bleed	30.5 cm high x 42.8 cm wide*	Bleed	30.5 cm high x 8.0 cm wide*
Two-thirds page		One-quarter page	
Trimmed	29.7 cm high x 13.3 cm wide	Image area	13 cm high x 9 cm wide
Image area	26.8 cm high x 11.8 cm wide	One-quarter page (horizontal strip)	
Bleed	30.5 cm high x 14.1 cm wide*	Image area	6 cm high x 18 cm wide
Half page (horizontal)		One-quarter page (vertical strip)	
Trimmed	14.9 cm high x 21 cm wide	Image area	26.8 cm high x 5 cm wide
Image area	13 cm high x 18 cm wide	One-sixth page (horizontal strip)	
Bleed	15.3 cm high x 21.8 cm wide*	Image area	4.5 cm high x 18 cm wide
Half page (vertical)		One-eighth page (horizontal strip)	
Trimmed	29.7 cm high x 10.3 cm wide	Image area	3.5 cm high x 18 cm wide
Image area	26.8 cm high x 8.9 cm wide		
Bleed	30.5 cm high x 11.1 cm wide*		
One-third page			
Trimmed	14.8 cm high x 13.3 cm wide		
Image area	13 cm high x 11.8 cm wide		
Bleed	15.2 cm high x 13.7 cm wide*		

* includes 4mm bleed on left and right to allow for placement on left or right page.

Please keep type at least 1 cm from edges of page and spine.