

MediaKit

SHIPPING

AUSTRALIA



THE OFFICIAL JOURNAL OF SHIPPING AUSTRALIA LIMITED



Shipping Australia Magazine is the flagship publication of Shipping Australia Limited, an industry association whose members are accountable for 80 per cent of container and car trade to and from Australia, 70 per cent of bulk and break bulk trade as well as the operation of heavy lift, cruise ships and tugs. Our associate members encompass the broad range of suppliers to the shipping industry including: port owners and operators, stevedores, container services, supply chain managers, law firms, financial analysts, insurance, communications and information technology providers.

Shipping Australia Magazine brings together a broad readership of all those with an interest in maritime trade and is targeted at the high level executives in shipping, freight, primary production, manufacturing and supporting industries as well as relevant Government departments. The magazine has grown to become Australia's pre-eminent shipping industry journal with feature articles covering all sectors of the market, along with profiles of industry leaders, as well as policy debate and opinion pieces

The magazine enjoys both domestic and international distribution and advertising in Shipping Australia Magazine is a sure way to get your product noticed by decision makers.

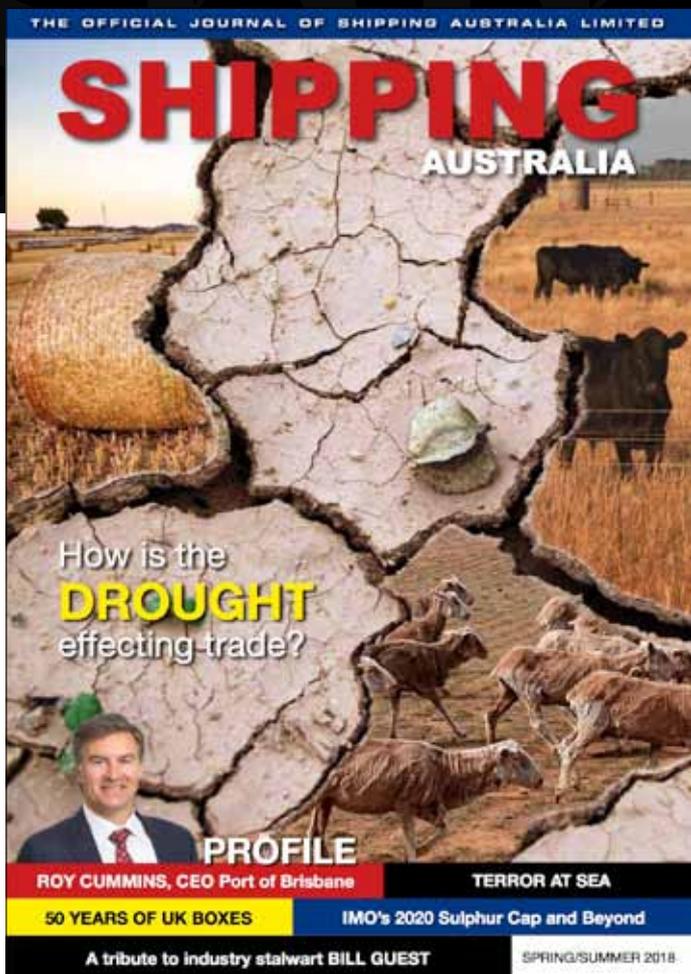
Having witnessed considerable growth in both our export trade (and the importance this has for the Australian economy), coupled with the increase in popularity in the cruising market, Shipping Australia has been, and will continue to be, not only the publication everyone in the industry awaits to see eagerly and reads avidly, but also "the place" for everyone to advertise in and keep their names to the fore.

Shipping Australia Magazine is published twice annually with an Annual Review each summer. In addition to the printed publication, the magazine is also available for viewing and download from the Shipping Australia website. The magazine is supported by a free electronic newsletter, eSignal which is published at least monthly to keep readers up to date with industry developments between magazine editions.

Advertising opportunities are available in Shipping Australia Magazine, eSignal and on the Shipping Australia website, which will be sure to increase the awareness of your brand across the shipping and freight sectors. We look forward to welcoming you aboard.

Yours sincerely

Rod Nairn
Chief Executive Officer
Shipping Australia Limited



Magazine Profile

Ontime Publications are proud to continue publishing the official journal of Shipping Australia Limited (SAL). We are immensely proud to say that since our involvement with SAL, the journal has continued to enjoy its place as the pre-eminent journal for the industry and is widely accepted and respected by the industry and government departments who receive it both here in Australia as well as overseas.

The readership and distribution has now increased to include all members of Tradegate – Australia’s Specialist International Trade and E-commerce Provider.

We shall continue to strive to improve both the quality and presentation, and through the good offices of the SAL committee we are confident that the contents will maintain its extremely high standards.

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Shipping Australia Magazine is published twice a year in June (Autumn/Winter), November (Spring/Summer), and the Annual Review is published in January.

We not only look forward to the continuing support of the organizations which have advertised with us in the past, (and we also look forward to their continuing to do so in forthcoming editions), but also extend a welcome to all the new companies who select the journal as the chosen vehicle to carry their messages in the future. Your association with us in this publication will enhance your role in the industry and keep your name in the forefront to the decision makers in both private and public sectors of this vital industry. In this regard we would like to mention that accompanying editorial is welcomed on the proviso of it being accepted by the SAL committee, whose decision is final, and is beyond our control.

In this day and age, like all publishers and associations, we ensure that the journal is also available on the SAL web site. Enquiries concerning availability are welcomed.

All advertising enquiries should be addressed to myself on 0400 473 200 or email steve.moxey@ontimepublications.com.au

Yours sincerely,

Steve Moxey
Managing Director / Ontime Publications



SAL advertising rates

Magazine			
Full Page	210mm X 297mm + 5mm Bleed	\$3500	
Double Page	420mm X 297mm + 5mm Bleed	\$6000	
Half Page	180mm wide x 125mm deep	\$2500	
Quarter Page	180mm wide x 60mm deep	\$2000	
Inside Front Cover	210mm X 297mm + 5mm Bleed	\$6000	Subject to availability & prior sale
Outside Back Cover	210mm X 297mm + 5mm Bleed	\$7500	Subject to availability & prior sale
Inside Back Cover	210mm X 297mm + 5mm Bleed	\$5500	Subject to availability & prior sale
Annual Review			
Full Page	210mm X 297mm + 5mm Bleed	\$4500	
Double Page	420mm X 297mm + 5mm Bleed	\$7500	
Half Page	180mm wide x 125mm deep	\$3500	
Quarter Page	180mm wide x 60mm deep	\$2000	
Inside Front Cover	210mm X 297mm + 5mm Bleed	\$7500	Subject to availability & prior sale
Outside Back Cover	210mm X 297mm + 5mm Bleed	\$8000	Subject to availability & prior sale
Inside Back Cover	210mm X 297mm + 5mm Bleed	\$7500	Subject to availability & prior sale