

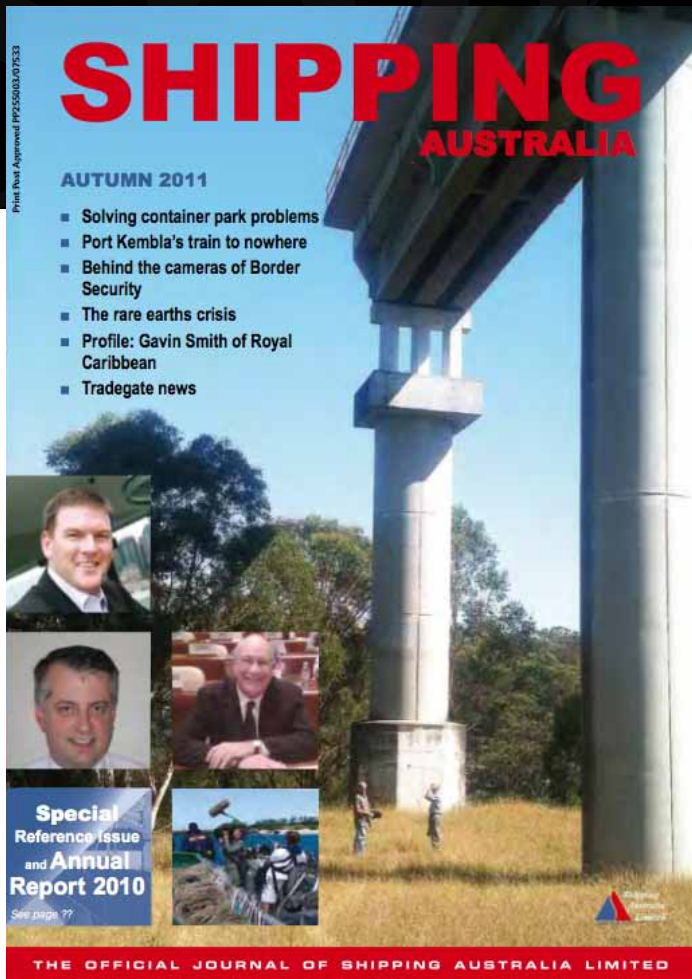
2011
MediaKit

SHIPPING

AUSTRALIA

Shipping
Australia
Limited
1973-2011

THE OFFICIAL JOURNAL OF SHIPPING AUSTRALIA LIMITED



Magazine Profile

Showcase Publications are proud to announce that we have been selected once again to continue publishing the official journal of Shipping Australia Limited (SAL).

We are immensely proud to say that since our involvement with SAL, the journal has continued to enjoy its place as the pre-eminent journal for the industry and is widely accepted and respected by the industry and government departments who receive it both here in Australia as well as overseas.

The readership and distribution has now increased to include all members of Tradegate – Australia's Specialist International Trade and E-commerce Provider.

Throughout 2011 and on, we shall continue to strive to improve both the quality and presentation, and through the good offices of the SAL committee we are confident that the contents will maintain its extremely high standards.

Having witnessed considerable growth in both our export trade (and the importance this has for the Australian economy), coupled with the increase in popularity in the cruising market, Shipping Australia has been, and will continue to be, not only the publication everyone in the industry awaits to see eagerly and reads avidly, but also "the place" for everyone to advertise in and keep their names to the fore.

In 2011 Shipping Australia will be published four times a year: In March, June, September and November.

We not only look forward to the continuing support of the organizations which have advertised with us in the past, (and we also look forward to their continuing to do so in forthcoming editions), but also extend a welcome to all the new companies who select the journal as the chosen vehicle to carry their messages in the future. Your association with us in this publication will enhance your role in the industry and keep your name in the forefront to the decision makers in both private and public sectors of this vital industry. In this regard we would like to mention that accompanying editorial is welcomed on the proviso of it being accepted by the SAL committee, whose decision is final, and is beyond our control.

In this day and age, like all publishers and associations, we ensure that the journal is also available on the SAL web site. This has also enabled us to make a strictly limited offer for a few advertisers to include their logo on the official SAL home page, with a direct link back to their site. Space is strictly limited for this, and enquiries concerning availability are welcomed.

All advertising enquiries should be addressed to your sales representative at the Sydney Office on 02 9211 7422.

Yours sincerely,

Roger Conway
Managing Director / Showcase Publications



Art and disc specifications

Disk specifications

Shipping Australia is produced within a Macintosh DTP environment and so compatible formats are preferred (call our production department for assistance with PC conversions). Advertisers must supply the following: A copy of all fonts (printer and screen) used within their documents, and a laser proof of the documents.

Please note: Ensure all images are included. If logos are to be scanned please supply bromide or clear copy (not photocopy or fax) with PMS colour breakdown.

Printing Process

Printed sheet-fed offset on quality 100gsm stock. Cover printed on 250gsm art board. The Directory is printed by the four colour process to magazine standards. Second colour advertisements will be prepared from process colours (Magenta, Cyan, Yellow, Black). Every effort will be made to match advertiser's sample.

Material

All material to be marked with COMPANY NAME and to be supplied on disk and sent to:

SHOWCASE PUBLICATIONS PTY LTD
Suite C5, 99 Jones Street, Ultimo 2007
PO Box 665 Broadway Shopping Centre 2007
or Email: artwork@showpub.com.au (Max. 3 MB limit)

Programs

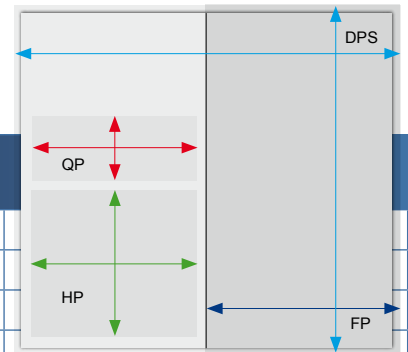
Fonts: Only Adobe Postscript Type 1 fonts can be used, unless supplied as an outline in Adobe Illustrator.

PDF Files: High res pdf files please ensure CMYK format.

Adobe Illustrator: Please outline fonts.

Adobe Photoshop: Ensure the files are in CMYK Mode, NOT RGB. The resolution required is 300dpi at 100%.

SAL advertising rates 2011



Quarterly Journal

Full Page	210mm X 297mm + 5mm Bleed	\$3500	
Double Page	420mm X 297mm + 5mm Bleed	\$6000	
Half Page	180mm wide x 125mm deep	\$2500	
Quarter Page	180mm wide x 60mm deep	\$2000	
Inside Front Cover	210mm X 297mm + 5mm Bleed	\$6000	Subject to availability & prior sale
Outside Back Cover	210mm X 297mm + 5mm Bleed	\$7500	Subject to availability & prior sale
Inside Back Cover	210mm X 297mm + 5mm Bleed	\$5500	Subject to availability & prior sale

Yearbook (March Edition) Advertising Rates

Full Page	210mm X 297mm + 5mm Bleed	\$4500	
Double Page	420mm X 297mm + 5mm Bleed	\$7500	
Half Page	180mm wide x 125mm deep	\$3500	
Quarter Page	180mm wide x 60mm deep	\$2000	
Inside Front Cover	210mm X 297mm + 5mm Bleed	\$7500	Subject to availability & prior sale
Outside Back Cover	210mm X 297mm + 5mm Bleed	\$8000	Subject to availability & prior sale
Inside Back Cover	210mm X 297mm + 5mm Bleed	\$7500	Subject to availability & prior sale