

MANUFACTURE • TECHNOLOGY • DESIGN • CONSTRUCTION



+61 8 8369 9517

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*
1600
READERSHIP*
5000

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.



FEATURES

OffSite Construction, Manufacturing Technology

February 2024

Fasteners
Planing
Flooring
Finance, Insurance and Superannuation
Training and Education
Kilns

April 2024

Certification
Timber Preservation
Strapping and Racking
Sawmill Technology
Timber Imports

May 2024

Tooling
Wholesalers
Veneers
Forklifts and Material Handling

June 2024

Decking
Plywoods
Drills
Staining and Varnishing
Technology

August 2024

Fasteners
Planing
Flooring
Finance, Insurance and Superannuation
Training & Education
Kilns

September 2024

Certification
Timber Preservation
Strapping and Racking
Sawmill Technology
Timber Imports

November 2024

Forklifts and Material Handling
Wholesalers
Veneers
Tooling

December 2024

Decking
Staining & Varnishing
Drills
Plywoods

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.

2024 PUBLICATION DATES AND DEADLINES

Edition	Booking	Art material	Edition	Booking	Art material
Feb	16 Jan	18 Jan	Aug	9 Jul	11 Jul
April	27 Feb	29 Feb	Sep	13 Aug	15 Aug
May	9 Apr	11 Apr	Nov	1 Oct	3 Oct
June	21 May	23 May	Dec	12 Nov	14 Nov

How much to be in Australasian Timber?

2024 RATES All rates in \$AUD. Rates do not include GST or agency commission.

Size	Dimensions	Base
Fold-out centrefold (4 pages)	694mm x 330mm* + 236mm x 330mm*	\$4,400
Double page	470mm x 330mm*	\$3,950
Full page	240mm x 330mm*	\$2,750
Half page	210mm x 145mm (H)	\$1,475
Quarter page	100mm x 145mm (V)	\$750
1/8 page	100mm x 70mm	\$490
8cm strip	210mm x 80mm	\$875

NEW! Fold-out centrefold



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 \$10.50 per column centimetre for full colour - minimum of two columns.

Example ad options:

15cm x 2 column ad = \$315 ex GST
12cm x 2 column ad = \$250 ex GST
10cm x 2 column ad = \$210 ex GST



FYI 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.

Contact Jon Andryciw for details on tailored print & online advertising packages.

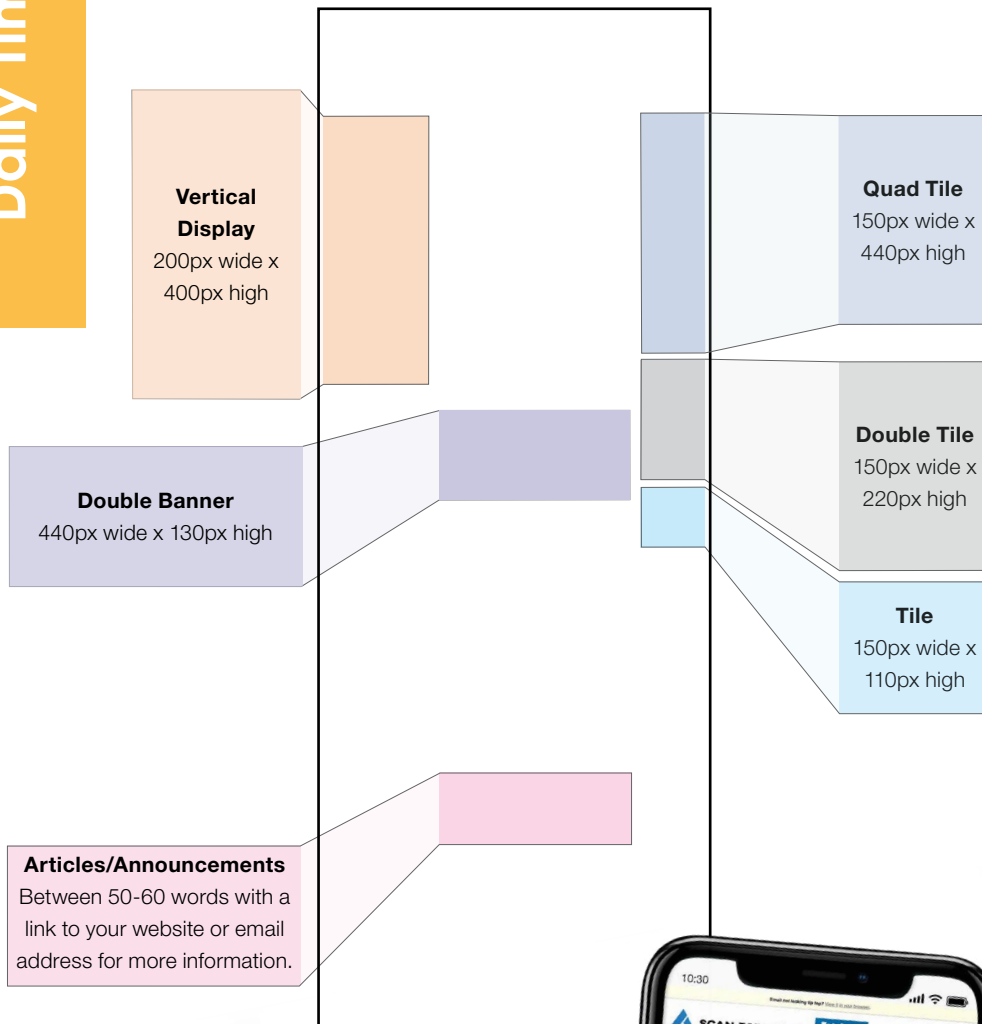
ADVERTISEMENT DETAILS

Double page Bleed area (required file size) 470mm w x 330mm h Trim area (final size) 460mm w x 320mm h Type area (safety margin area) 440mm w x 300mm h	Half page horizontal 210mm w x 145mm h	Full page Bleed area (required file size) 240mm w x 330mm h Trim area (final size) 230mm w x 320mm h Type area (safety margin area) 210mm w x 300mm h	Quarter page 100mm w x 145mm h	1/8 page 100 mm w x 70mm h 8cm Strip 210 mm w x 80mm h
--	--	--	--	---

Choose your **PLACE** - Daily Timber News

We want to display your advertisement to its full potential. Our friendly staff will be happy to help you with any queries you may have regarding the submission of your advertisements.

If you are unsure of how to supply your artwork, please contact us for more information.



How to submit advertisements

Files

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

URL

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

Delivery

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



Vertical Display

This option is the largest and most prominent advertising option. Maximise exposure of your advertisement. Only three positions available.

Quad Tile

The largest tile option to maximise the exposure of your advertisement in top positions.

Banners

Banners integrate your company's message into the daily news stories. We offer two sizes and multiple positions*.

*subject to availability

Double Tile

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

Tile

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

Articles/Announcements

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

Terms and conditions

Banner, Tile, Double Tile and Display advertisements are purchased on a per-month basis and billed monthly in advance. Articles/Announcements are purchased on a weekly basis. Advertising is always subject to availability. *Except where otherwise specified. Digital ads go live on the first Monday of every month. Artwork & URL required by Tuesday the week prior.



Choose your **PLACE** - timberbiz Website

We want to display your advertisement to its full potential. Our friendly staff will be happy to help you with any queries you may have regarding the submission of your advertisements. If you are unsure of how to supply your artwork, please contact us for more information.

WE CAN BUILD
YOUR AD
CAMPAIGN, DESIGN
YOUR GRAPHICS,
AND SO MUCH
MORE.



Tower Tile

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

Large Tile

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

Regular Tile

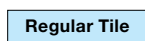
Regular Tile advertisements promote company logo, one-liner and/or website/email link to click through.



Tower Tile
200px wide x 250px high



Large Tile
200px wide x 120px high



Regular Tile
200px wide x 65px high

How to submit advertisements

Files

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

URL

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

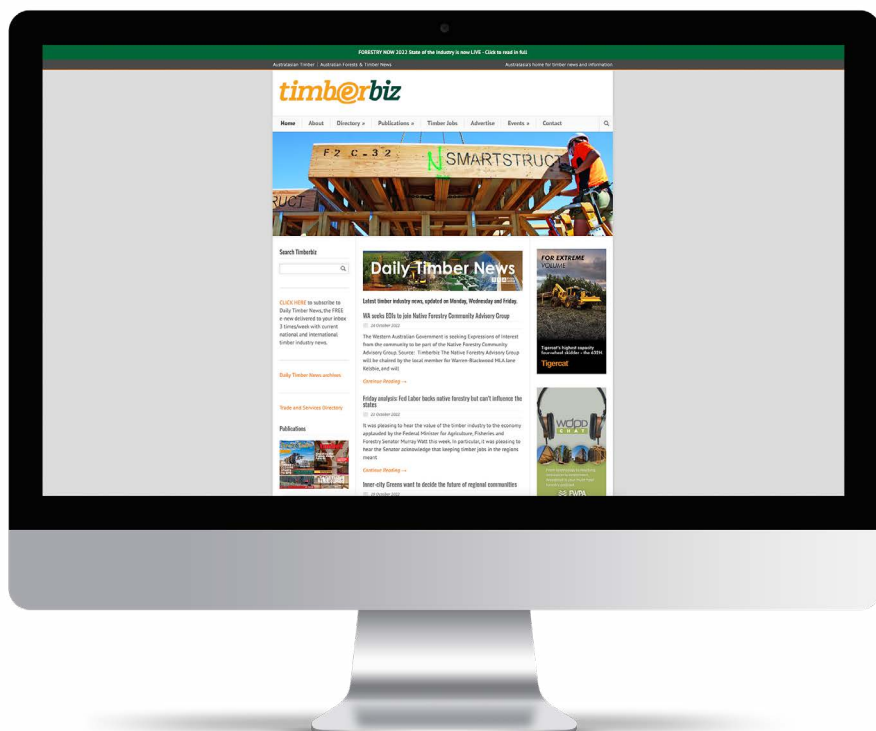
Delivery

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

Advertisements refreshed on the first Monday of every month. Artwork & URL required by Tuesday the week prior.

Terms and conditions

Banner and tile advertisements are purchased on a per-month basis and billed monthly in advance. Winetitles advertising is always subject to availability.



How MUCH?

Digital **RATES** Rates per month - excluding GST

Daily Timber News

Vertical Display	\$840
Double Banner	\$840
Quad Tile	\$735
Double Tile	\$630
Tile	\$475
Articles/Announcements (1 week)	\$175

Timberbiz Website

Tower Tile	\$750
Large Tile	\$550
Regular Tile	\$350

PRINT AND DIGITAL PACKAGES

Maximise your reach and advertising dollars by combining print and online advertising. Talk to us today about a tailored campaign that suits your needs.

