

australasian timber

MANUFACTURE • TECHNOLOGY • DESIGN • CONSTRUCTION



Media Kit 2022

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What is Australasian Timber?

From the dry sawmill to the finished product this has been the industry's mouthpiece for over 40 years. It is also the industry's sounding board and outlet for new timber manufacturing product ideas and design. It's the most cost-effective and logical way to ensure your products or services are showcased to the industry.



It's essential reading for the entire timber processing and construction industry.



WE ARE:

Targeted

Australasian Timber is essential reading for timber industry professionals including engineers, architects, designers, specifiers, cabinet makers, saw-millers, frame and truss makers, timber construction workers, timber manufacturing, and more.

Authentic

It takes time to build trust and credibility. Australasian Timber was established in 1985.

Connected

Our subscriber-based readers trust us. People prefer to do business with people they know, like and trust.

*Publisher's claim.

CIRCULATION*
3000
+ DIGITAL PLATFORMS
READERSHIP*
8000

Why advertise in Australasian Timber?

1

Get your company & message in front of the timber industry decision makers who subscribe to Australasian Timber.

2

Timber industry decision-makers use our magazine as a resource for information about key machinery, equipment and products relevant to the timber industry.

3

It works! Every year, successful companies choose to advertise, and renew their advertising in the Australasian Timber annually.

We've built the relationships, so you can build your brand.

Where can you go in Australasian Timber?

Every issue we have a round up of the industry issues making big news as well as views and comments from industry associations – national, state and local global attention on carbon management.

Each issue also carries stories on investments and operations by green mills looking to improve their productivity. We also focus on the latest equipment updates in every issue and report their findings.



REGULAR SECTIONS

OffSite Construction, Manufacturing Technology

February 2022

Fasteners
Planing
Flooring
Finance, Insurance and Superannuation

April 2022

Certification
Timber Preservation
Strapping and Racking
Sawmill Technology

May 2022

Tooling
Wholesalers
Veneers
Forklifts and Material Handling

June 2022

MDF
Plywoods
Labelling and Marking
Decking
Planing

August 2022

Timber Imports
Flooring
Finance, Insurance and Superannuation
Fasteners

September 2022

Strapping and Racking
Certification
Sawmill Technology
Timber Preservation

November 2022

Forklifts and Material Handling
Tooling
Veneers
Wholesalers

December 2022

MDF
Plywoods
Labelling and Marking
Decking

Advertisers can specifically target people who work in timber processing or timber construction.

We welcome editorial submissions!

Australasian Timber welcomes news from suppliers about latest products and services.

Editorial guidelines

- Editorial must be supplied by the client before deadline to ensure inclusion.
- Content must be newsworthy, subject to editorial approval.
- If a picture is required total words will be less.

2022 PUBLICATION DATES AND DEADLINES

Edition	Booking	Art material	Edition	Booking	Art material
Feb	18 Jan	20 Jan	Aug	12 Jul	14 Jul
April	1 Mar	3 Mar	Sep	30 Aug	1 Sep
May	12 Apr	14 Apr	Nov	4 Oct	6 Oct
June	17 May	19 May	Dec	15 Nov	17 Nov

How much to be in Australasian Timber?

2022 RATES

All rates in \$AUD. Rates do not include GST or agency commission.

Size	Dimensions	Base	4x (per issue)	6x (per issue)
Double page	470mm x 330mm*	\$4,500	\$4,050	\$3,825
Full page	240mm x 330mm*	\$3,150	\$2,835	\$2,835
Half page	210mm x 145mm (H)	\$2,115	\$2,009	\$1,903
Quarter page	100mm x 145mm (V)	\$1,260	\$1,134	\$1,071
1/8 page	100mm x 70mm	\$720	\$648	\$612
8cm strip	210mm x 80mm	\$950	Upon request	Upon request

The following loading applies: Back Page 25%, Inside Front and Inside Back Covers 20% and Early News 10%.

Multiple insertion discounts apply. *Dimensions include 5mm bleed on outside edges, please give safety margin of 15mm on all sides for copy area.

CLASSIFIED SECTION

(6 column pages)

Standard rates are \$13.40 per column centimetre for full colour - minimum of two columns.

Example ad options:

15cm x 2 column ad = \$402 ex GST

12cm x 2 column ad = \$322 ex GST

10cm x 2 column ad = \$268 ex GST

Contact Gavin de Almeida for details on tailored print & online advertising packages.



How to submit advertisements

We want to display your advertisement to its full potential. If you have any queries about how to supply your artwork, please contact your sales representative.

Files

Advertisements can be submitted as Press Ready PDFs.

All finished artwork should be provided at 300dpi, CMYK, with fonts embedded. Images and logos submitted should be supplied at 300dpi, CMYK in either EPS, PDF or PSD format.

ADVERTISEMENT DETAILS

<p>Double page</p> <p>Bleed area (required file size) 470mm w x 330mm h</p> <p>Trim area (final size) 460mm w x 320mm h</p> <p>Type area (safety margin area) 440mm w x 300mm h</p>	<p>Half page horizontal 210mm w x 145mm h</p>	<p>Full page</p> <p>Bleed area (required file size) 240mm w x 330mm h</p> <p>Trim area (final size) 230mm w x 320mm h</p> <p>Type area (safety margin area) 210mm w x 300mm h</p>	<p>Quarter page 100mm w x 145mm h</p>	<p>1/8 page 100 mm w x 70mm h</p> <p>8cm Strip 210 mm w x 80mm h</p>
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Include digital for even more reach.

Daily Timber News provides a snapshot of business, research and marketing content from local and international forests and timber media sources. It offers advertisers a range of promotional and advertising placements designed to maximise exposure to key decision-makers in the forest and timber industry.

***6,000**



28% open rate (industry avg 24.8%)
5% click through rate (industry avg 4.1%)

subscribe to **Daily Timber News** for free, emailed every Monday, Wednesday and Friday.

*Publisher's claim.

Advertisements

Masthead Advertisement

This option places your company at the top of the Daily Timber News. Only one position available. *Space strictly limited.*

Banner

This option integrates your company's message into the daily news stories. We offer a variety of ad formats designed specifically for B2B audiences. Choice of positions. *Space strictly limited.*

Double Tile

Double Tile advertisements promote your company logo, product image and/or short description and website/email link for maximum impact.

Vertical Display

This option is one of the largest and most prominent advertising option which maximises exposure of your advertisement on the left hand column. Only two positions available. *Space strictly limited.*

Column

This option is one of the largest and most prominent advertising option which maximises exposure of your advertisement on the right hand column.

Double Banner / Triple Banner (option)

This option integrates your company's message into the daily news stories. We offer a variety of ad formats designed specifically for B2B audiences. Choice of positions. *Space strictly limited.*

Tile

Tile advertisements promote company logo, one-liner and website/email link to click through.

Articles/Announcements

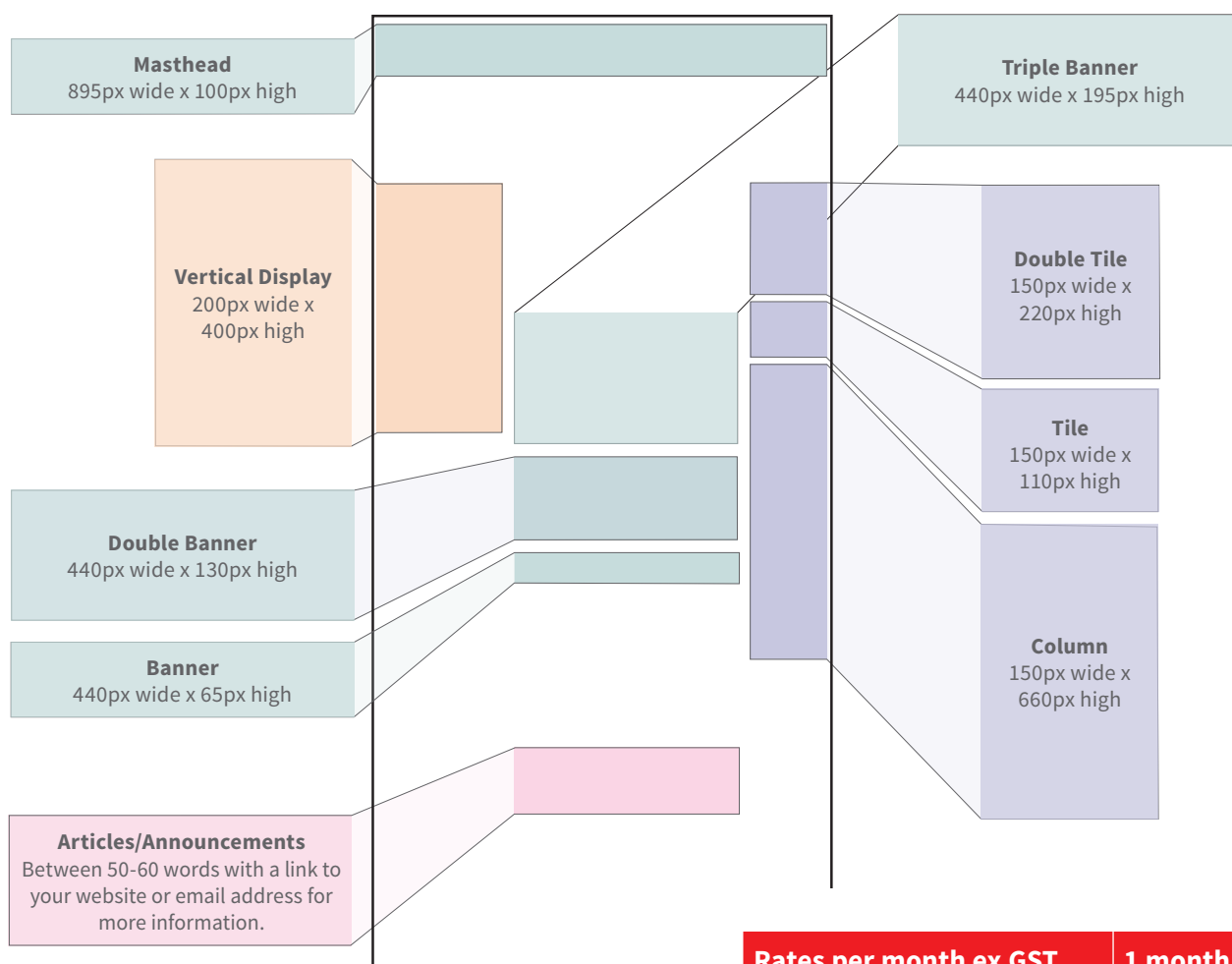
Corporate press releases or announcement below the news section of the Daily Timber News. It appears as a news link in Daily Timber News and is highly visible and actively read by subscribers.

^Excludes weekends and public holidays



Digital - by direct email.

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How to submit advertisements

1 Picture files

Advertisements can be submitted as .gif, .jpg, .tif, .eps, .ai, .pdf, .bmp, .psd. Material will be compressed for web at our own discretion.

2 URL

Please provide the URL (web address) for your ad to link to.

3 Delivery

Files smaller than 20MB can be emailed. Files larger than 20MB can be provided via WeTransfer (free), Dropbox or other file transfer sites.

Rates per month ex GST	1 month
Masthead	\$1,200
Triple Banner	\$1,000
Double Banner	\$850
Banner	\$420
Vertical Display - primary	\$970
Vertical Display - secondary	\$850
Tile	\$270
Double Tile	\$410
Column	\$1,000
Articles/Announcements (1 week)	\$165

Digital - timberbiz

- the timber industry's leading site.

Direct traffic to your website with Australia's leading timber industry web portal, **www.timberbiz.com.au**

Home to Australia's leading timber trade publications, Australian Forest & Timber News, Australasian Timber and Daily Timber News. Includes Timberjobs, industry events calendar and forests & timber online Directory.



***20,000**

Page views
per month



Users: **9,900**

New users: **8,800**

Sessions: **13,800** per month

Advertisements

Masthead

Masthead ads are placed on the right area of the masthead on all pages. *Space strictly limited to one ad.*

Banner

Banner ads are placed on the centre area of the home page. *Space strictly limited.*

Tile

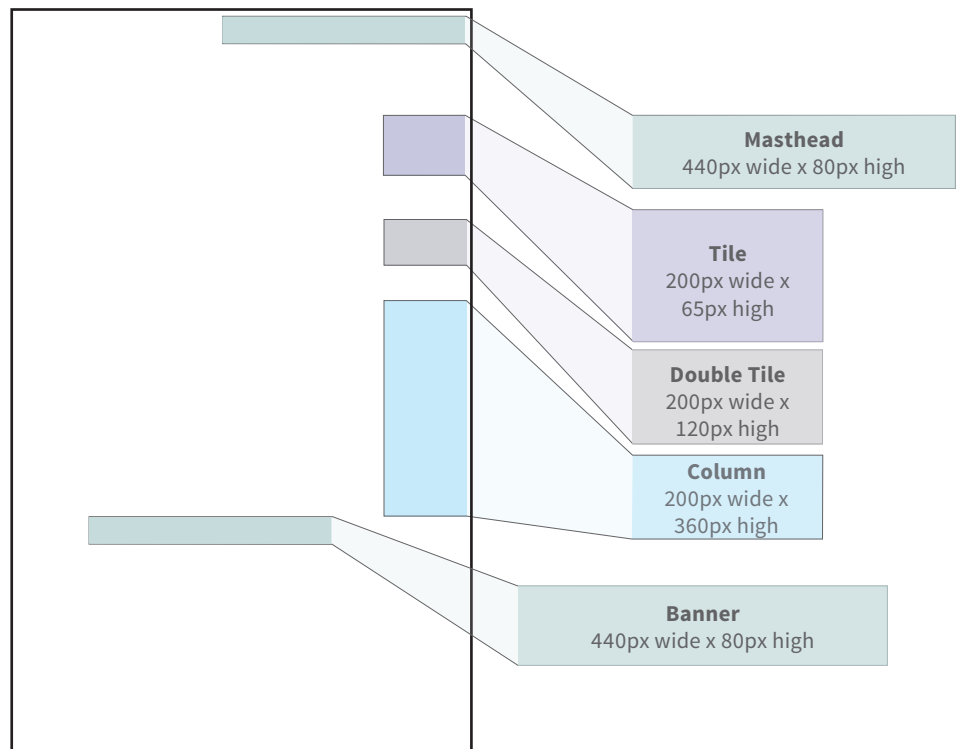
Tile advertisements promote company logo, product image and/or one-liner and website/email link to click through.

Double Tile

Double Tile advertisements promote your company logo, product image, short description and website/email link for maximum impact.

Column

This is one of the largest and most prominent advertising options which maximises exposure of your advertisement.



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