

# MEDIA KIT



*The essential medium to reach  
supply chain decision makers*

## ABOUT MHD SUPPLY CHAIN SOLUTIONS MAGAZINE

MHD Supply Chain Solutions magazine has been bringing its readers cutting-edge supply chain management information from the world's leading thinkers and practitioners, together with in-depth case studies and the latest innovations in equipment and software, for close to 40 years.

## CIRCULATION INCREASE IN 2009

Starting with the March/April 2009 edition, MHD Supply Chain Solutions magazine will have an increase in its regular circulation to from CAB audited 7810 average copies per edition to 9000+ copies per edition. This increase in circulation has come about because MHD's sister publication, Australasian Freight Logistics magazine, will be mailed in the same package as MHD Supply Chain Solutions magazine, starting with the March/April edition.

This reorganisation of Australasian Freight Logistics magazine has led us to clean and refine our subscriber base and increase circulation in order to deliver a wider and more responsive audience to our advertisers. Subscribers also receive even better value by getting two magazines for the price of one.

## MHD READERSHIP AND CIRCULATION

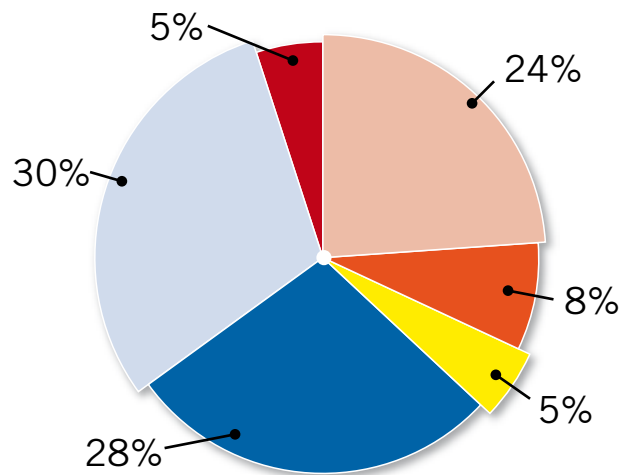
MHD magazine and Australasian Freight Logistics magazine are the only supply chain publications to be circulated to all major Australian associations as a benefit of membership, including:

- Logistics Association of Australia.
- Australian Logistics Council.
- Supply Chain & Logistics Association of Australia.
- Chartered Institute of Logistics & Transport.
- Australian Production and Inventory Control Society.
- The Logistics & Supply Chain Management Society (Singapore).
- Victorian TDL
- Various freight and export councils

According to Intermedia's September 2008 supply chain and logistics reader survey:

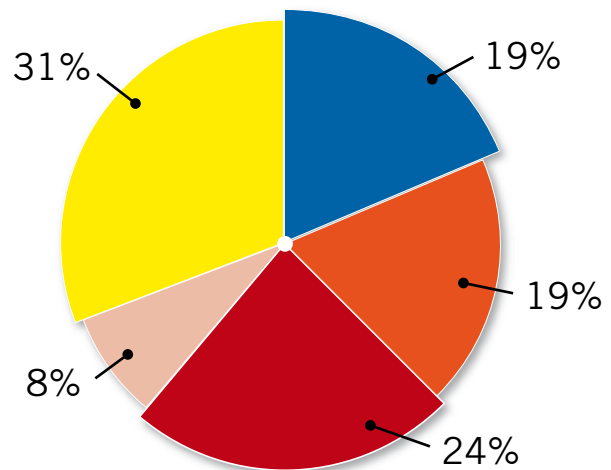
- More than half of MHD subscribers have been reading the magazine for more than four years.
- 53% of MHD magazines are read by between 2 and 5 people.
- 26% of MHD magazines are read by more than 5 people.
- 75% of readers keep their copy of MHD magazine for future reference.
- 42% of reader have either bought or enquired about a product after seeing it advertised in MHD magazine.
- 45% of MHD readers are either general, logistics-specific or procurement specific senior managers.
- Half of MHD readers have been working for their current employer for more than 5 years.

## \*READERS BY JOB FUNCTION



Senior management - general (eg: CEO)	24%
Senior management - logistics function (eg: operations director)	8%
Senior management - procurement function (eg: CFO)	5%
<b>Total senior management</b>	<b>37%</b>
Middle management - general (eg: NSW manager)	28%
Middle management - logistics function (eg: warehouse manager)	30%
<b>Total middle management</b>	<b>58%</b>
operational staff (eg: forklift operator, customer service officer)	5%

## \*READERS BY COMPANY SIZE (NUMBER OF EMPLOYEES)



1-25 employees	19%
26-100 employees	19%
101-500 employees	24%
501-1000 employees	8%
1000+	31%



Average Net Distribution (AND) Per Issue, 8360 CAB Publisher's Statement  
Period ended September 30th, 2008

\*Statistics taken from The Intermedia Group supply chain and logistics reader survey September 2008.

## DOMESTIC AND REGIONAL BREAKDOWN

ACT.....	3%	VIC.....	22%
NSW .....	41%	WA.....	8%
NT .....	1%	ASIA PACIFIC (ex. Australia).....	2%
QLD .....	15%	AMERICAS.....	0.5%
SA.....	6%	EUROPE MIDDLE EAST & AFRICA.....	0.5%
TAS.....	1%		

# 2009 FEATURES & DEADLINES

Issue	Focus	Advertising booking deadline	Advertising material deadline	On sale date
Jan - Feb 09	<b>Advertising Feature - Data Capture &amp; Identification Technologies for the Supply Chain</b> Barcodes, RFID, scanners, monitors and other hardware. Dispatch & delivery systems, routing, GPS, GPRS.	Fri 19 Dec	Wed 24 Dec	Fri 16 Jan
Mar - Apr 09	<b>Advertising Feature - Warehouse &amp; DC Equipment</b> Automation, sortation & picking technologies, conveyors, racking, carousels, shelving. Pallets and containers.	Fri 6 Feb	Thurs 12 Feb	Fri 27 Feb
May - Jun 09	<b>Special Biennial Supply Chain Week Edition – with 3,000 additional copies distributed to all Supply Chain Week attendees including Smart Conference Delegates and SSCT Exhibition Visitors</b> Logistics innovation and technology – supply chain management focus; strategy, consulting, software, inventory & demand planning, IT integration & deployment, materials handling innovations.	Thurs 9 Apr	Thurs 16 Apr	Fri 1 May
Jul - Aug 09	<b>Advertising Feature - Materials Handling, Safety &amp; Management</b> Forklifts, forklift and general warehouse safety, signage, bollards, barriers and traffic management, pallets and pallet management. Safety equipment and training.	Fri 5 June	Thurs 11 Jun	Fri 26 Jun
Sept - Oct 09	<b>Advertising Feature – Outsourcing the Logistics Function</b> Review of 3PL and 4PL services.	Fri 7 Aug	Thurs 13 Aug	Fri 28 Aug
Nov - Dec 09	<b>Advertising Feature - Warehouse &amp; DC Planning.</b> Planning, design, construction and consulting for warehouses and DCs.	Fri 10 Oct	Fri 15 Oct	Fri 30 Oct
Jan - Feb 2010	<b>Advertising Feature – TBC</b>	Fri 11 Dec	Thurs 17 Dec	Fri 15 Jan

## MAY/JUNE SPECIAL EDITION

SPECIAL EDITION May/June 2009 - total circulation 12,000 copies. MHD Supply Chain Solutions magazine is the official media partner to Supply Chain Week and has arranged to distribute an additional 3000 copies of the magazine to attendees to all Supply Chain Week events including; Smart Conference, Smart Supply Chain Technology Show, Smart Awards etc. Advertising rates remain the same for this edition - no premium charged for the increased circulation to around 12000 copies for this edition. See the features calendar and rate card for more information.

Charles Pauka (editor) 02 8586 6114 [charles@intermedia.com.au](mailto:charles@intermedia.com.au)

Eleanor Page (Advertising) 02 9660 2113 [eleanor@intermedia.com.au](mailto:eleanor@intermedia.com.au)

*\*Please note features are subject to change without notice – for specific information about any feature; please contact us to confirm the above details and any editorial submission.*

# ADVERTISING RATES



	Casual	2x	3x	4x	6x
Double Page Spread	\$8,230	\$8,065	\$7,900	\$7,735	\$7,530
Full A4 Page	\$4,220	\$4,135	\$4,050	\$3,965	\$3,860
Half Page	\$2,640	\$2,585	\$2,530	\$2,480	\$2,415
Third Page	\$1,835	\$1,800	\$1,760	\$1,725	\$1,680
Quarter Page	\$1,395	\$1,365	\$1,335	\$1,310	\$1,275

	Casual	2x	3x	4x	6x
Front Cover	\$6,750				
Inside Front Cover - DPS	\$9,260	\$9,070	\$8,885	\$8,700	\$8,470
Inside Front Cover - Single Page	\$4,750	\$4,655	\$4,560	\$4,465	\$4,345
Full Page - Opposite Contents Page	\$4,750	\$4,655	\$4,560	\$4,465	\$4,345
Full Page - Opposite Editor's Page	\$4,750	\$4,655	\$4,560	\$4,465	\$4,345
Inside Back Cover - DPS	\$9,260	\$9,070	\$8,885	\$8,700	\$8,470
Inside Back Cover - Single Page	\$4,750	\$4,655	\$4,560	\$4,465	\$4,345
Outside Back Cover	\$5,065	\$4,965	\$4,860	\$4,760	\$4,635

**Other Guaranteed Positions: +12.5%**

*Rates effective as of 1 November 2008.*

*All rates are quoted exclusive of GST and inclusive of agency settlement fees.*

# MATERIAL SPECIFICATIONS

Disk: CD, and ZIP disks accepted.  
 Email: accepted up to 5Mb only.

## Delivery instructions

Courier disks to:  
 Jill Lehman  
 Production Manager  
 The Intermedia Group  
 Suite 39, Level 1  
 100 Harris Street  
 Pymont NSW 2009

Express Post disks to:  
 PO Box 55  
 Glebe NSW 2037

Email complete artwork to: [jill@intermedia.com.au](mailto:jill@intermedia.com.au)  
 Production enquiries 02 9660 2113 – ask for Jill Lehman or  
 Claire Powell.

## File formats

Adobe Portable Document Format (PDF) – Please prepare all  
 PDF's as specified by the 3DAP guideline. Visit [www.3dap.com.au](http://www.3dap.com.au)  
 for detailed instructions.

## Other formats

QuarkXpress, InDesign, PhotoShop, Illustrator and Freehand.  
 Make sure all fonts are included and all images are in CMYK  
 mode. Illustrator and Freehand files must have all fonts  
 converted to outlines/paths. Freehand files must be saved as  
 an EPS file.

We do not accept ads in Word, PowerPoint, Publisher or any  
 Microsoft software.

## Images

Minimum of 300dpi at 100% scaling. Line Art images minimum  
 of 1200dpi at 100% scaling. All Images must be in CMYK mode.  
 Image file formats should be TIFF or composite EPS and should  
 not be compressed.

## Fonts

We accept Postscript fonts only, include both printer and screen  
 fonts. We do not accept True Type Fonts. PDF files are to have  
 fonts embedded. Fonts should not be stylized.

## Proofs

A colour proof must be supplied with all ads. We will not accept  
 responsibility for the printed result if a proof is not supplied.



Trim Size (mm)	Depth	Width
Single page	297 x	210
Double page spread	297 x	420

Type Areas (mm)	Depth	Width
Full page	270 x	185
Half page – vertical	270 x	90
Half page – horizontal	135 x	185
1/3 vertical	270 x	57
1/3 horizontal	90 x	185
Quarter page	135 x	90
Quarter page – horizontal	65 x	185

Bleed Material (mm)	Depth	Width
Double page spread full bleed	303 x	426
Double page spread gutter bleed	270 x	398
Full page bleed	303 x	216
Half page bleed – vertical	303 x	105
Half page bleed – horizontal	151 x	216
1/3 horizontal bleed	111 x	216
Quarter page bleed – horizontal	86 x	216

## Bleeds

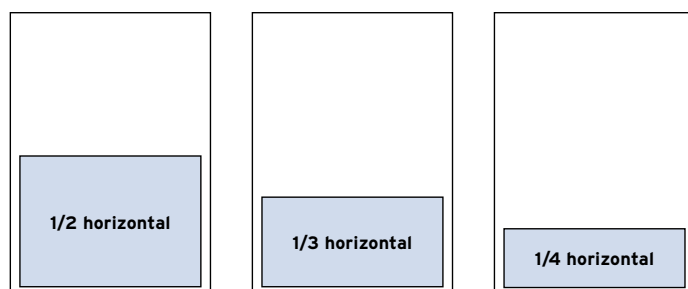
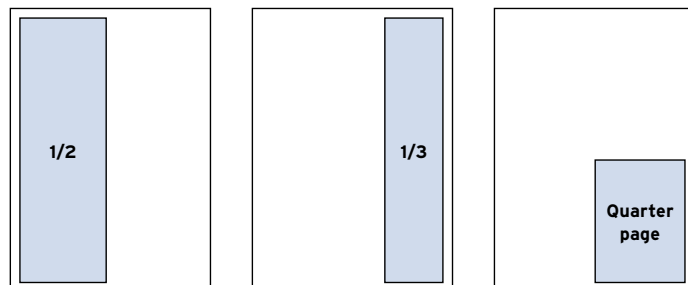
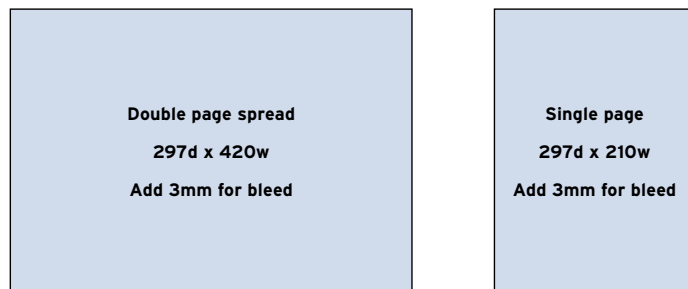
All bleed ads must have at least 3mm bleed all round.

## Loose inserts

Must not exceed the trimmed dimensions of the magazine (A4).  
 If they do, they will be folded and a charge levied.

## Bound inserts

Must be supplied untrimmed and folded, with a 10mm - 15mm  
 binding lap on the last page and a head trim of 5mm. A minimum  
 100gsm stock is strongly recommended.



## Business Essentials



Beauty



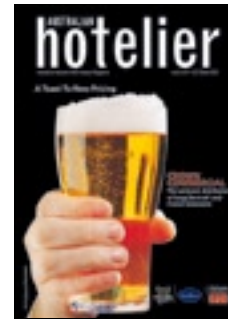
Gifts & Homewares



Road Transport



Electrical Appliances



Hotels & Pubs



Freight Logistics



Shopfitting



Hairdressing



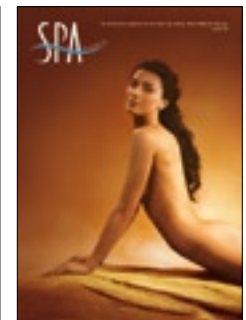
Supply Chain



Hotel Management



Aged Care



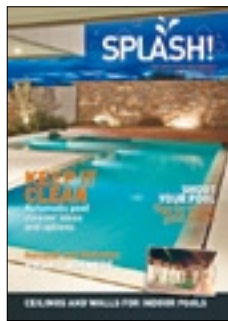
Spa



Liquor



Jewellery World



Pools & Spas



Campervans & Motorhomes



Main Event



Special Effects



Government



Consumer Electronics



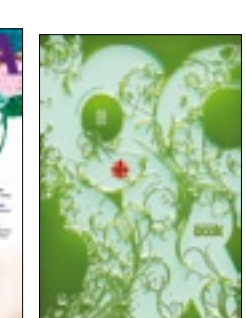
Film & TV



Bars & Clubs



Hairdressing



Film Production

## Events & Event Management



natural health  
conference and expo



Cocktails

## Websites

current.com.au • if.com.au • retailbiz.com.au • gpoint.com.au • governmentnews.com.au • productionbook.com.au • tandlnews.com.au  
 professionalbeauty.com.au • splashmagazine.com.au • australianageingagenda.com.au • theshout.com.au • spicenews.com.au  
 jewelleryworld.net.au • styleicons.com.au