CONTRACTOR

2012 Media Kit

"Advertising with Contractor has fuelled Hyundai's success in this vital industry, and has enhanced the communication of our campaigns, product and service offerings. In recent years, our advertising campaigns have paid back tenfold. Hyundai looks forward to continued growth and development during the coming years of our partnership"

Robert Pearson
Marketing Manager, Hyundai Construction Equipment Australia

"The staff at Aspermont are friendly, easy to deal with, professional and knowledgeable. But most importantly, their publications are read by the people that matter. ConstructionIndustryNews.net and Contractor magazine deliver the best opportunities for us to reach our construction industry market. And the results prove it"

Bree Andrijich
Marketing Manager, Allight Pty Ltd

Aspermont
Information for Industry

T: +61 8 6263 9100 F: +61 8 6263 9148 E: advertising.contractor@aspermont.com

CONTRACTOR

About US

Contractor has revolutionised trade media coverage of the civil construction industry, satisfying the need for industry-specific news and strategic information.

The monthly magazine presents cutting-edge industry news, product and equipment reviews, and exclusive surveys and reports from leading business writers and industry contributors.

Published for more than 25 years, *Contractor* is widely recognised and respected for the quality of its editorial and advertising exposure.

***Contractor* is a paid subscription service. For a complimentary copy or subscription enquiries:**
E: subscriptions.contractor@aspermont.com T: +61 8 6263 9100 F: +61 8 6263 9186

Why ADVERTISE?

Contractor gives you the opportunity to reach decision-makers across all occupations and sectors of the Australian construction industry.

Our unique range of advertising and sponsorship options will ensure your campaign reaches your target audience and creates a positive and lasting impression of your business.

Contractor is published by *Aspermont Limited,* Australia's largest resources industry media group. We offer cost-effective packages across our industry leading publications, providing you with maximum coverage of your target audience. For more information, visit **www.aspermont.com.**

Tailored print and online packages for your business.

CONTRACTOR

CRANES AND LIFTING

CIN
ConstructionIndustryNews.net

AUSTRALASIAN CONSTRUCTION Suppliers Guide 2012
Incorporating Crane and Lifting Equipment Suppliers

AUSTRALASIAN CRANE Suppliers Guide

Contact US

For more information or to book your advertising campaign, contact:
T: +61 8 6263 9100 or advertising.contractor@aspermont.com

Issue Date: 09/2011

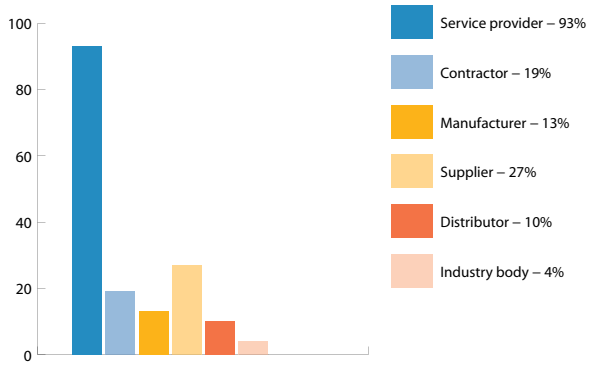
CONTRACTOR

Reader DEMOGRAPHICS

Total Readership: 31,000

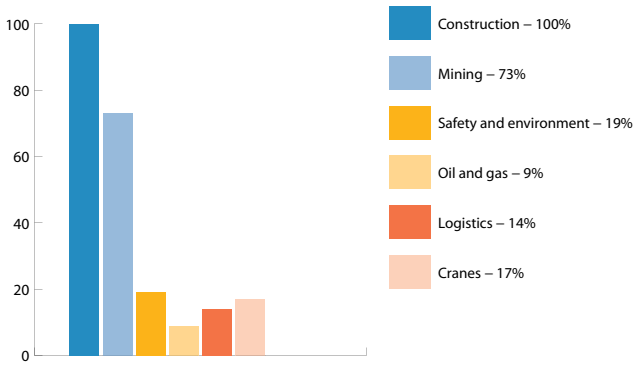
Country

The majority (98%) of *Contractor* readers reside in Australasia with the remaining 2% overseas.



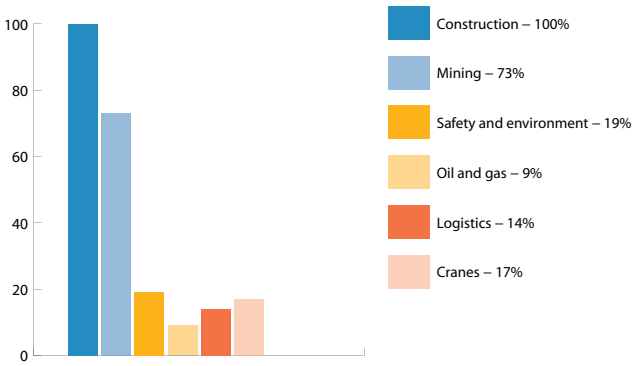
State

61% of *Contractor* readers live on the eastern seaboard states of New South Wales (29%), Victoria (26%) and Queensland (16%). The remaining reside in Western Australia (22%), South Australia (6%) and Northern Territory (1%).



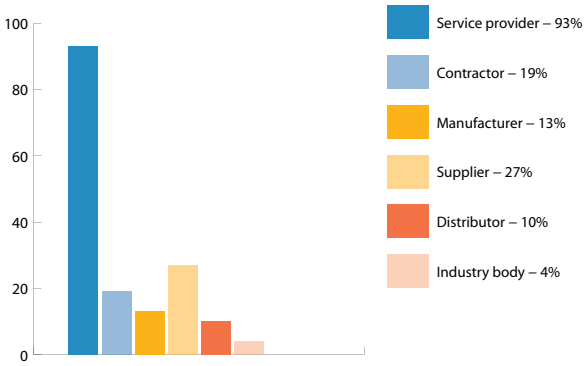
Industry type

All *Contractor* readers are in the construction industry. 73% of readers also operate in the mining industry and 19% in safety and the environment.



Business type

93% of *Contractor* readers are service providers, 27% are industry suppliers.



Circulation Audit

BDO *Contractor* average audited monthly circulation: 7,756

Issue Date: 09/2011

CONTRACTOR

2012 FEATURES

(Bookings need to be confirmed 6 weeks in advance)

January

- **Annual Australian Equipment Guide (AEG)**

February

- Equipment Review: Graders & Dozers
- Geotechnical & Environmental Drilling
- Service & Water Trucks
- Quarry Equipment
- Hammers & Attachments
- Fuel & Lubrication

March

- Official Construction & Mining Expo (CME) Program
- Equipment Review: Off Highway Trucks
- Survey & Machine Control Systems
- Highways & Road Construction
- Worksite Wheels
- WA Infrastructure

April

- Equipment Finance
- Equipment Review: Wheel Loaders
- Plant Hire
- CME Wrap-up
- Wind Farms
- Access Equipment & Work Platforms
- Qld Infrastructure

May

- Equipment Review: Rollers & Compaction Equipment
- Hydraulics
- Skills in the Resource sectors
- Telematics & Monitoring Systems
- Tunnelling
- Equipment Maintenance
- Australia's Civil Construction and Infrastructure Industry Expo (CIVENEX)
- CSG/LNG
- NSW Infrastructure

June

- Equipment Review: Mobile Crushers & Screens
- Water & Wastewater Technology
- Marine & Coastal Infrastructure
- Fabrication & Welding
- Rail infrastructure
- Forklifts/Lifting Equipment/Material handling
- SA Infrastructure

July

- Drilling Services & Products
- Equipment Review: Excavators
- Hammers & Attachments
- Resources Sector Contracting (Queensland Mining and Engineering EXPO)
- Pipeline Products, Installation & Services
- Night Construction and Lighting
- Workplace safety

August

- Concrete Technology
- Directional Drilling & Trenchless Technology
- Equipment Review: Telehandlers
- Paving & Sealing
- Victoria Infrastructure
- Quarry Equipment

September

- Corrosion Products & Services
- Equipment Review: Skid Steers & Compact Loaders
- Wear Parts & Ground Engineering Tools
- Sustainability
- Machine Guidance
- ACT Infrastructure

October

- Annual Australian Construction Suppliers Guide 2012
- Demolition & Recycling
- Equipment Review: Backhoe Loaders
- Scrubbers & Sweepers
- Formwork & Scaffolding Systems
- Worksite Wheels
- Underground Installations
- Northern Territory Infrastructure
- Australian Construction Equipment (ACE) Expo Queensland

November

- Innovative Attachments
- Goldfields and Mining Expo (GME) Review
- Dust Control
- Equipment Review: Pavers & Profilers
- Load Monitoring
- Plant Hire
- Site Power
- Tasmania Infrastructure

December

- Management & Design Software
- Equipment Review: Trenchers & Drillers
- Piling & Foundations
- Stand-on & Walk-Behind Equipment
- Tyres & Tracks
- Driving down haulage costs

AUSTRALASIAN CONSTRUCTION Suppliers Guide 2012

Incorporating Crane and Lifting Equipment Suppliers

Guarantee year-long exposure to the construction and crane industries

This comprehensive Suppliers Guide is packed with information on the companies supplying products and services to all sectors of the Australasian construction and crane industries.

Contact us today for advertising opportunities.

Issue Date: 09/2011

CONTRACTOR

Rates 2012

	Casual Rate		Corporate Rate	
Size	$ pre GST	$ (incl GST)	$ pre GST	$ (incl GST)
DP	7,055.00	7,760.50	6,120.00	6,732.00
FP	3,890.00	4,279.00	3,330.00	3,663.00
2/3 Page	3,330.00	3,663.00	2,885.00	3,173.50
1/2 Page	2,720.00	2,992.00	2,335.00	2,568.50
1/3 Page	2,215.00	2,436.50	1,920.00	2,112.00
1/4 Page	1,830.00	2,013.00	1,585.00	1,743.50
1/6 Page	1,530.00	1,683.00	1,340.00	1,474.00

Key Positions

- 20% loading applies to covers (IFC, IBC, BC)
- 15% loading applies up to page 15
- 10% loading applies to all other specified locations

Corporate Rates

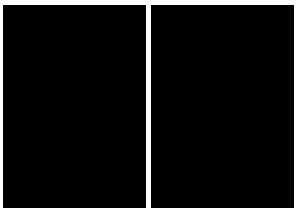
Corporate rates are available to clients who book two or more ads in the calendar year 2012.

Basic Typesetting Rates

	Casual Rate	
Size	$ pre GST	$ (incl GST)
DP	560.00	616.00
FP	465.00	511.50
2/3 Page	265.00	291.50
1/2 Page	240.00	264.00
1/3 Page	220.00	242.00
1/4 Page	205.00	225.50
1/6 Page	185.00	203.50

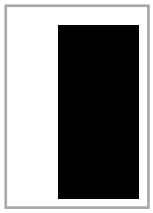
Please Note: Typesetting rates do not include the cost of scans, photo manipulation or drawing requirements.

Artwork Size SPECIFICATIONS

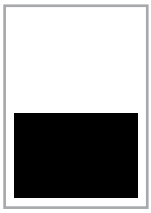


Double Page (DP)
Trim Size: 297mm(d) x 420mm(w)
Bleed: 307mm(d) x 430mm(w)
Image Area: 270mm(d) x 384mm(w)
Safe Area: 285mm(d) x 408mm(w)

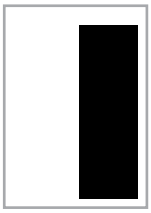
Full Page (FP)
Trim Size: 297mm(d) x 210mm(w)
Bleed: 307mm(d) x 220mm(w)
Image Area: 270mm(d) x 182mm(w)
Safe Area: 285mm(d) x 198mm(w)



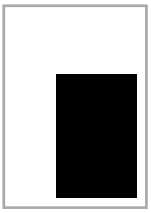
2/3 Page - Vertical
255mm(d) x 119mm(w)



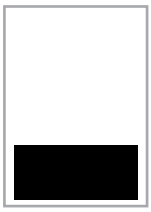
1/2 Page - Horizontal
124mm(d) x 182mm(w)



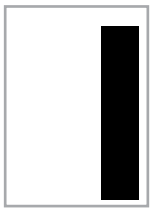
1/2 Page - Vertical
255mm(d) x 86mm(w)



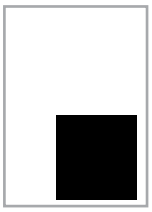
1/2 Page - Double Column
182mm(d) x 119mm(w)



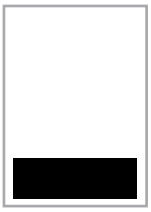
1/3 Page - Horizontal
80mm(d) x 182mm(w)



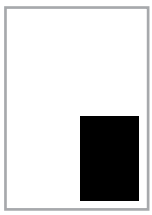
1/3 Page - Vertical
255mm(d) x 55mm(w)



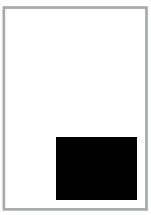
1/3 Page - Double Column
124mm(d) x 119mm(w)



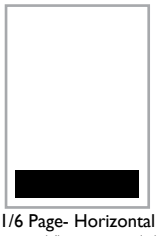
1/4 Page - Horizontal
60mm(d) x 182mm(w)



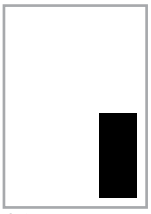
1/4 Page - Vertical
124mm(d) x 86mm(w)



1/4 Page - Double Column
92mm(d) x 119mm(w)



1/6 Page- Horizontal
40mm(d) x 182mm(w)



1/6 Page - Vertical
124mm(d) x 55mm(w)

Cancellation Fees:

- A cancellation fee of 25% will apply if your print booking is cancelled 14 days or less before the scheduled booking deadline (refer note 1)
- A cancellation fee of 50% will apply if your print booking is cancelled after the nominated booking deadline and before the scheduled production deadline (refer note 1)
- A cancellation fee of 100% will apply if your print booking is cancelled after the scheduled production deadline (refer note 1)
- A cancellation fee of 25% will apply if your online booking is cancelled 30 days prior to the “go live” date (loading of ad) for the online advertising.

For the Aspermont Full Terms & Conditions, please see the ‘Advertise’ Tab on the website or call your Aspermont Sales Executive.
Note 1 – All scheduled booking and production deadlines as supplied by your Aspermont Sales Executive. Please feel free to contact your representative for further information and clarification.

CONTRACTOR

Artwork SPECIFICATIONS

Complete artwork

Preferred File Type:
PDF - press-quality, 300DPI optimisation, CMYK, transparencies flattened to high resolution. Ink profile US Web Coated (SWOP) V2.

Material Requirements:
Advertisers are to supply completed artwork in digital form. Advertisers will not incur any production charges for digital artwork supplied complete to our specifications. Costs may apply to any material supplied outside our specifications.

All material is to be with the production department (Aspermont Limited, Production Department, 613-619 Wellington Street, Perth WA 6000, Australia) by the material deadline. The material deadline is supplied on your booking confirmation sheet when a space reservation is made.

Supplying Digital Artwork:
Utilise CD, DVD or via email to adproduction@aspermont.com (10MB size limit). FTP details are available on request. Aspermont accepts no responsibility for colour reproduction where colour guides are not supplied.

Accepted Programs:
Photoshop, Illustrator CS2, Pagemaker 6.0 and InDesign CS2. We cannot use as final artwork: Powerpoint, Word, Excel, Corel Draw, Publisher or any other software not on the accepted list above.

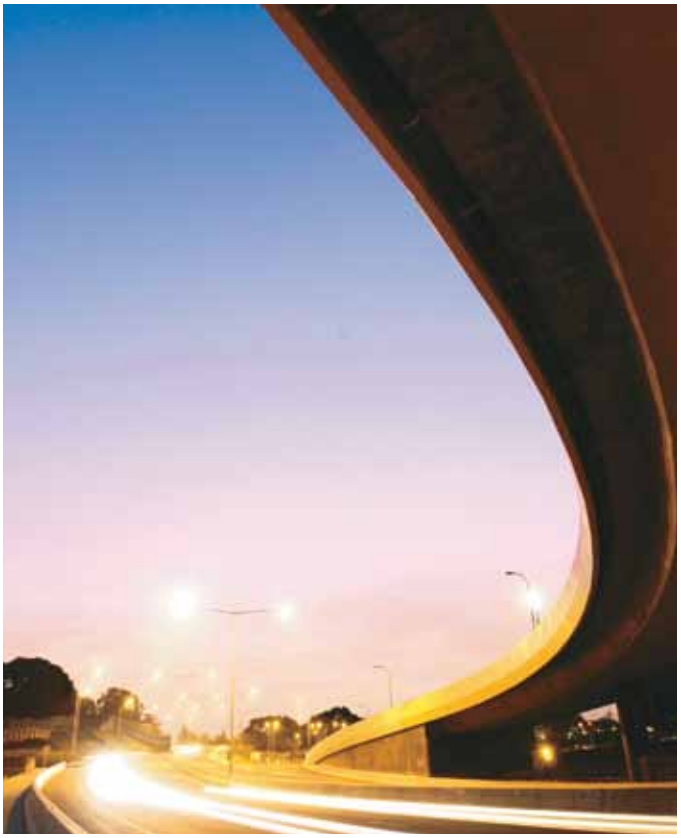
Colours:
PMS colours must be supplied out of 4-colour process to avoid the extra $300 charge per PMS colour. The ink profile should be set to US Web Coated (SWOP) V2.

For more information, please contact your advertising sales representative.

Providing artwork for make-up

Text:
To be provided by the client in “text only” format, either on disk or via email.

Images:
To be provided as: slides or chemical photos for scanning or digital photos (TIFF, JPEG, RAW or EPS). Electronic scans and digital photos to be 300 DPI or better at 100% of the required size.

Logos:
To be provided as: EPS file format (preferably vector) or large size jpeg.

Proofing:
A proof of your advertisement will be emailed for your approval before publication.