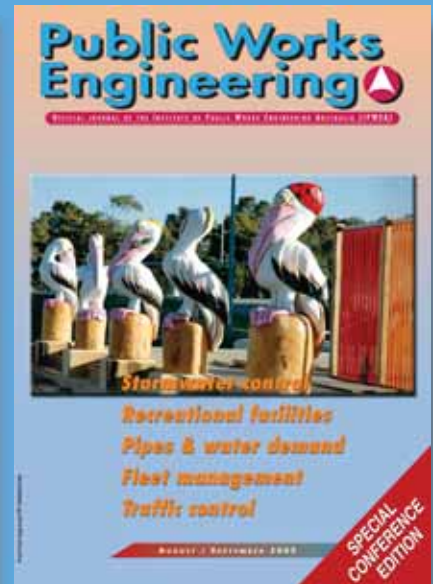
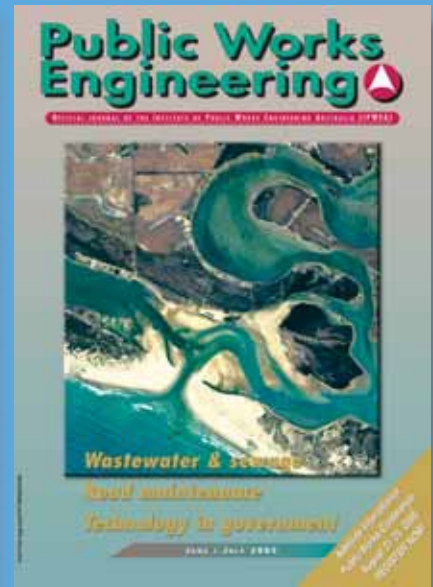
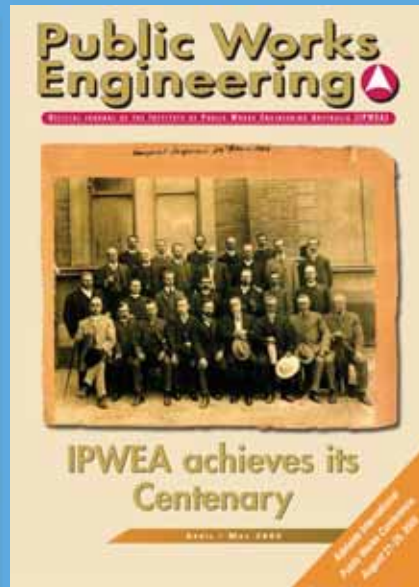


Public Works Engineering

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



ADVERTISING & EDITORIAL
INFORMATION

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

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ISSUE DATES

Issue	Published	Booking	Material
February	February 26	February 11	February 11
April	April 28	April 14	April 14
June	June 23	June 9	June 9
August	August 18	August 4	August 4
October	October 13	September 29	September 29
December	December 1	November 17	November 17

MATERIAL

Artwork can be provided on disk or high-res pdfs can be emailed. It should be (colourised) for Apple Macintosh Quark Express, version 6.5 or earlier, or Adobe Acrobat version 5 or 6. Images should be in Photoshop version 9 or earlier. Illustrator images should be saved for version 12 or earlier (images in Illustrator files must be embedded rather than linked). EPS and TIFF formatted files should be moded as CMYK (not RGB). Please ensure that all screen and printer fonts are included as well as any EPS or TIFF files. A proof (preferably colour) should be included. We can accept the following media: ZIP 100mb discs or CD ROMs. Printing instructions should be clearly indicated.

ADVERTISING AND EDITORIAL FEATURES SCHEDULE FOR 2006

FEBRUARY

DEADLINE EDITORIAL: 4 FEBRUARY
DEADLINE ADVERTISING: 11 FEBRUARY

Editorial Features

Technology in Government
Stormwater Drainage
Traffic Control and Parking
Urban Design
Fleet Management

APRIL

SPECIAL CivEnEx ISSUE

DEADLINE EDITORIAL: 14 APRIL
DEADLINE ADVERTISING: 21 APRIL

Editorial Features

Parks, Landscaping and Playgrounds
Public Lighting
Streetscape
Road Construction
Plant Hire
Waste Management

JUNE

DEADLINE EDITORIAL: 9 JUNE
DEADLINE ADVERTISING: 16 JUNE

Editorial Features

Technology in Government
Road Maintenance
Wastewater/Sewage
Energy Efficiency/Greenhouse

AUGUST

DEADLINE EDITORIAL: 28 JULY
DEADLINE ADVERTISING: 4 AUGUST

Editorial Features

Stormwater and Ground Engineering
Recreational Facilities, Parks
Traffic Control
Fleet Management
Urban Design
Pipes/Pipeline Technology

OCTOBER

DEADLINE EDITORIAL: 22 SEPTEMBER
DEADLINE ADVERTISING: 29 SEPTEMBER

Editorial Features

Technology in Government
Waste Management
Bridges
Plant Hire
Road Asset Management
Road Maintenance

DECEMBER

DEADLINE EDITORIAL: 10 NOVEMBER
DEADLINE ADVERTISING: 17 NOVEMBER

Editorial Features

Open Space Management
Road Maintenance and Construction
Construction Equipment
Sewerage Treatment and Reuse/Wastewater
Cleaning and Sweeping
Parks and Recreation

ADVERTISING RATES to December 2006 (excluding GST)

	Casual	3X	6X
Four Colour			
Double page	\$4700	\$4500	\$4200
Full page	\$2600	\$2450	\$2300
Two-thirds page	\$2100	\$1900	\$1750
Half page	\$1700	\$1600	\$1500
One-third page	\$1350	\$1250	\$1180
One-quarter page	\$1000	\$900	\$850
One-eighth page	\$700	\$620	\$550
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One-quarter page	\$900	\$800	\$750
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One-quarter page	\$650	\$600	\$550
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Inside front	\$2895	\$2750	\$2605
Inside back	\$2770	\$2630	\$2490
Inserts			
Single A4 sheet	\$1950		
A3 folded to A4	\$2250		

PLEASE NOTE: 10% GST must be added to these prices

DISPLAY ADVERTISEMENT DIMENSIONS

Full page		One-third page (horizontal)	
Trimmed	29.7 cm high x 21 cm wide	Trimmed	14.8 cm high x 13.3 cm wide
Image area	26.8 cm high x 18 cm wide	Image area	13 cm high x 11.8 cm wide
Bleed	30.5 cm high x 21.8 cm wide*	Bleed	15.2 cm high x 13.7 cm wide*
Double page		One-third page (vertical)	
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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 7.6 cm wide*
Two-thirds page		One-quarter page (horizontal)	
Trimmed	29.7 cm high x 13.3 cm wide	Image area	6 cm high x 18 cm wide
Image area	26.8 cm high x 11.8 cm wide	One-quarter page (vertical)	
Bleed	30.5 cm high x 13.7 cm wide*	Image area	13 cm high x 9 cm wide
Half page (horizontal)		One-sixth page (horizontal)	
Trimmed	14.9 cm high x 21 cm wide	Image area	4.5 cm high x 18 cm wide
Image area	13 cm high x 18 cm wide	One-eighth page (horizontal)	
Bleed	15.3 cm high x 21.8 cm wide*	Image area	3.5 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 10.7 cm wide*		

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