

SUPPLYCHAIN REVIEW MEDIA KIT 2012



THE MARKET



“Keeping up with trends and application of supply chain innovation in other businesses through SCR helps with decision-making choices within our business.”

– Steven, Transport & Distribution Manager (Respondent: 2011 SCR Reader Survey)

TRANSPORT & LOGISTICS

Logistics and supply chain management is critical to the competitiveness of Australian business and the national economy.

According to a landmark report commissioned by the Australian Logistics Council, transport and logistics (T&L) is estimated to account for 14.5 percent of Gross Domestic Product (GDP), ahead of manufacturing (10.3 percent), property/business services (9.9 percent), finance and insurance (6 percent), construction (5.6 percent), retail (5.1 percent) and mining (4.7 percent).

Transport is estimated to account for around 40 percent of total logistics costs, with the remainder comprising procurement, production, storage, product support and disposal.

T&L also ranks among the fastest-growing sectors of the Australian economy, with the Bureau of Infrastructure, Transport and Regional Economics (BITRE) estimating that the transport and storage industry's contribution to GDP increased by almost 60 percent between 1997-98 and 2007-08. Employment jumped by some 32 percent to more than half a million in the period.

This rapid growth is set to continue on the back of a forecast doubling of domestic road freight volumes between 2008 and 2030 as well as continued expansion of international freight – and will continue to underpin record investment across the T&L sector, in trucks and trailers, industrial property and warehousing, materials handling equipment, technology, people and lots more.

As Australia's leading source of news and information for high-level logistics and supply chain management professionals, *SupplyChain Review (SCR)* is the strongest link to connect with the key decision makers in the T&L sector, in print and online.

INDUSTRY LEAGUE LADDER*

1.	TRANSPORT AND LOGISTICS	14.5%
2.	Manufacturing	10.3%
3.	Property and business services	9.9%
4.	Finance and insurance	6.0%
5.	Construction	5.6%
6.	Health and community services	5.2%
7.	Retail trade	5.1%
8.	Mining	4.7%
9.	Wholesale trade	4.1%
10.	Education	3.4%

* Equivalence of GDP; Source: ALC 2007 Report

THE STRONGEST LINK

SUPPLYCHAIN REVIEW READERSHIP

New research confirms *SCR* is Australia's premier source of news and information for high-level logistics and supply chain management professionals, in print and online.

The 2011 survey found that *SCR*'s readers are:

- **Senior managers:** 49 percent are supply chain/logistics managers, operations/general managers or CEOs/managing directors; while a further 37 percent are procurement, warehousing, transport, HR, IT, health and safety, sales/marketing, and inventory managers
- **Large employers:** 74 percent employ more than 50 staff, including half with in excess of 300 staff
- **Big revenue generators:** 51 percent report yearly sales of more than \$50 million, including 33 percent in excess of \$300 million
- **Key purchasers:** between 30 and 42 percent are involved in purchasing decisions in the key areas of transport services, forklifts and materials handling equipment, racking and storage, education and training, health and safety products, and consultancy services
- **Highly educated:** 77 percent have a degree, post-graduate/ masters degree or diploma
- **Frequent flyers:** 32 percent travel interstate for business at least monthly and a further 34 percent several times a year. Crucially, these key decision makers choose *SCR* as their preferred source of industry news and information. Forty-nine percent do not read *MHD Supply Chain Solutions* and 50 percent do not read *Logistics & Materials Handling*. And while 84 percent read *SCR*'s daily news website *SupplyChainReview.com.au* and bi-weekly *Chainmail* e-newsletter, just 30 percent visit *LMH's LogisticsMagazine.com.au* and 29 percent visit *MHD's TandLnews.com.au*. With an average net distribution of 7,155 copies per issue (CAB, April-September 2011), *SCR* is the only industry magazine distributed to members of leading industry bodies, including the Supply Chain and Logistics Association of Australia (SCLAA) and the Australian Logistics Council (ALC), through exclusive media partnerships also incorporating key industry events.

BUSINESS ROLE*

- | | |
|-----------------------------------|-----|
| • Supply Chain/Logistics Manager | 26% |
| • Operators/General Manager | 13% |
| • Sales/Marketing/BDM | 13% |
| • CEO/MD/Director | 10% |
| • Distribution/Warehouse Manager | 9% |
| • Procurement/Inventory Manager | 8% |
| • Recruitment/Training/HR Manager | 4% |
| • Consultant | 4% |

* Source: *SCR* Survey 2011

BUSINESS TYPE*

- | | |
|------------------------------|-----|
| • Transport and logistics | 28% |
| • Manufacturing | 10% |
| • Fast moving consumer goods | 8% |
| • Services | 7% |
| • Education and training | 7% |
| • Defence | 6% |
| • Retail and wholesale | 6% |
| • Technology | 5% |
| • Government | 4% |
| • Building and construction | 4% |

* Source: *SCR* Survey 2011

BUSINESS SIZE*

REVENUE

- | | |
|--------------|-----|
| • \$500m+ | 25% |
| • \$100-499m | 19% |
| • \$10-99m | 21% |

EMPLOYEES

- | | |
|-----------|-----|
| • 1,000+ | 38% |
| • 300-999 | 12% |
| • 50-299 | 24% |
| • 10-49 | 14% |

* Source: *SCR* Survey 2011

"SCR provides informative and well-presented information on the external environment in which our business operates, enabling us to make informed decisions."

– Tim, Managing Director (Respondent: 2011 SCR Reader Survey)

IN PRINT



“SCR helps our business by informing us with all of the new technology available to us to increase our profit and productivity.”

– Mackenzie, Operations Manager (Respondent: 2011 SCR Reader Survey)

SUPPLYCHAIN REVIEW MAGAZINE

Magazines are the preferred source of industry news and information for high-level logistics and supply chain management professionals – and SCR is their preferred magazine.

SCR's 2011 reader survey found almost 80 percent prefer magazines as their primary source of industry news and information – and 93 percent read SCR compared with only 51 percent who read MHD and 50 percent who read *Logistics & Materials Handling*.

With an average 59 minutes typically spent reading each issue, logistics and supply chain management professionals say they prefer the magazine because of the quality and relevance of its content.

Bi-monthly, SCR's highly experienced and respected team of writers deliver news, features and analysis on the latest issues and trends across the key areas of integrated supply chain, procurement, warehousing, transport, technology, people and materials handling – including exclusive 'on-road' tests of new-release forklifts, trucks and vans, and other products and services.

More than 80 percent rate of readers rate SCR's News, Integrated Supply Chain and Materials Handling sections as 'good', 'very good' or 'excellent'; and more than 70 percent rate its Transport Management and Procurement & Inventory sections – as well as its annual special features – as 'good', 'very good' or 'excellent'.

MAGAZINE CONSUMPTION*

- *SupplyChain Review* 93%
- *MHD Supply Chain Solutions* 51%
- *Logistics & Materials Handling* 50%
- *Business Review Weekly* 1%
- *Procurement Professional* 1%
- *The Australian Financial Review* 1%

* Source: SCR Survey 2011

SCR READERSHIP FACTS

- CAB audit 7,155 April-Sept 2011
- Distributed exclusively to SCLAA and ALC members
- 49% don't read MHD magazine

MAGAZINE DISPLAY ADVERTISING RATES & SPECS

Ad Space	Gloss			
	Casual	2X	4X	6X
DPS (420mm x 297mm)	\$7,060	\$6,650	\$6,230	\$5,800
Full Page (210mm x 297mm)	\$4,150	\$3,950	\$3,530	\$3,200
1/2 Page H (190mm x 133mm)	\$2,590	\$2,460	\$2,200	\$2,030
1/2 Page V (104mm x 252mm)	\$2,590	\$2,460	\$2,200	\$2,030
1/3 Page H (190mm x 92mm)	\$1,650	\$1,560	\$1,400	\$1,300
1/3 Page Sq (104mm x 133mm)	\$1,350	\$1,300	\$1,160	\$990
1/4 Page H (190mm x 66mm)	\$1,350	\$1,300	\$1,160	\$990

*Add 10% GST to all prices above. Rates and specifications and features schedule are correct at time of print however are subject to change. Please confirm with your advertising representative.

SPECIAL FEATURES

Complementing these regular features, each issue of *SCR* includes an exclusive report that delivers indepth analysis of a key aspect of logistics and supply chain management. Averaging 16-24 pages, these features are highly valued and provide a unique and powerful opportunity to connect with key decision makers through multi-facted sponsorship packages and corporate display advertising.

FEBRUARY '12: FORKTRUCKSEARCH

This annual buyers' guide features specs of forklifts, pallet stackers/trucks, reach stackers/trucks, order pickers, sideloaders, tow tractors, turrett truck and container handlers, supported by news and reviews of the latest products.

APRIL '12: AUSTRALIA'S TOP 50 SUPPLY CHAINS

In partnership with Australia's leading supply chain management experts, this world-first special feature names and showcases Australia's best supply chains.

JUNE '12: T&L TECHNOLOGY DIRECTORY

This unique directory of supply chain management technologies includes features of each, backed by independent case studies of how leading operators are benefiting from investment in these solutions.

AUGUST '11: WHO'S WHO IN TRANSPORT + LOGISTICS

This is a unique directory of Australia's largest transport and warehousing companies, based on our annual survey of providers. It is supported by editorial looking at trends and case studies of leading operators.

OCTOBER '11: CAREER AND SALARY GUIDE

This edition features a full listing of salaries across key supply chain jobs, supported by editorial looking at trends and broader issues regarding recruitment and retention.

DECEMBER '11: THE MODERN WAREHOUSE

This special feature will investigate the latest international trends in the design, fitment and location of warehouses, backed by best-practice case studies.

SPONSORSHIP PACKAGES

- Logo and sponsorship acknowledgement on external and internal covers
- Logo and sponsorship acknowledgement on directory pages
- Premium position full-page advertisement
- **Price: \$12,500 (exclusive); \$10,000 (shared)**



2012 FEATURES SCHEDULE

Month/Issue	Feature	Material + Booking Deadline	On Sale
February '12 / 128	ForkTruckSearch Buyers' Guide	12/01/12	24/01/12
April '12 / 129	Australia's Top 50 Supply Chains	23/03/12	03/04/12
June '12 / 130	Transport + Logistics Technology Buyers' Guide	10/05/12	22/05/12
August '12 / 131	Who's Who in Transport + Logistics Buyers' Guide	12/07/12	24/7/12
October '12 / 132	Transport + Logistics Career & Salary Guide	20/09/12	2/10/12
December '12 / 133	The Modern Warehouse	8/11/12	20/11/12





“I love the case studies of businesses that have implemented new technology or solutions that have streamlined their distribution/supply chain.”

– Emma, Operations Manager (Respondent: 2011 SCR Reader Survey)

WEBSITE & E-NEWSLETTER

As a technology-dependent sector, it’s not surprising that electronic newsletters and websites rate highly as preferred sources of news and information for logistics and supply chain management professionals.

Seventy-six percent of SCR readers say e-newsletters are their preferred source of industry news and information, and 56 percent cite the internet as their preferred source of intelligence.

And SCR is clearly their preferred source.

Eighty-four percent say they read SCR’s daily news website *SupplyChainReview.com.au* and bi-weekly *Chainmail* e-newsletter, while just 30 percent visit LMH’s *LogisticsMagazine.com.au* and 29 percent visit MHD’s *TandLnews.com.au*.

On average SCR readers visit *SupplyChainReview.com.au* 43 times a year and read *Chainmail* 53 times a year.

Quality and quantity of content is the drawcard.

Sixty-seven percent of readers rate the quality and relevance of *SupplyChainReview.com.au*’s content as ‘good’, ‘very good’ or ‘excellent’; and 65 percent rate the quality and relevance of *Chainmail*’s content as ‘good’, ‘very good’ or ‘excellent’.

This positive rating has underpinned dramatic growth in readership.

In the past 24 months *SupplyChainReview.com.au* has experienced a near trebling in unique visitors and page impressions, while *Chainmail* is now delivered direct to the inboxes of 2,600 key decision makers twice a week.

ONLINE READERSHIP*

- SupplyChain Review.com.au/Chainmail 84%
- LogisticsMagazine.com.au 30%
- TandLnews.com.au 29%
- T&L Industry Skills Council 1%
- Transport Intelligence 1%
- Eye for Transport 1%
- Logistics Magazine (US) 1%
- Procurement Professional 1%

* Source: SCR Survey 2011

WEBSITE RATES & SPECS

HOME PAGE

Ad Space	Size (pixels)	Cost
Leaderboard – ROS 100%	728 x 90	\$1,200
Skyscraper 1 – ROS 100%	160 x 600	\$1,200
Skyscraper 2 – ROS 100%	160 x 600	\$750
Island – ROS 100%	300 x 250	\$500

CHAINMAIL E-NEWSLETTER

Ad Space	Size (pixels)	Cost
Leaderboard	400 x 65	\$450
Skyscraper 1	160 x 600	\$350
Skyscraper 2	160 x 600	\$300



*Add 10% GST to all prices above. Rates and specifications are correct at time of print, however, are subject to change. Please confirm with your advertising representative.

TRANSJOBS

Since its launch almost three years ago, *TransJobs* has grown into Australia's leading specialist transport and logistics employment website.

The website recorded record traffic of 28,380 visitors in August 2011, attracted by its rapidly growing number of registered job seekers and employers. Visitors to *TransJobs* mobile application, *TransJobs.mobi*, were up an impressive 100 percent in August compared with the corresponding month of 2010.

Jobs range from truck drivers through to high-level logistics and supply chain management positions.

Crucial to *TransJobs's* success is the backing of Australia's leading transport and logistics industry media brands, namely *Australasian Bus & Coach*, *Australasian Transport News*, *Owner//Driver*, *Deals On Wheels* and *SupplyChain Review*.

With a cumulative audited circulation of almost 100,000 magazines a month, the website benefits from strong promotion through these titles, which each month feature supporting job advertisements and editorial. *TransJobs* also benefits from strong cross-promotion across key websites and e-newsletters, including *Fullyloaded.com.au*, *OwnerDriver.com.au* and *SupplyChainReview.com.au* – as well as weekly e-newsletters delivering the latest jobs vacancies of relevance to these respective audiences direct to their inboxes.



AD SPACE	SIZE (pixels)	COST
Leaderboard – Run of site 100% SOV	728 x 90	\$4,500
Skyscraper – Homepage only 100% SOV	160 x 600	\$3,000

ATN AUSTRALASIAN TRANSPORT NEWS

Jobs of the week | Browse Jobs | Visit us Online

PM Fleet Allocator
Driver Recruitment Pty Ltd | Melbourne
 Our client is based in Laverton North and one of the biggest transport and logistics companies nationally. This is a company that believes in promoting from within, and being a global company, there are always opportunities for people who want to advance. They have experienced considerable growth recently to the point where they now require another experienced PM Fleet Allocator to come on board and help them run things smoothly on a permanent basis.

Logistics Manager
Hays | Sydney
 Reporting in to the head of operations there is an immediate requirement for a logistics manager to join the business based south of Sydney's CBD. The position will be responsible for all warehouse duties and strategically looking at the current distribution network for the business and analysing potential options for the business to increase customer service and cost efficiencies.

Business Manager - Metro steel distribution
Toll Personnel | Brisbane
 Primary duties will include: Manage the transport operation across four sites to deliver quality service * Increase & Maintain profitability through control of day to day operational costs * Analyse weekly profit and loss, and report to management * Regularly review performance in accordance with contractual arrangements * Actively promote a safe

POST YOUR JOBS ONLINE
REACH THE RIGHT PEOPLE

AD SPACE	SIZE (pixels)	COST
Leaderboard	400 x 63	\$450
Skyscraper 1	160 x 600	\$350



WHY TRANSJOBS?

- Flexible: Post jobs online/search resume database anytime
- Knowledge: Know exactly what skills are available
- Resource planning: Facilitates better recruitment planning
- Control: You control process – search your way, in your time
- Cost-effective: A highly cost-effective way to recruit
- Convenient: Have resumes automatically emailed to you

SPECIFICATIONS

IMPORTANT INFORMATION

Send advertising to:

[FTP – \(file transfer protocol\) – unlimited file sizes.](#)

Upload your material to: <ftp://scr:upload@ftp.traderclassifieds.com.au>
username: scr; password: upload.

Note: Please ensure your folder is labelled clearly with your advertiser name, publication and issue number.

Ad Submission – All creatives must be supplied as 72 dpi RGB files/file weight 40KB.

All JPEG, gif, animated gif or swf files must be supplied with a click-through URL.

All flash creatives must be supplied with a back up gif file.

Note: All Flash creatives must have clickTAGs. Animation length 30 seconds. No URL is to be embedded in the flash file. Any Flash creative received without a back up gif file will not be loaded and any delay in the start of a campaign due to incorrectly supplied creatives is at the advertiser's risk. Flash ads are not available on newsletters.

Note:

1. Refer to our Terms & Conditions at <http://www.traderclassifieds.com.au/advtc.html>
2. Inserts. Prices are subject to weight and strict postal regulations. Prices will be confirmed upon receipt of a sample. It is the client's responsibility to ensure a sample reaches the Advertising Manager for price confirmation prior to publication dates and that inserts are delivered to Trader Business Media's designated printer (see address and contact information above) by the booking deadlines as outlined in this brochure. Any folding required to meet postal regulations etc. will be charged separately. Please contact the Advertising Manager for further information.
3. Conditions. All pricing and information contained on this brochure are subject to the full conditions as outlined.
4. Advertising Material. We no longer support advertising material supplied in Quark XPress format. We accept only hi res PDF files in CMYK (or spot colour) or any of the Adobe CS Products, i.e. InDesign CS, Illustrator CS, Photoshop CS. Further information is available in our Advertising Information and Specification Sheet which can be downloaded from our website.
5. We do not except ad material via fax, we do not retrieve material from websites.
6. Booking confirmation must be supplied by 2pm day of deadline
7. Material must be supplied by 4pm day of deadline or we will repeat a previous ad. If you have not advertised with us before and have not supplied material by the deadline you will forfeit your space. Material received after deadline will not receive an error check, only a final proof for viewing purposes only

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