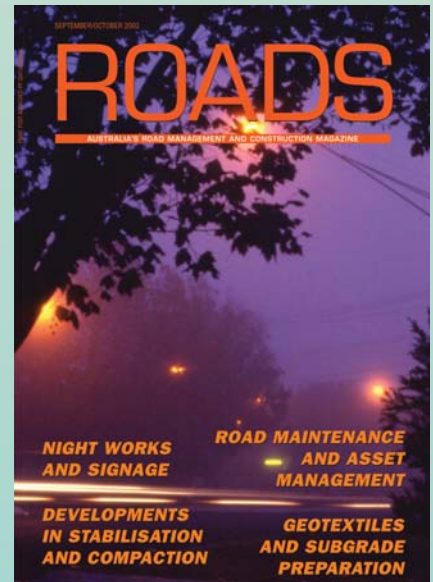
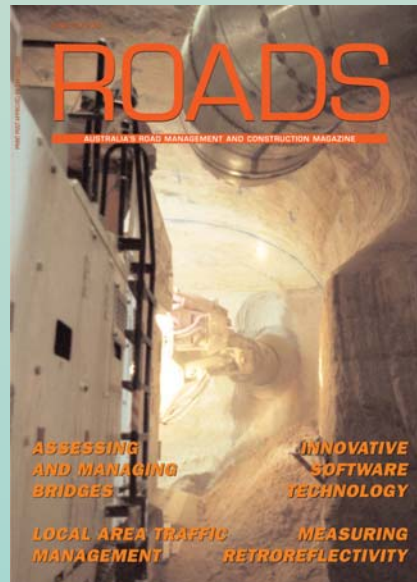
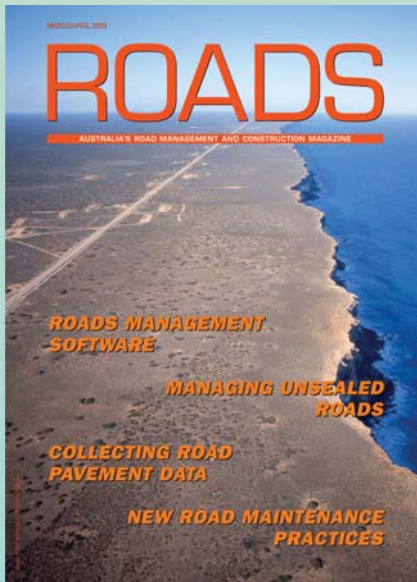
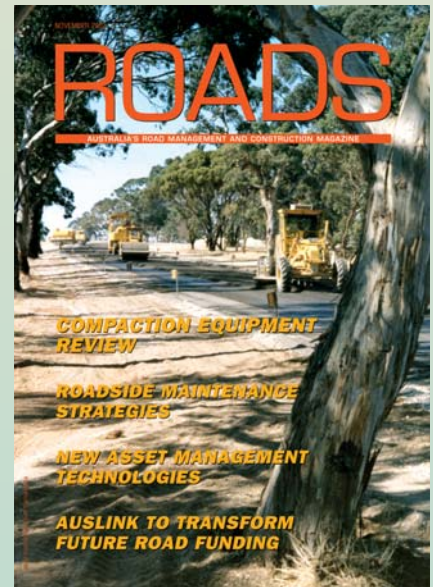
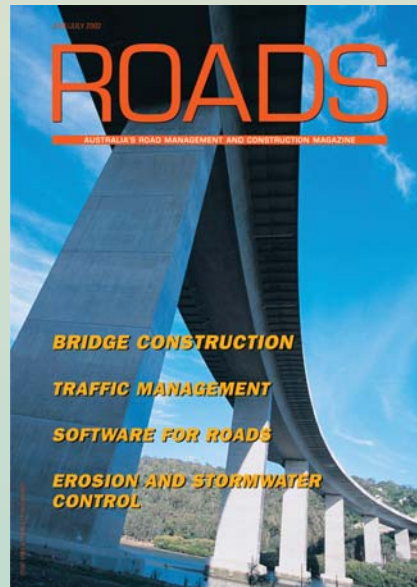
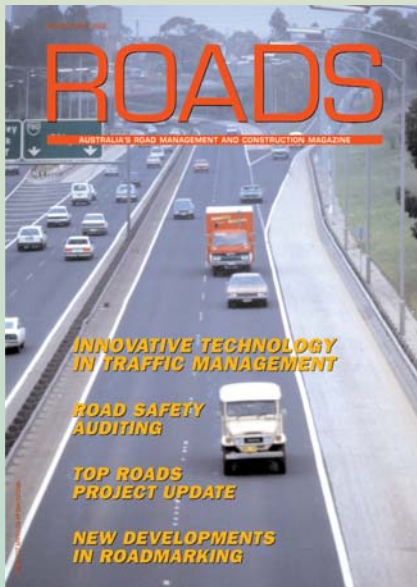


ROADS

AUSTRALIA'S ROAD MANAGEMENT AND CONSTRUCTION MAGAZINE



ADVERTISING & EDITORIAL
INFORMATION - 2004

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

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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

Unit	Type	Casual	3X	6X
Double page spread	4 colour	\$4700	\$4500	\$4300
Full page	4 colour	\$2600	\$2400	\$2295
	Mono	\$1420	\$1330	\$1250
Two-thirds page	4 colour	\$2230	\$2290	\$2015
	Mono	\$1125	\$1065	\$990
Half page	4 colour	\$1900	\$1800	\$1650
	Mono	\$950	\$900	\$840
One-third page	4 colour	\$1420	\$1320	\$1250
	Mono	\$720	\$690	\$650
One-quarter page	4 colour	\$945	\$845	\$800
	Mono	\$580	\$550	\$520
Inside Front Cover	4 colour	\$2850	\$2750	\$2650
Outside Back Cover	4 colour	\$2950	\$2850	\$2750
Inside Back Cover	4 colour	\$2750	\$2650	\$2550
Inserts				
Single A4 sheet		\$1750		
A3 folded to A4		\$1950		

Rates include GST

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

MATERIAL

Artwork can be provided on disk. It should be (colourised) for Apple Macintosh Quark Express, version 4 or earlier. Images should be in Photoshop version 6 or earlier. Illustrator images should be created in version 9 or earlier. 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 laser proof (preferably colour) should be included. We can accept the following media: 1.4mb 3.5 inch floppy discs (PC or MAC), ZIP 100mb discs or CD ROMs. Printing instructions should be clearly indicated.

FEATURES FOR 2004

FEBRUARY ISSUE

- Bridges
- Lighting, Signage & Safety Equipment
- Road & Pavement Maintenance

EQUIPMENT REVIEW: Compactors

APRIL ISSUE

- Traffic Control & Management (calming surveillance & signage)
- Asphalt Technology
- Road & Workzone Safety

EQUIPMENT REVIEW: Dozers, Loaders & Graders

JUNE ISSUE

- Line Marking
- Survey Gear
- Stormwater & Erosion Control (silt screens & barrier fences)

EQUIPMENT REVIEW: Profilers

AUGUST ISSUE

- Subgrade Preparation (geotextiles)
- Bridges
- Lighting, Signage & Hire Equipment

EQUIPMENT REVIEW: Pavers (crawler & rubber tyred)

OCTOBER ISSUE

- Traffic Control & Management (calming surveillance & signage)
- Road Asset Management
- Design Software

EQUIPMENT REVIEW: Compaction

DECEMBER ISSUE

- Survey Gear
- Environmental Dimensions (erosion control)
- Pavement & Asphalt Recycling

EQUIPMENT REVIEW: Hydraulic Excavators, Hammers & Attachments

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 2004

Issue	Published	Booking	Material
February	February 27	February 6	February 13
April	April 30	April 2	April 14
June	June 18	May 28	June 4
August	August 13	July 23	July 30
October	October 10	September 10	September 24
December	November 26	November 5	November 12