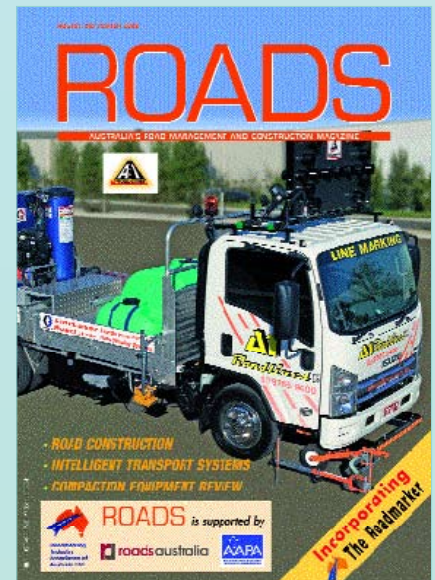
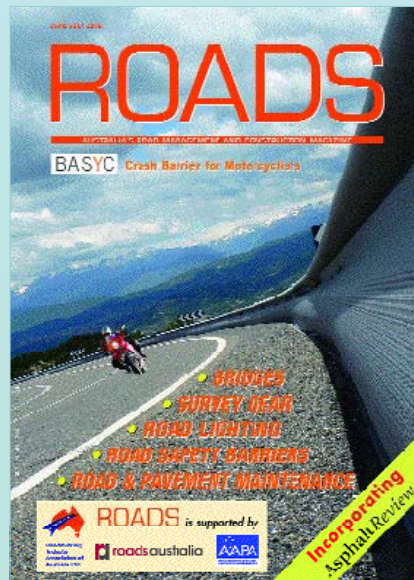
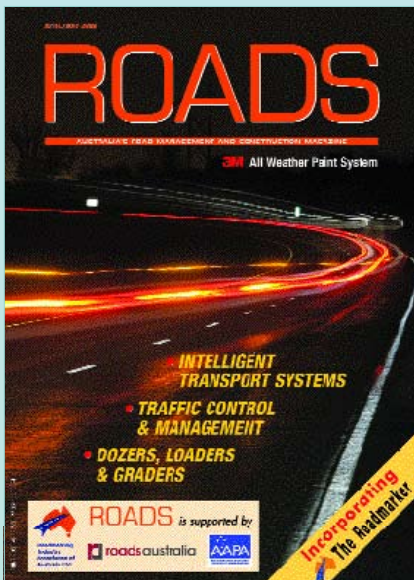
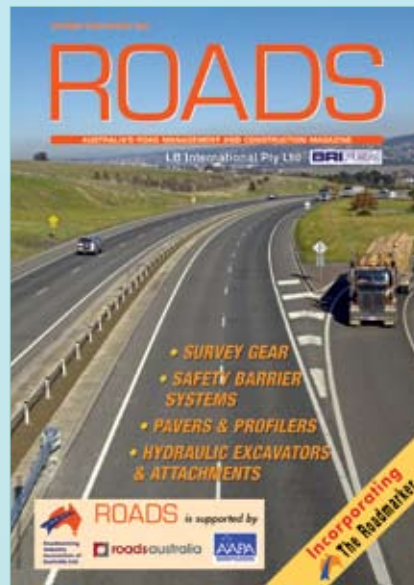


ROADS

AUSTRALIA'S ROAD MANAGEMENT AND CONSTRUCTION MAGAZINE



ADVERTISING & EDITORIAL
INFORMATION - 2010

ROADS MAGAZINE

THE MAGAZINE FOR THE ROAD MANAGEMENT AND ROAD CONSTRUCTION INDUSTRY

With roads and road construction playing such a pivotal and powerful role in the national economy, it's timely that this multi-billion dollar industry now has its own specialist and focused publication, Roads magazine.

The importance of road infrastructure and construction to Australia is reflected in the scale of governments' investment in that infrastructure over the years, and more recent investment by the private sector. The Federal Government's latest roads initiative has sent a strong signal as to the industry's significance.

The total replacement value of Australia's 810,000 km of roads is estimated to be \$100 bn, with new investment being in the order of \$7 billion annually. Considering the magnitude and value of the asset, it is not surprising that it is a major employer. An estimated 120,000 people are involved in all facets of road construction, management, maintenance and policy in Australia.

Roads magazine brings together the key decision makers whose judgements and expertise are at the core of this large industry.

Roads magazine is committed to enhancing communication between industry and government sectors, expanding the circulation of news on industry events, issues, technologies and initiatives.

Each edition has a comprehensive news roundup, informed comment and coverage of technical features on road design and construction, project reports, updates on environmental issues, coverage of management and contracting issues, and news of recent product releases. It will be an indispensable read for everyone in Australia's roads industry, from the policy makers and designers to the constructors and maintenance crews.

Roads magazine is published six times a year: February, April, June, August, October, December.

CIRCULATION: 5000-plus copies are distributed to all local governments in Australia, materials suppliers, contractors, policy decision-makers in the Federal and State Governments, engineering consultants and other technical specialists.

Roads Magazine Production and Advertising

Published by Hallmark Editions,
99 Bay Street, Brighton 3186

Mailing Address: PO Box 84 Hampton 3188

Tel: (03) 8534 5000 **Fax:** (03) 9530 8911

Contact: Yuri Mamistvalov

Tel: (03) 8534 5008 **Fax:** (03) 9530 8911

Mobile: 0419 339 865

Email: yuri@halledit.com.au (also email address for advertising artwork)

EDITORIAL CONTENT

Each edition of Roads magazine incorporates the following sections:

News

A roundup of what's happening around the country:

- Government roads programs
- Local government activities
- Upcoming projects
- Research and new product news
- New equipment and industry news
- Safety issues

Technical

A section devoted specifically to the latest technical aspects of road construction, including:

- Road design - alignments and pavements
- Geotechnical analysis
- Construction
 - pavement recycling
 - stabilisation
 - crushing & screening
 - compaction & testing methods
 - wearing courses
- Road maintenance
- Road safety

Traffic Management and Safety

- Traffic controls
- Traffic calming
- Signage
- Line marking
- Lighting
- Traffic surveillance

Project Report

A feature on a construction project, highlighting the specific difficulties of the project and how they were overcome.

Environment

- Stormwater management
- Sediment control
- Stabilisation
- Drainage and barrier fences
- Landscaping
- Preparation of environmental business plans
- Onsite environmental issues and how to tackle them
- Project reports

Management/Policy

Coverage of the latest issues of concern in management.

- Planning considerations and route selection
- Quality control in construction
- Developments in codes of practice and standards
- Industry training
- Workplace safety
- Legal issues and finance

New Products

An update on new products relating to roads planning, design, construction and maintenance.

ADVERTISING RATES to December 2010 (excluding GST)

Four Colour	Casual	3x	6x
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

Covers - Full Colour

Front cover package - \$5,000 (Comprises action photo and logo on front cover and full page ad within magazine)

Loading for premium positions –

- Outside back cover – 15%
- Inside front cover – 10%
- Inside back cover – 5%

Inserts

- Single A4 sheet - \$1950
- A3 folded to A4 - \$2250

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

DISPLAY ADVERTISEMENT DIMENSIONS

Full page	Trimmed 29.7 cm high x 21 cm wide	Image area 26.8 cm high x 18 cm wide	Bleed 30.5 cm high x 21.8 cm wide*	One-third page (horizontal strip)	Trimmed 10.0 cm high x 21.0 cm wide	Image area 8.5 cm high x 18 cm wide	Bleed 10 cm high x 21.8 cm wide*
Double page	Trimmed 29.7 cm high x 42 cm wide	Image area 26.8 cm high x 38.7 cm wide	Bleed 30.5 cm high x 42.8 cm wide*	One-third page (vertical strip)	Trimmed 29.7 cm high x 7.2 cm wide	Image area 26.8 cm high x 5.7 cm wide	Bleed 30.5 cm high x 8.0 cm wide*
Two-thirds page	Trimmed 29.7 cm high x 13.3 cm wide	Image area 26.8 cm high x 11.8 cm wide	Bleed 30.5 cm high x 13.7 cm wide*	One-quarter page	Image area 13 cm high x 9 cm wide	One-quarter page (horizontal strip)	Image area 6 cm high x 18 cm wide
Half page (horizontal)	Trimmed 14.9 cm high x 21 cm wide	Image area 13 cm high x 18 cm wide	Bleed 15.3 cm high x 21.8 cm wide*	One-quarter page (vertical strip)	Image area 26.8 cm high x 5 cm wide	One-sixth page (horizontal strip)	Image area 4.5 cm high x 18 cm wide
Half page (vertical)	Trimmed 29.7 cm high x 10.3 cm wide	Image area 26.8 cm high x 8.9 cm wide	Bleed 30.5 cm high x 11.1 cm wide*	One-eighth page (horizontal strip)	Image area 3.5 cm high x 18 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.

MATERIAL

Artwork can be provided on disk or a high resolution pdf can be emailed. QuarkXpress files should be in version 6.5 or earlier. Images should be in Photoshop version 11 or earlier. Illustrator files should be saved for version 14 or earlier (please ensure that images placed in Illustrator files are embedded rather than linked). EPS and TIFF formatted files should be moded as CMYK (not RGB). Please keep text at least 10mm from edges of page. A proof of the ad (preferably colour) should be included. **Email address for artwork: yuri@halledit.com.au**

FEATURES FOR 2010

FEBRUARY ISSUE

- Bridges
- Road & Pavement Maintenance
- Pavers & Profilers
- ASPHALT REVIEW
- EQUIPMENT REVIEW: Compactors

APRIL ISSUE

- ITS (intelligent transport systems)
- Stormwater & Erosion Control (silt screens & barrier fences)
- Traffic Control & Management (calming, surveillance & signage)
- ROADMARKER: Line & Road Marking
- EQUIPMENT REVIEW: Dozers, Loaders & Graders

JUNE ISSUE - *Special Small Bridges Conference issue*

- Survey Gear
- Bridges & Culverts
- Road & Tunnel Lighting
- Road Workzone Safety & Safety Barrier Systems
- Excavators & Attachments
- ASPHALT REVIEW
- EQUIPMENT REVIEW: Pavers & Profilers

AUGUST ISSUE - *Special RIAA Roadmarking Conference edition*

- Subgrade Preparation (geotextiles)
- Road Building Equipment
- ITS (intelligent transport systems)
- ROADMARKER: Line & Road Marking
- EQUIPMENT REVIEW: Compaction

OCTOBER ISSUE

- Traffic Control & Management (road safety)
- Road Asset Management/Design Software
- ASPHALT REVIEW
- EQUIPMENT REVIEW: Loaders, Dozers & Graders

DECEMBER ISSUE

- Survey Gear
- Safety Barrier Systems
- Hydraulic Excavators & Attachments
- Environmental Dimensions (erosion control)
- ROADMARKER: Line & Road Marking
- EQUIPMENT REVIEW: Pavers & Profilers

STATE READERSHIP BREAKDOWN

NSW & ACT	VIC	QLD	SA	WA	TAS	NT	TOTAL
1570	1184	735	632	716	298	83	5218

INDUSTRY READERSHIP BREAKDOWN

Local Government	2510	Road Industry suppliers	623
Consulting engineers	615	Road authorities, Govt	312
Civil contractors	823	Total	5218
Construction companies	335		

ISSUE DATES FOR 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 2	July 12	July 19
October	October 8	September 17	September 24
December	November 26	November 5	November 12