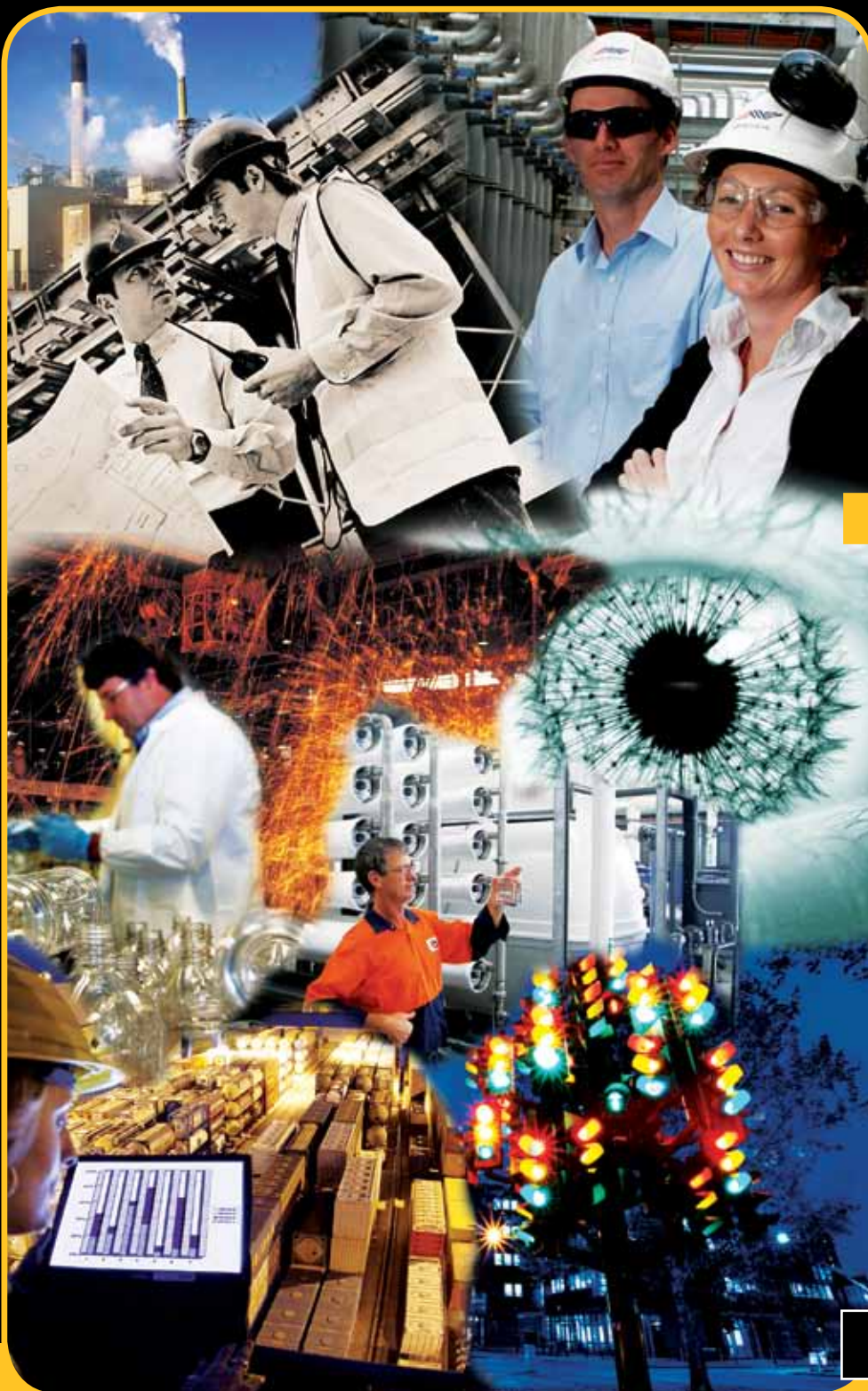


Water · Materials · Energy · Strategy

Australia's leading 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.

Business + Strategy

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

See over for issue by issue features and special reports



2012 Advertising features, special reports & events

IN EVERY ISSUE: Water, Materials, Energy, Strategy

FEBRUARY

- **LOCAL GOVERNMENT**

Local government are the biggest buyers of environmental products and services, ranging from waste contracts to water management, consulting services to energy and carbon. *WME* takes an in-depth look.

- **PUMPS, VALVES & SEALS – WATER AND WASTEWATER**

From pump selection to optimising operation, *WME* looks at best practice and products from a 'whole of life' perspective.

- **PROCESS CONTROL**

Automation and instrumentation are at the heart of modern industrial processes.



JULY

- **THE ENERGY ISSUE**

Soaring energy prices, a renewed federal focus on energy efficiency and a carbon price have made energy management the number one focus for environment, facility and sustainability managers.



- **ENVIRO 2012 CONFERENCE**

A sneak peak at the year's key environment conference, from keynote speakers to the essential exhibitors.

MARCH

- **SITE REMEDIATION – URBAN ENVIRONMENT**

Explore the latest technologies and case studies in cleaning up urban sites.

- **SPILLS AND SAFETY EQUIPMENT – MATERIALS HANDLING**

- **COMMUNICATIONS & REPORTING**

Sustainability reporting, stakeholder communication, reputations and realising market opportunity.

APRIL

- **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 and opportunities?

- **WASTE & RECYCLING EQUIPMENT**

From separate bins to onsite composting systems, what hardware can help recycle business waste?

- **ODOUR & EMISSIONS CONTROL**

Best practice management of odour and emissions and solutions.



AUGUST

- **ANNUAL CONSULTANTS REVIEW**

Australia's only in-depth look at environmental consulting including a fully-updated consultants directory with over 300 firms.

- **PROBLEM WASTE MANAGEMENT**

Getting to grips with difficult waste streams, including clinical, e-waste and more.



SEPTEMBER

- **FACILITIES MANAGEMENT**

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

- **GREEN BUILDINGS**

It is not only about better management, it is also about the products, services and design thinking.

- **WASTE & RECYCLING EQUIPMENT**

Everything a council needs, from street bins to street sweepers.



OCTOBER

- **ENERGY MANAGEMENT SYSTEMS**

Energy and carbon are on the agenda, so what hardware can manage and minimise use in business?

- **PROCESS CONTROL**

Automation and instrumentation are at the heart of modern industrial processes.

- **SPILLS & SAFETY EQUIPMENT – PROTECTION AND CONTROL**

MAY

- **THE WATER ISSUE**

Supply, security and the strategies that will shape Australia's water future.

- **OZWATER 2012**

Ozwater is Australia's peak water industry event. *WME* previews the pick of the papers and highlights the best on show.



NOVEMBER

- **INDUSTRIAL WATER**

Efficiency gains, cost control, alternative water sources, new technology and water security are driving the industrial water agenda.

- **PUMPS VALVES & SEALS – INDUSTRIAL AND PROCESS**

- **ODOUR & EMISSIONS CONTROL**

Best practice management of odour and emissions.



JUNE

- **LTO – WATER & MINING**

The environmental issues for mining are distinct, including impact planning, resource security and post-closure management.

- **WME LEADERS ISSUE**

Celebrating those individuals who have made a positive contribution to the environmental services sector and sustainability management.

- **HAZARDOUS WASTE TREATMENT – INDUSTRIAL WASTE**

Case studies and the latest technologies in treating and managing hazardous wastes.



DECEMBER 2012/JANUARY 2013

- **ASX 100 ISSUE**

Ranking Australia's top 100 public companies

- **LTO – MINE SITE MANAGEMENT AND REMEDIATION**

Environmental issues for mining including impact planning, resource security and post-closure management.

- **YEAR IN REVIEW**



Deadlines
and inquiries

EDITORIAL
Editorial contributions:
10th of month prior

ADVERTISING DEADLINES
Bookings: 15th of month prior
Material: 20th of month prior

ADVERTISING INQUIRIES
Phone: (02) 8252 9440
Facsimile: (02) 9279 2477
Email: sales@wme.com.au

Artwork Specifications

Rates & specifications

■ Preferred format

1. Hi-Resolution PDF

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

Trim marks should be included on all full page ads.

2. Adobe Photoshop (CS5)

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 (CS5)

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 (CS5)

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: If a proof is not provided for an ad, we can not accept responsibility for reproduction quality inaccuracies 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.

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	7190	6825	6580	6325	297 X 420mm <small>(Trim size. Add 5mm for bleed)</small>
 Full Page	4100	3900	3755	3610	297 x 210mm <small>(Trim size. Add 5mm for bleed)</small>
 Junior Page	2715	2580	2480	2390	178 x 121mm
 Half Page Horizontal	2370	2250	2165	2085	128 x 185mm
 Half Page Vertical					264 x 95mm
 Third Page Horizontal	1745	1655	1600	1540	88 x 185mm
 Third Page Vertical					264 x 57mm
 Third Page Square					128 x 121mm
 Quarter Page Vertical	1350	1285	1235	1185	128 x 89mm

*Rates effective from 1 December 2011 for all advertising bookings made for 2012 calendar year.

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*

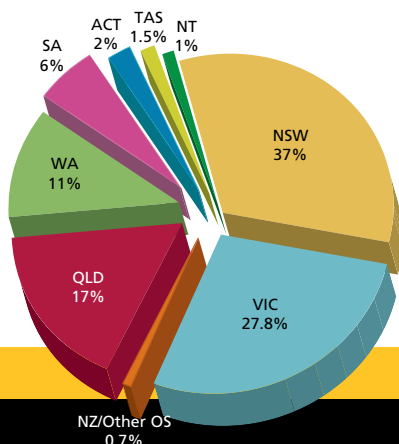
If you don't have finished artwork (ie. hi-res PDF or 300dpi .jpeg file), WME can put it together for you. **Full page:** \$230; **half-page:** \$185; **quarter-page:** \$140

*Production rates exclude GST. Advertorial production not included

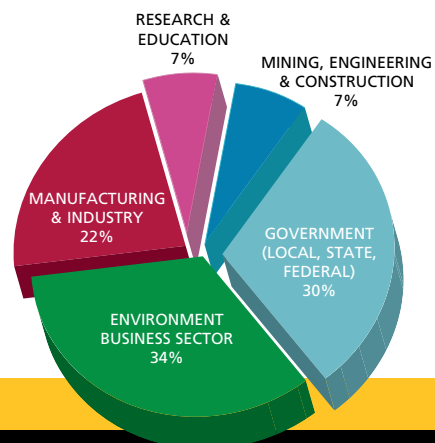
Circulation breakdown

■ By State

* CAB audit, April 2010–March 2011
7,262 average issue distribution.



■ By Industry





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: 700-1,000.

Photo(s) essential.

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: paula@wme.com.au

Mail: Paula Wallace
WME Media
Level 4, 333 George St,
Sydney NSW 2000

Fax: (02) 9279 2477

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 150-175 words, a contact name, email and company name, as well as your address and phone/fax numbers so we can contact you.

Providing images

It is essential 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:

Max Pichon
Email: max@wme.com.au
Mail: Max Pichon
WME Media
Level 4, 333 George St,
Sydney NSW 2000

Fax: (02) 9279 2477

The WME advantage...

1 Quality Circulation & Distribution

WME magazine is Australia's leading environment business magazine with a CAB audited circulation of 7,262* 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 WME Environmental Management News; *Inside Waste magazine* (insidewaste.com.au); the *Australian Environment Industry Directory* 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.



Contact us

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Level 4, 333 George St, Sydney NSW 2000

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Email: wme@wme.com.au Website: wme.com.au

Affiliated with:



Aspermont
Information for Industry

* CAB audit, April 2010-March 2011
Average issue distribution.