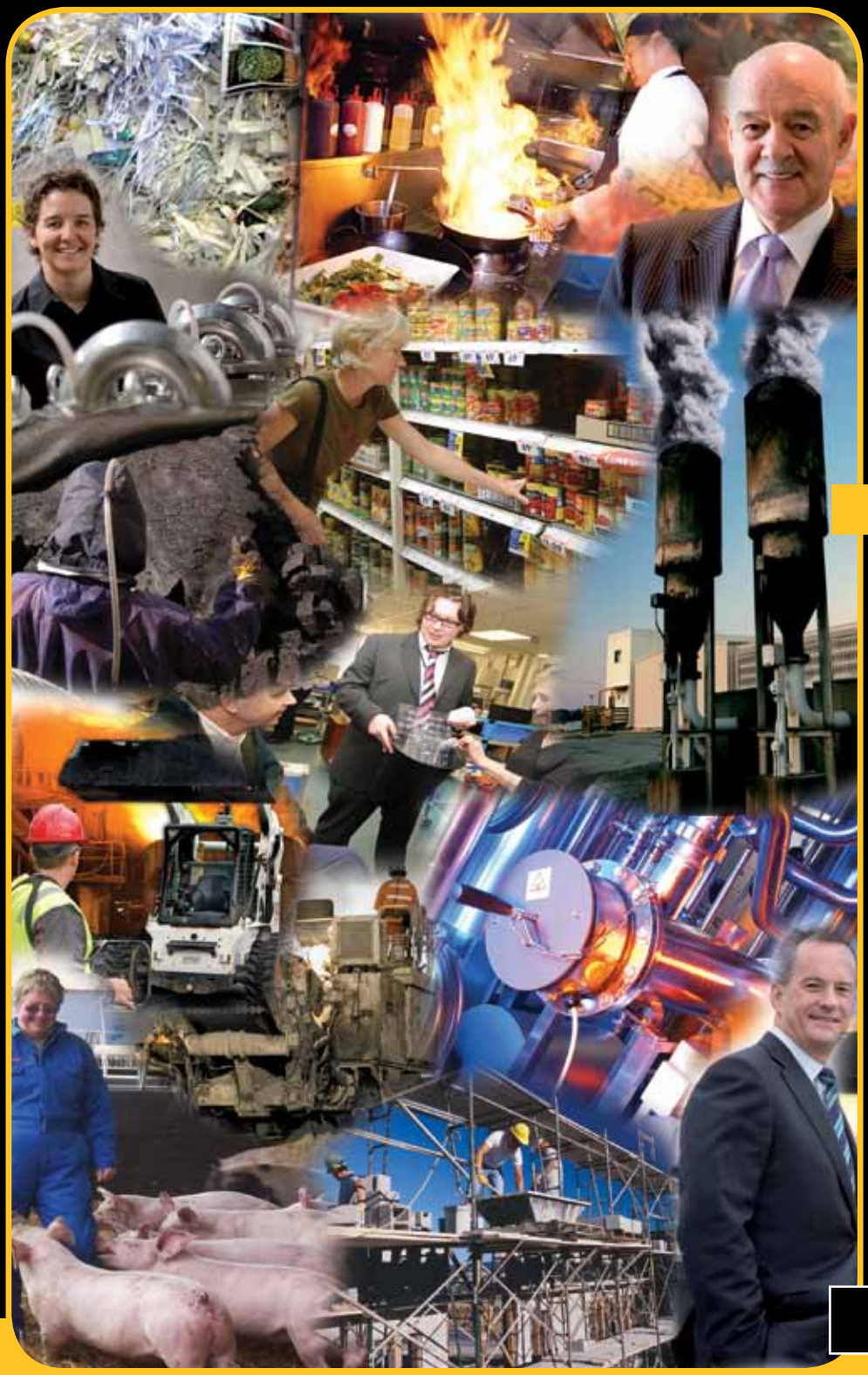
WME mediakit 2009/2010

Environment Business Magazine

Australia's leading environment business magazine



Environment Business Magazine ★ WME 20 years 1989-2009 ★ Environment Business Magazine

IN EVERY ISSUE:

Energy & Carbon

A close up look at demand-side energy initiatives, corporate carbon strategies and the big picture policy settings.

Waste & Resources

Highlighting issues right along the waste chain, from generators and local government to the waste and recycling industry.

Water & Wastewater

All about industrial water management and urban issues such as stormwater, sewer mining and city design.

Sustainable Business

Unpacking corporate social responsibility, sustainability reporting, reputation management, green products and more.

See over for issue by issue features and special reports

Advertising features, special reports & events

2009/2010 Features and Special Reports

ISSUE • REGULAR FEATURES •• SPECIAL REPORTS

JULY

- **Pumps, Valves & Seals**
- •• **THE ENERGY ISSUE**

The planned introduction of emissions trading in 2011 has put energy on the business radar, from smarter equipment to sophisticated management strategies.

AUGUST

- •• **ANNUAL CONSULTANTS REVIEW**

Australia's only in-depth look at environmental consulting, covering the industry, its clients and making the most of the relationship between them.

SEPTEMBER

- **Site Remediation**
- •• **PLANNING & INFRASTRUCTURE**

From conception to completion, best practice in infrastructure development.

OCTOBER

- **Spills & Hazardous Waste**
- •• **BUILDING & FACILITIES MANAGEMENT**

Smart buildings and a greener corporate agenda have combined to create significant opportunities in managing buildings.

.NOVEMBER

- •• **WME 20TH ANNIVERSARY ISSUE**

A journey through the highlights of 20 years of Sustainable Business practices.Policy and Programs.

- •• **INDUSTRIAL WATER**

DEC 2009/ JAN 2010

- **Odour & Emissions Control**
- •• **LTO – LICENCE TO OPERATE**

Environmental and social best practice in mining. A special supplement produced in conjunction with Australia's Mining Monthly.

FEBRUARY

- **Pumps, Valves & Seals**
- •• **LOCAL GOVERNMENT**

Local government is uniquely placed to engage the community, to influence local impacts and to employ environmental good and services. *WME* looks at best practice.

MARCH

- •• ozwater'10

WME profiles the water industry's peak annual event, from key speakers to all the excitement of the exhibition.

- **Cleantech**

Environmental technology: over-hyped or the nursery for future growth?

APRIL

- **Instrumentation & Monitoring**
- •• **COMMUNICATIONS ISSUE**
  - Inside sustainability report
  - Winning the reputation war
  - Talking – and selling – green
  - Engaging your workforce

MAY

- **Odour & Emissions Control**
- •• **BUSINESS & INDUSTRIAL WASTE**

State governments across the country have named wastes from the commercial and industrial sector among their top priorities. So what are the implications?

JUNE 10

- **Filtration & Separation**
- •• **WME'S LEADERS ISSUE**

Every inspiring story has an individual behind it. *WME's Leaders List* recognises long-term achievement.

- •• **LTO – LICENCE TO OPERATE**

Environmental and social best practice in mining.

In every issue: Sustainable Business
Water & Wastewater
Waste & Resources
Energy & Carbon

Deadlines and inquiries

EDITORIAL
Editorial contributions:
10th of month prior

ADVERTISING DEADLINES
Bookings:
12th of month prior
Material:
20th of month prior

ADVERTISING INQUIRIES
Phone: (02) 9817 6400
Fax: (02) 9817 4366
Email: sales@wme.com.au

Artwork Specifications

■ Preferred format

1. Hi-Resolution PDF
"Press Ready" PDF in CMYK format at 100% can be supplied for all size ads.

2. Adobe Photoshop (CS3 or less)
Files to be saved as .JPEG or .TIFF files in CMYK mode. Resolution for all graphics/images should be 300dpi at 100%. For scanning, please supply original B&W or colour photographs, transparencies (positives).

3. InDesign (CS3 or less)
All colours and images in CMYK mode and all images at a resolution of 300dpi at 100%.
All screen and printer fonts to be supplied (postscript – no true type fonts).

4. Adobe Illustrator (CS3 or less)
Files to be saved as .EPS in CMYK mode.
All fonts must be converted to outlines.

5. MS Word files
We CANNOT accept MS Word or Powerpoint files as final artwork, however, these files may be supplied as a layout guide for reproduction.

■ Supplying artwork

Email ads under 10MB in size in one of the formats above to **copy@wme.com.au**

Proofs
NOTE: Every effort will be made to match proofs supplied. If a proof is not provided for an ad, we can not accept responsibility for reproduction quality or errors.

■ Other services

Inserts or Onserts
Inserting a catalogue, prospectus or invitation, or onserting a sample or CD, is a different way of promoting your product or services.

Sponsorship
We have been building a relationship with our readers for 20 years. They rely on us to keep them up-to-date with news, events and issues that effect the business of the environment. Sponsorship of special features or regular sections can be an ideal way to unfold a story about your organisation or reinforce market leadership.

Rates & specifications

Ad Rates

All rates are for full colour and are in A$ and exclude GST

	Casual	3x	6x	12x	Size (h x w)
Double Page Spread	7150	6805	6555	6265	297 X 420mm (Trim size. Add 5mm for bleed)
Full Page	3865	3680	3555	3385	297 x 210mm (Trim size. Add 5mm for bleed)
Junior Page	2555	2430	2335	2235	178 x 121mm
Half Page	2230	2120	2025	1955	
Horizontal					128 x 185mm
Vertical					264 x 95mm
Third Page	1490	1465	1405	1355	
Horizontal					88 x 185mm
Vertical					264 x 57mm
Square					128 x 121mm
Quarter Page	1335	1270	1230	1170	
Horizontal					64 x 185mm
Vertical					128 x 89mm

Preferred positions

- Outside back cover . . . . . +20%
- Inside front cover. . . . . .+15%
- News pages, right-hand pages, consecutive pages, specified pages, centre spreads etc . . . . . .+10%
- Feature covers, re-prints & artwork production . . . . . POA

- Rates, specifications and delivery details for inserts, onserts, list rental or other special items or services supplied on request.
- Bookings are subject to the WME magazine terms and conditions of advertising (see www.wme.com.au/terms.php)

WME Media artwork production rates*

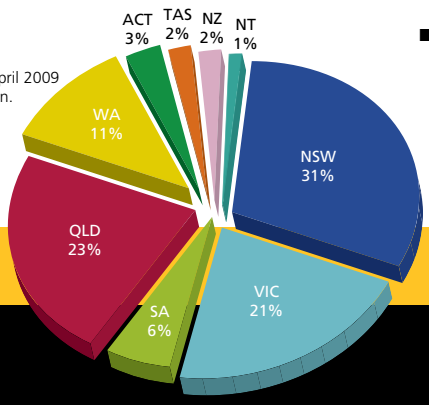
If you don't have finished artwork (ie. hi-res PDF or 300dpi .jpeg file), *WME* can put it together for you. **Full page**: $230; **half-page**: $185; **quarter-page**: $140

**Production rates exclude GST. Advertorial production not included*

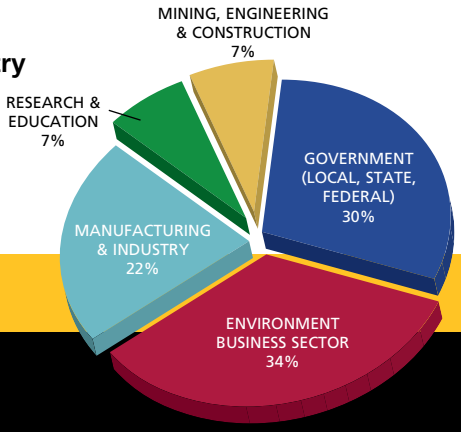
Circulation breakdown

■ By State

* CAB audit, October 2008–April 2009
7,488 average issue distribution.



■ By Industry



Circulation increase of 10.8 % on prior period

WME
Environment Business Magazine

mediakit
2009/2010

Editorial guidelines

WME magazine presents coverage of news, events and issues on the environment and the business of the environment. We accept contributions and press releases from industry, consultants, government and research institutions. To make it easier to provide the right information and format, we have developed a few simple guidelines, outlined below.

WME magazine takes contributions on:
- news and events;
- analysis of issues, case studies, opinion pieces and technical articles;
- letters; and
- new products and processes.

News and Events

Short bites on topical news, industry activity, new technology, events and conferences and contracts.
Word length: max 200 words.
Photo preferred.

Analysis of issues, Case Studies, Opinion Pieces and Technical Articles

Longer stories on generic issues or new developments in the commercial or technical arena will be considered.
Word length: 700-1,200.
Photo(s) essential.

Letters

WME magazine is keen to air your views. No more than 250 words plus name and organisation (subject to editing).

Photos

The preferred file format is .jpeg at a resolution of 300dpi (dots per inch) and at least 10cm wide (more than 300K). If a photo is not available digitally, the original photo or transparency (slide) can be mailed to us for scanning.

Submissions

Send your editorial contributions to:
Email: richard@wme.com.au
Mail: Richard Collins
WME Media
PO Box 753
Gladesville NSW 1675;
Fax: (02) 9817 4366

New Products

WME magazine brings the latest in products and processes to readers each month. To do this, we need your help in keeping us informed of developments in new products, special projects, cutting-edge technologies and progress in R&D.

Providing words

When drafting the text about your product or process, step back from your own specialist understanding and think what readers may be interested to know or learn.

Consider providing an example of a typical application as well as technical info.

Another good idea is to ask someone less familiar with your product or process to read over the text and provide feedback.

Please provide 200–300 words, a contact name, email and company name, as well as your address and phone/fax numbers so we can contact you.

Providing images

We always aim to include a photo or illustration with each item. Sometimes a 'product-only' picture is appropriate, although often it is worth making the extra effort to show your product or process at work.

Photos should be 300dpi (dots per inch) .jpeg files and at least 7 cm wide. 72 dpi website images are usually unsatisfactory for print purposes.

Submissions

Send your new product contributions to:
Email: garth@wme.com.au
Mail: Garth Lamb
WME Media
PO Box 753
Gladesville NSW 1675
Fax: (02) 9817 4366

The *WME* advantage...

1 Quality Circulation & Distribution

WME magazine is Australia's leading environment business magazine with a CAB audited circulation of 7,488* copies. Our database of readers is continually updated to ensure accuracy and quality. *WME* magazine's readers are the decision-makers and opinion-leaders within the environment business sector.

2 Quality Editorial Content

WME magazine provides independent coverage of news, events and issues on the environment and the business of the environment. Stories appearing in *WME* magazine are written by a team of journalists and recognised industry experts. Key contributors come from all sectors of the environmental industry. Their contribution ensures the credibility of *WME* magazine's content.

3 Greater Frequency

WME magazine is Australia's only monthly magazine focused on the business of the environment, delivering currency and timely updates to readers.

4 Creative Advertising Opportunities

WME magazine offers advertisers a whole range of exciting and creative advertising ideas that will make your message stand out and be noticed. As an advertiser in *WME* magazine, you are our partner and we are committed to your success.

5 *WME* is always there for the industry

The *WME* family also includes the on-line daily EnvironmentalManagementNews.net; *Inside Waste magazine* (insidewaste.com.au); the *Australian Environment Industry Directory* (aeid.com.au) and participation in major industry events.

6 Quality Service

WME magazine guarantees top quality service from our sales team. We are committed to responding promptly to your inquiries and will go out of our way to ensure you get the best result from advertising in *WME* magazine.

7 Industry Alliances

WME magazine is committed to partnering industry groups in projects and events. *WME* is a corporate member of Environment Business Australia (EBA), Waste Management Association of Australia (WMAA), Water Industry Operators Association (WIOA) and media partner to the Banksia Environmental Foundation.

eba ENVIRONMENT BUSINESS AUSTRALIA

Banksia ENVIRONMENTAL FOUNDATION recognising environmental excellence

Contact us

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Phone: 61 2 9817 6400 **Facsimile: 61 2 9817 4366**
Email: wme@wme.com.au **Website: wme.com.au**

Affiliated with:
Aspermont
Information for Industry

* CAB audit, October 2008–April 2009
Average issue distribution.