Media kit 2023

ENERGY
SOURCE & DISTRIBUTION

tmpc CREATIVE MEDIA

THE MAGAZINE PUBLISHING COMPANY

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Welcome to

ENERGY

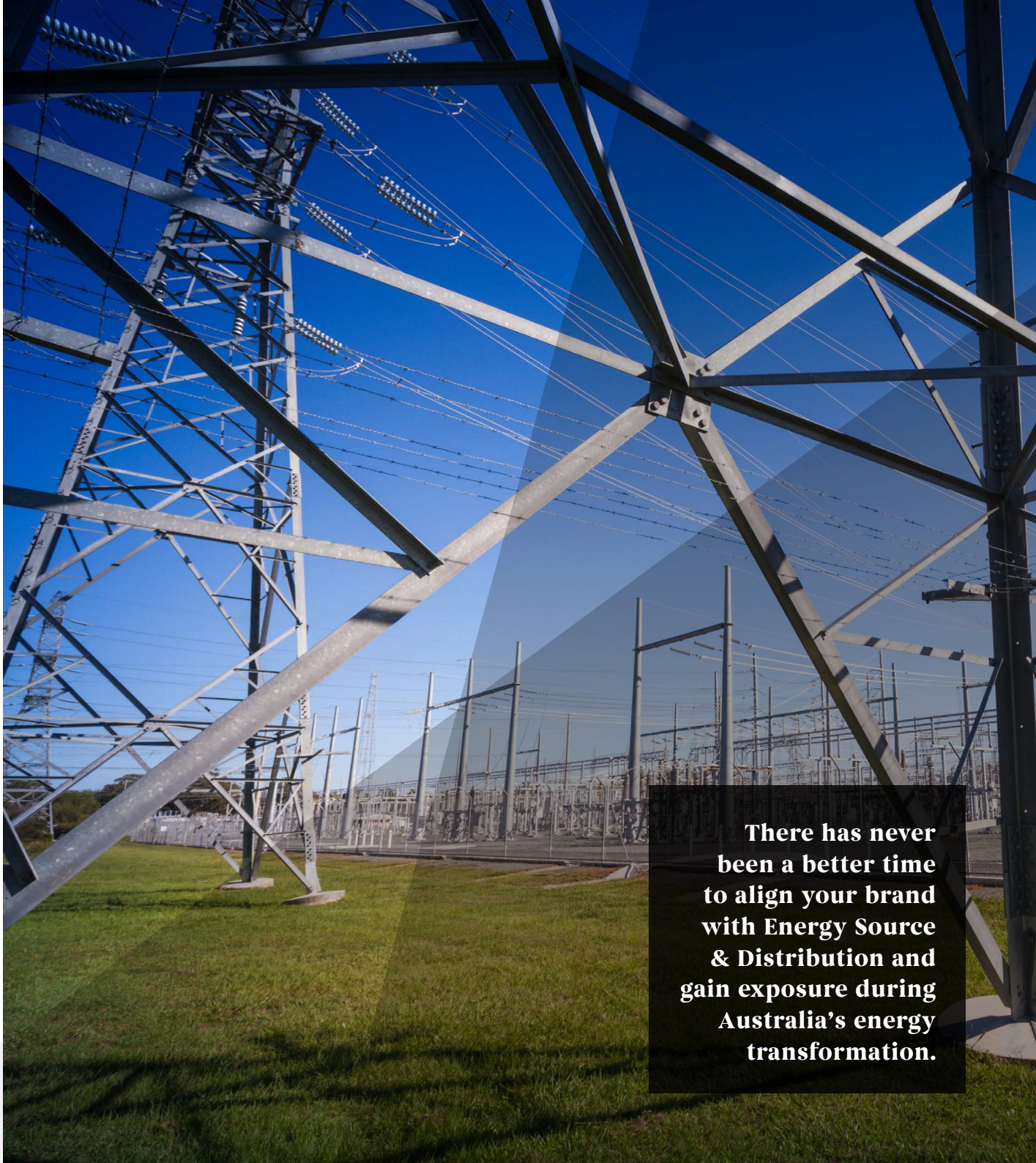
SOURCE & DISTRIBUTION

Profile

Published since 1997, *Energy Source & Distribution* is the voice of Australia's power generation, transmission, and distribution industry.

With a powerful offering that combines a bi-monthly print magazine, daily news website and several different social media channels. *Energy Source & Distribution* provides insight into the energy industry's power players and ground-breaking projects, along with the latest news, technical articles, product innovations, and opinions that keep the sector moving at an unprecedented rate.

Australia's energy sector is undergoing an unprecedented transformation, with government and utilities providers seeking to diversify fuel resources and increase the efficiency of power generation and transmission and distribution infrastructure to reduce costs and carbon emissions. There has never been a better time to align your brand with *Energy Source & Distribution* and gain exposure during this transformation.



There has never been a better time to align your brand with Energy Source & Distribution and gain exposure during Australia's energy transformation.

Printed Magazine

Our bi-monthly print publication is direct mailed to 4,025 industry leaders and features exclusive interviews with the leaders of Australia's biggest energy companies, as well as regulatory updates, major projects, technical features and industry news.

PRINTED MAGAZINE (per issue)

4,025 COPIES **mailed direct**

16,100 READERS

Digital Magazine

Our digital magazine is sent to a growing digital subscriber base of 4,412 readers, providing them with the flexibility of being able to read *Energy Source & Distribution* on their desktop, tablet or smartphone at their leisure.

Digital Magazine (per issue)

4,412 DIGITAL SUBSCRIBERS

56,200 PAGE IMPRESSIONS

Energy Source & Distribution provides insight into the energy industry's power players and ground-breaking projects.

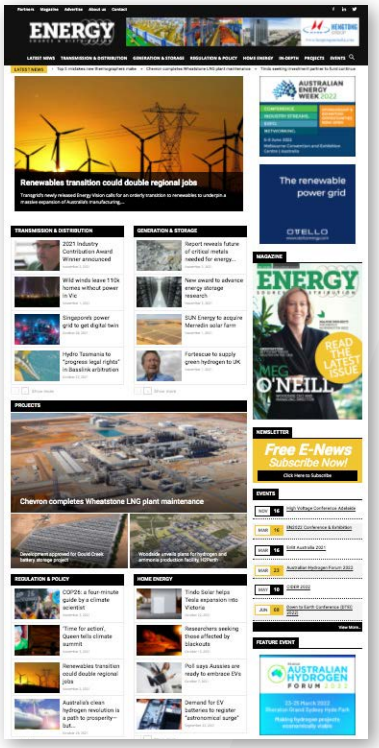
Website

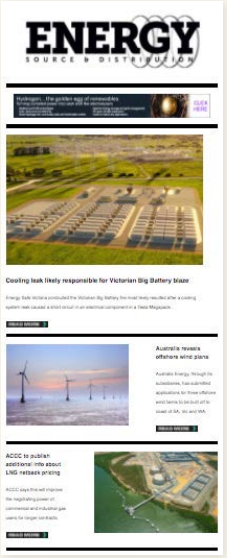
ESD News provides daily news updates for the Australian and global energy sector, sharing the latest insights and breaking news on our site as well as via Twitter, LinkedIn and Facebook to an ever-growing audience.

Website (per month)

12,161 UNIQUE USERS

17,281 PAGE IMPRESSIONS





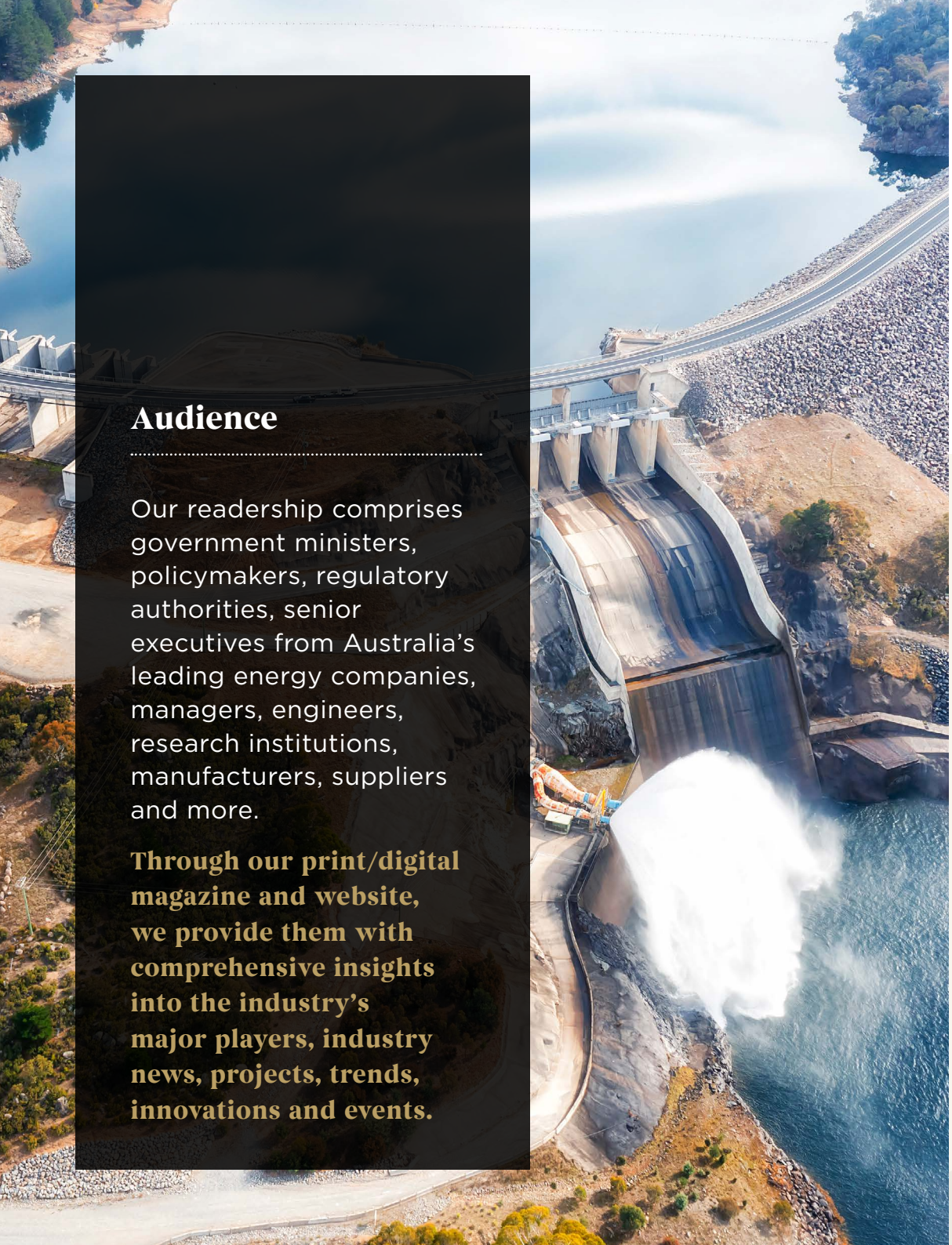
E-Newsletter

Our weekly e-newsletter shares important news headlines and insights with 4,735 subscribers in an engaging format, boasting impressive open and click-through rates.

E-Newsletter (every Thursday)

4,735 SUBSCRIBERS

33% OPEN RATE



Audience

Our readership comprises government ministers, policymakers, regulatory authorities, senior executives from Australia's leading energy companies, managers, engineers, research institutions, manufacturers, suppliers and more.

Through our print/digital magazine and website, we provide them with comprehensive insights into the industry's major players, industry news, projects, trends, innovations and events.

Job role

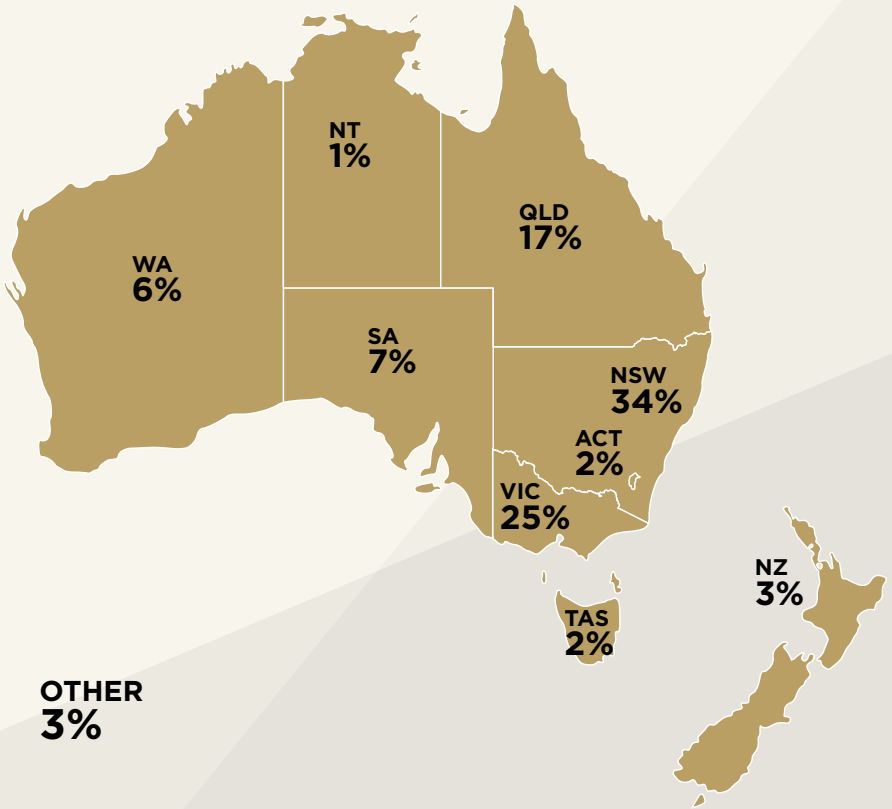
91% OF READERS **INFLUENCE** OR **APPROVE** PURCHASES

32% ENGINEER/IT/ PROJECT MANAGER/ MAINTENANCE

60% MANAGEMENT

8% OTHER

Location



Features 2023

JAN/FEB

DEADLINE: 21/12/2022

RENEWABLE ENERGY

Renewable energy has undergone a dramatic transformation in Australia, with federal policy and innovation from the sector set to see the market explode in years to come. From solar, wind and hydropower generation, to carbon capture and biomass, hydrogen and future fuels, and waste to energy, this feature will incorporate the innovative and sustainable technologies working towards a clean energy future.

MAR/APR

DEADLINE: 20/02/2023

ASSET & INFRASTRUCTURE MANAGEMENT

Protecting and maintaining infrastructure and assets is the backbone of good business operations. Covering all aspects of high, medium and low voltage transmission and distribution, we will showcase new products in SCADA, IED, network monitoring and automation, standby and emergency power plant, cables and overhead conductors, insulators, current and voltage transformers, maintenance and refurbishment processes for transformers, switchgear and substations.

MAY/JUN

DEADLINE: 20/04/2023

NETWORK DATA VISIBILITY AND SECURITY

This feature encompasses test and measurement, intelligent revenue metering, protective relays, network multi-nodal metering and analysis, cyber security encrypted communication, network operational software and other developments to assure the safe, reliable and stable operation of networks, connected logistics, compliance and risk management, energy analytics, intelligent energy management, mobile workforce management, safety, SCADA software and field surveillance and monitoring.

JUL/AUG

DEADLINE: 20/06/2023

RENEWABLE ENERGY

Renewable energy has undergone a dramatic transformation in Australia, with federal policy and innovation from the sector set to see the market explode in years to come. From solar, wind and hydropower generation, to carbon capture and biomass, hydrogen and future fuels, and waste to energy, this feature will incorporate the innovative and sustainable technologies working towards a clean energy future.

SEP/OCT

DEADLINE: 21/08/2023

ASSET MONITORING & SITE MANAGEMENT

This feature will shine the spotlight on products and services designed to help the power industry increase equipment longevity—an increasing challenge faced by energy companies dealing with ageing assets. This feature showcases companies specialising in hot spot detection, spatial equipment, power analysers, and cleaning equipment for high-voltage live wire systems. In response to new regulatory challenges—and increases in vegetation management costs and administrative requirements—cutting-edge technologies are helping utilities map assets and environmental data. This feature will showcase drones and inspection technology, maintenance tools, weather prediction technology, and vegetation characteristics to create smarter management strategies.

NOV/DEC

DEADLINE: 20/10/2023

DISTRIBUTION AND TRANSMISSION TECHNOLOGIES

Modern facilities can't afford operational downtime, which is why performing proper maintenance and optimising switchgear is the best method of ensuring continued productivity and enhancing reliability.

Identifying hazards, assessing risks and establishing occupational health and safety policies and procedures not only shows a commitment to best practice, it also saves lives. Australia's distribution and transmission sector is one of the most valuable aspects of our energy industry. This issue will feature the technology and services dedicated to making distribution and transmission infrastructure more efficient, including power poles, cables, reclosers, UPS, conductors, spatial equipment, and bushfire mitigation.

Magazine Advertising Rates & Specs

ALL PRICES ARE PER ISSUE AND EXCLUDE GST

FULL COLOUR	CASUAL	3 ISSUES	6 ISSUES
Double page spread	$5,520	$5,240	$4,970
Full page	$3,450	$3,270	$3,100
Half page	$2,125	$2,020	$1,915
Quarter page	$1,180	$1,120	$1,060

PREFERRED POSITION	CASUAL	3 ISSUES	6 ISSUES
Gatefold 3 pages	$7,450	$7,075	$6,700
Inside front cover double page spread	$5,790	$5,500	$5,215
Outside back cover	$4,140	$3,900	$3,725
Inside front cover	$3,795	$3,605	$3,415
Other preferred positions	+10%		

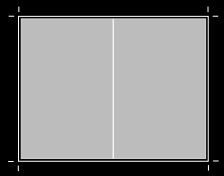
INSERTS	PRICE
Maximum size for inserts: H 340mm X W 240mm	
One page (2 sides)	$2,320
Two page (4 sides)	$2,670

CLICK HERE TO VIEW PUBLICATIONS

Deadlines

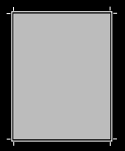
ISSUE	DEADLINE
JAN/FEB '23	DECEMBER 21, 2022
MAR/APR	FEBRUARY 20
MAY/JUN	APRIL 20
JUL/AUG	JUNE 20
SEP/OCT	AUGUST 21
NOV/DEC	OCTOBER 20
JAN/FEB '24	DECEMBER 20, 2023

Ad Dimensions



DOUBLE PAGE SPREAD

TRIM SIZE:
H 340mm x W 428mm
+ add 5mm bleed
(Keep type & logos 10mm in from trim)



FULL PAGE

TRIM SIZE:
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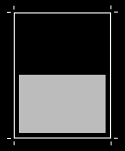
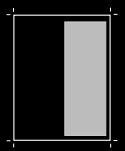
+ add 5mm bleed
(Keep type & logos 10mm in from trim)



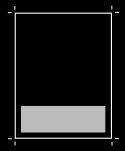
HALF PAGE HORIZONTAL

H 152mm x W 220mm
no bleed required



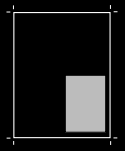
HALF PAGE VERTICAL

H 312mm x W 108mm
no bleed required



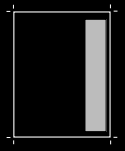
QUARTER PAGE HORIZONTAL

H 75mm x W 220mm
no bleed required



QUARTER PAGE VERTICAL

H 152mm x W 108mm
no bleed required



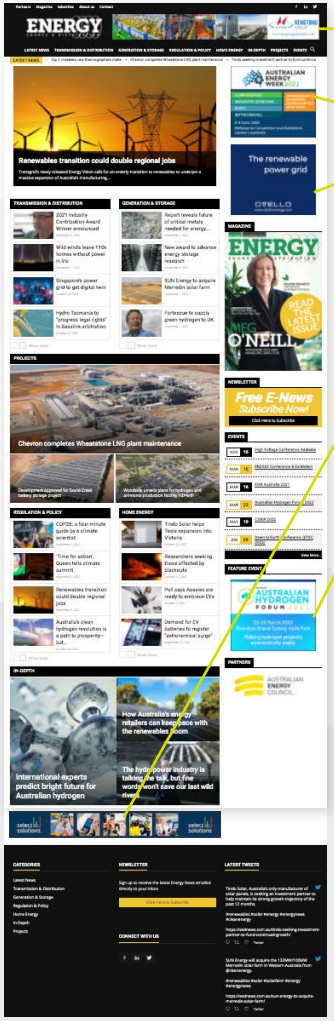
QUARTER PAGE STRIP

H 312mm x W 52mm
no bleed required

Digital Advertising Rates & Specs

ALL PRICES ARE PER MONTH AND EXCLUDE GST

Website



LEADERBOARD

MEDIUM RECTANGLE 1 & 2

STORY FOOTER

FEATURED EVENT

CLICK HERE TO VIEW WEBSITE

All website adverts appear on the home page as well as all internal pages. Adverts work on a rotational basis with a maximum of four advertisers per position. This gives you at least a 25% of the total voice of that position for the month.

ADVERTISMENTS	SIZE (PIXELS)	Casual	3 months	6 months
Leaderboard	728pixels (W) x 90pixels (H)	$1,200	$1,140	$1,080
Story Footer	728pixels (W) x 90pixels (H)	$1,000	$950	$900
Medium Rectangle 1	300pixels (W) x 250pixels (H)	$700	$665	$630
Medium Rectangle 2	300pixels (W) x 250pixels (H)	$600	$570	$540
Featured Event	300pixels (W) x 250pixels (H)	$500	$475	$450

ALL WEBSITE ADVERTISEMENTS WILL GO UP ON THE FIRST DAY OF THE MONTH AND WILL RUN TILL THE LAST CALENDAR DAY OF THE MONTH.

Files need to be under 50kb or under 75kb for a leaderboard.

The following formats can be accepted:
.jpg .png .swf .bmp .gif

If using animation the maximum loops that can be played is 3 and the maximum amount of animation is 15 seconds. Make sure that you supply the URL you would like your artwork to click through to. No expandable files are acceptable and material can only contain user initiated sound.

Digital Advertising Rates & Specs

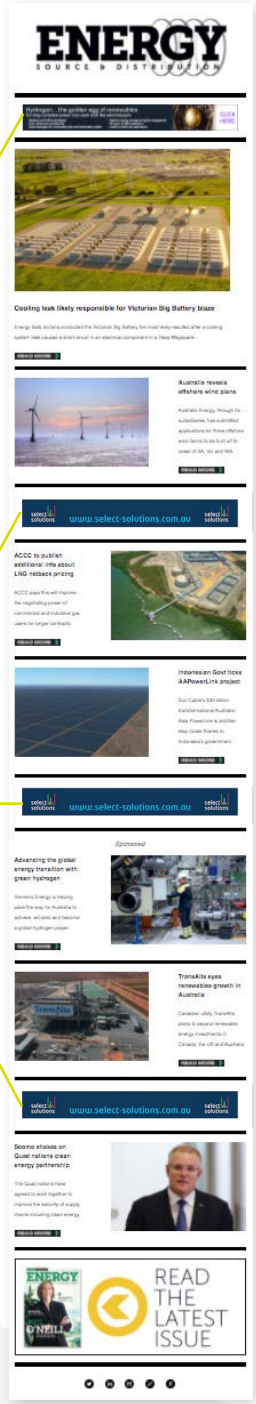
ALL PRICES ARE PER MONTH AND EXCLUDE GST

E-Newsletter

HEADLINE BANNER

ADVERTISMENTS	SIZE (PIXELS)	CASUAL	4 newsletters	8 newsletters
Headline Banner	600pixels (W) x 75pixels (H)	$600	$570	$540
Body Banners	600pixels (W) x 75pixels (H)	$400	$380	$360

BODY BANNERS



ALL NEWSLETTER ADVERTISING GIVES YOU 100% OF THE VOICE FOR EACH POSITION. EMAIL NEWSLETTERS WILL BE SENT OUT ON THURSDAY OF EACH WEEK.

Files need to be under 50kb or under 75kb for a leaderboard.

The following formats can be accepted: .jpg .png .swf .bmp

Make sure that you supply the URL you would like your artwork to click through to.

No expandable files are acceptable and material can only contain user initiated sound.

Advertising Package Rates

ALL PRICES ARE PER ISSUE/MONTH AND EXCLUDE GST

Gold Package

ADVERTISEMENTS	NORMAL RATE
1 x Double Page Spread	$5,520
1 x Leaderboard for 2 months	$2,400
1 x Story Footer for 2 months	$2,000
4 x Newsletter Headline Banners	$2,400

TOTAL VALUE
$12,320

YOUR INVESTMENT
$9,856

SAVINGS
-$2,464

Silver Package

ADVERTISEMENTS	NORMAL RATE
1 x Full Page	$3,450
1 x Leaderboard for 2 months	$2,400
2 x Newsletter Headline Banners	$1,200

TOTAL VALUE
$7,050

YOUR INVESTMENT
$5,640

SAVINGS
-$1,410

Bronze Package

ADVERTISEMENTS	NORMAL RATE
1 x Half Page	$2,125
1 x Story Footer for 2 months	$2,000
2 x Newsletter Body Banners	$800

TOTAL VALUE
$4,925

YOUR INVESTMENT
$3,940

SAVINGS
-$985

Sponsored Content

Position your company as a market leader within Australia's energy sector by taking advantage of this exclusive content marketing opportunity.

Sponsored content allows you to place your content alongside *Energy Source & Distribution's* editorial content, giving you valuable exposure and help position yourself as a thought leader within the Australian energy industry.

Sponsored content packages provide you with exposure in our printed magazine as well as its digital format, the www.esdnews.com.au website and our weekly e-newsletter. These exclusive packages are limited to just one per issue of the magazine and two per month on our website and e-newsletter, ensuring maximum value for your business.

All you need to do is supply approximately 1,200 words of copy, high-resolution images, and a company logo—we'll do the rest.

Standard sponsored content

All prices exclude GST

Over $8,000 exposure for only *$4,970*

Print Magazine:
Double page spread

Digital Magazine:
Double page spread

Website:
Your story up on the www.esdnews.com.au website forever

E-Newsletter:
A link to your story included in our weekly newsletter

**Must run in the following order: Magazine, Website and then Newsletter*

Digital only sponsored content

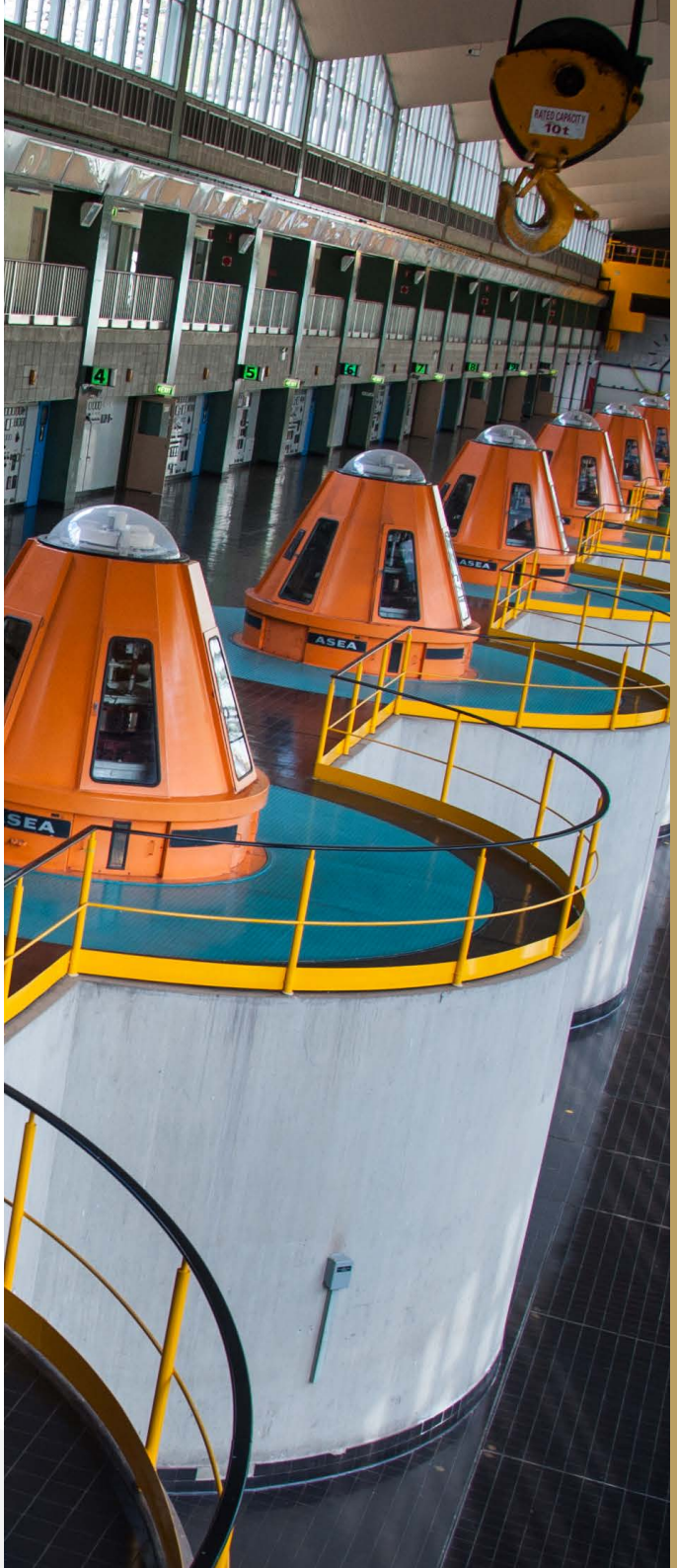
All prices exclude GST

Over $2,500 exposure for only *$1,500*

Website:
Your story up on the www.esdnews.com.au website forever

E-Newsletter:
A link to your story included in our weekly newsletter

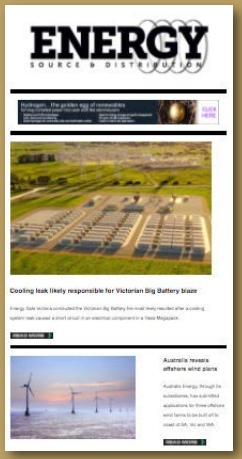
**Must run in the following order: Website followed by Newsletter*



MAGAZINE EXPOSURE
in the print & digital magazine

WEBSITE EXPOSURE
www.esdnews.com.au

E-NEWSLETTER EXPOSURE
emailed to all subscribers



CLICK ON THE ABOVE IMAGES TO SEE EXAMPLES