



# ATN

AUSTRALASIAN TRANSPORT NEWS

MEDIA KIT 2012

THE MANAGEMENT MAGAZINE FOR ROAD TRANSPORT OPERATORS



## INTENDED PURCHASES\*

- Trucks, vans and utes 97%
- Trailers and bodies 68%
- Spare parts - including engines 67%
- Telecommunications 42%
- Information technology 40%
- Materials handling equipment 25%

\* Source: ATN Reader Survey

## ROAD TRANSPORT

The road transport industry is critical to the Australian economy. Some 47,000 hire-and-reward trucking companies, employing a fleet of half a million trucks and 250,000 staff, are responsible for carrying three-quarters of the nation's domestic freight, including every item on the supermarket shelves.

They also play a critical role in moving Australia's ever-expanding international air and sea freight around the country.

The road transport industry also ranks among the fastest-growing sectors of the Australian economy.

Freight volumes carried by road jumped by almost 65 percent between 1996-97 and 2006-07 and total industry employment expanded by nearly 30 percent between 1998 and 2008.

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 volumes.

Driving this growth will be readers of Australia's leading road transport management magazine, *Australasian Transport News (ATN)*, the employing hire-and-reward operators that account for 40 percent of businesses in the road freight transport industry and almost 90 percent of industry income.

It is these operators of 5+ truck fleets that will underpin record investment across the sector, in trucks, trailers, parts and accessories, fuels and lubricants, technology, labour, industrial property and warehousing, materials handling equipment and lots more.

## INDUSTRY SNAPSHOT

- Number of hire-and-reward trucking companies 47%
- Number of trucks 502,900
- Employment 246,100
- Millions of tonnes carried 2,146
- Millions of kilometres travelled 16,199
- Share of domestic freight (%) 74.8
- Growth in volumes 1996/97-2006-07 (%) 65
- Growth in employment 1998-2008 (%) 28

# THE STRONGEST LINK

## ATN READERSHIP

For 26 years *ATN* has been the number-one source of intelligence for road transport fleet owners and managers.

The reason is simple: only *ATN* delivers the depth and breadth of news and information they need to effectively and efficiently run their businesses, in print and online.

As the only audited transport management magazine, *ATN*'s print edition is guaranteed to be read by an average 10,649 key decision makers every month (CAB April-September 2011).

For greater reach and frequency, *ATN*'s daily news website and e-newsletter is the number-one source of transport industry news, read religiously by several thousand leading operators each and every day; while its specialist transport and logistics employment website *TransJobs* recorded record traffic of 28,380 visitors in August 2011.

And to reach the key decision makers during the crucial stages of the buying process, *NewTruckSearch* – Australia's No.1 truck, trailer and accessories buyers' guide – delivers the specifications of all makes and models available on the Australian market, twice a year in print and 24-7 at *NewTruckSearch.com.au*.

With such reach and frequency it's no wonder leading fleet owners and managers choose *ATN* to stay fully loaded!

## BUSINESS ROLE\*

• CEO/Managing Director	26%
• Transport/Fleet Manager	22%
• Sales/Marketing/BDM	15%
• General Manager	12%
• Logistics Manager	8%
• IT Manager	4%
• Account Manager	4%
• Warehouse Manager	3%
• Finance Manager	3%
• HR/OH&S Manager	3%

\* Source: *ATN* Reader Survey

## BUSINESS SIZE\*

• 501+ staff	19%
• 201-500 staff	11%
• 101-200 staff	10%
• 51-100 staff	10%
• 11-50 staff	15%
• 5-10 staff	35%

\* Source: *ATN* Reader Survey

## MAGAZINE READERSHIP\*

• <b>ATN</b>	<b>10,649</b>
• <i>Delivery</i>	Not Audited
• <i>Diesel</i>	Not Audited
• <i>Marketplace</i>	Not Audited
• <i>Power Torque</i>	Not Audited
• <i>Prime Mover</i>	Not Audited
• <i>Trailer</i>	Not Audited
• <i>Transport Today</i>	Not Audited

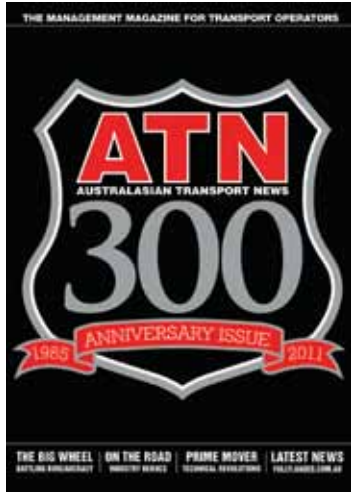
Source: Circulations Audit Board, Sept 2011

## REACH & FREQUENCY

MEDIUM	FREQUENCY	REACH
ATN Magazine	Monthly	10,649/monthly
NewTruckSearch	Bi-annually	11,700/twice a year
Fullyloaded.com.au	Daily	1,000 visitors/day
ATN E-Newsletter	Daily	2,000/day
TransJobs.com.au	24-7	1,400 visitors/day
NewTruckSearch.com.au	24-7	1,000 visitors/week



# IN PRINT



## MEDIA CONSUMPTION\*

- ATN 54%
- Owner//Driver 20%
- Truckin' Life 11%
- Prime Mover 10%
- Big Rigs 7%

\* Source: ATN Reader Survey

# ATN

## ATN MAGAZINE

Magazines are the preferred source of industry news and information for road transport fleet owners and managers – and ATN is their preferred magazine.

A recent survey found 54 percent prefer ATN as their source of transport industry news and information, ahead of *Truckin' Life* (11 percent), *Prime Mover* (10 percent) and *Big Rigs* (7 percent). These findings are supported by an independent survey of almost 100 leading fleet operators that found almost four times as many of these operators prefer getting their industry news from ATN than from its competitors.

The reason is simple: only ATN delivers the depth and breadth of news and information road transport fleet owners and managers need to most effectively and efficiently run their businesses.

Monthly, ATN's highly experienced and respected editorial team delivers comprehensive coverage of the latest industry and business news, indepth analysis of the key issues facing operators, case studies of how leading operators are dealing with them and the best equipment news and reviews.

## MAGAZINE DISPLAY ADVERTISING RATES & SPECS

Ad Space	Gloss			
	Casual	3X	6X	12X
DPS (420mm x 297mm)	\$8,900	\$8,650	\$8,500	\$8,300
Full Page (210mm x 297mm)	\$4,550	\$4,400	\$4,350	\$4,200
1/2 Page H (190mm x 133mm)	\$2,850	\$2,750	\$2,650	\$2,600
1/2 Page V (120mm x 276mm)	\$2,850	\$2,750	\$2,650	\$2,600
1/3 Page H (190mm x 92mm)	\$1,925	\$1,850	\$1,820	\$1,750
1/3 Page V (60mm x 276mm)	\$1,925	\$1,850	\$1,820	\$1,750
1/3 Page Square (120mm x 133mm)	\$1,925	\$1,850	\$1,820	\$1,750
1/4 Page H (190mm x 66mm)	\$1,500	\$1,450	\$1,400	\$1,350

\*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 its regular features, *ATN* publishes exclusive special reports that provide a unique and powerful opportunity to connect with key decision makers through multi-faceted sponsorship packages and corporate display advertising.

## **FEBRUARY '12: NATIONAL OH&S SYSTEM GUIDE**

To coincide with the introduction of the new national OH&S system from January 1, 2012, this feature will analyse the implications for Australian road transport operators.

## **MARCH '12: TRANSPORT TECHNOLOGY BUYERS' GUIDE**

This highly-valued special report includes a comprehensive directory of transport management technologies available, including key features of each, supported by user case studies.

## **MAY '12: THE GREEN ISSUE**

Ahead of the carbon tax's introduction, this feature will look at how operators can employ more efficient vehicles, cleaner fuels and improved driving practices to reduce the impact.

## **AUGUST '12: EQUIPMENT FINANCE BUYERS' GUIDE**

This landmark new guide will provide road transport operators with a definitive guide to equipment finance, including key providers, comparative rates, and terms and conditions.

## **OCTOBER '12: RECRUITMENT & RETENTION GUIDE**

This feature will include a full listing of salaries across key transport and logistics jobs, supported by editorial looking at trends and broader issues regarding recruitment and retention.

## **NOVEMBER '12: TRANSPORT TITANS**

This landmark special edition will feature an exclusive ranking of Australia's largest transport and warehousing companies, based on fleet size, supported by editorial profiling leading operators.

## **OCTOBER '12: NEWTRUCKSEARCH SUMMER EDITION**

This.



## 2012 PUBLISHING SCHEDULE

Month/Issue	Feature	Material + Booking Deadline	On Sale
January '12 / 303	NA	15/12/12	27/12/12
February '12 / 304	Occupational Health & Safety Guide	19/01/12	31/01/12
March '12 / 305	Transport Technology Buyers' Guide	16/02/12	31/02/12
April '12 / 306	Australian Logistics Council National Forum	15/03/12	27/03/12
May '12 / 307	The Green Issue (fuel/emissions management)	18/04/12	1/05/12
June '12 / 308	NewTruckSearch Buyers' Guide (winter edition)	17/05/12	29/05/12
July '12 / 309	NA	14/06/12	26/06/12
August '12 / 310	Equipment Finance Buyers' Guide	19/07/12	31/07/12
September '12 / 311	NA	16/08/12	28/08/12
October '12 / 312	Transport Recruitment & Retention Guide	13/09/12	25/09/12
November '12 / 313	Transport Titans (top transport operators listing)	18/10/12	30/10/12
December '12 / 314	NewTruckSearch Buyers' Guide (summer edition)	15/11/12	27/11/12



## ATN E-NEWSLETTER + WEBSITE

As an increasingly technology-dependent sector, it's not surprising that e-newsletters and websites rate highly as preferred sources of news and information for road transport fleet owners and managers. And ATN is clearly their preferred source.

Daily an average of 1,000 operators visit *Fullyloaded.com.au* for comprehensive coverage of the latest business and industry news. A further 2,000 key decision makers receive the day's breaking news direct in their inboxes through ATN's highly-popular daily e-newsletter.

Quality and quantity of content is the drawcard.

Daily ATN breaks the big business and industry news stories of direct relevance to road transport fleet owners and managers, with its unique mix of the latest industry and technical news.

This positive rating has underpinned dramatic growth in readership.

Since January 2009 visitation to *Fullyloaded.com.au* has more than doubled; while page impressions generated have jumped by almost 70 percent.

Importantly, almost 45 percent of visitors to *Fullyloaded.com.au* come through organic search, delivering advertisers significantly expanded reach beyond the core readership of ATN magazine.

## ONLINE RATES & SPECS

### HOME PAGE

Ad Space	Size (pixels)	Cost
Leaderboard – ROS 100%	728 x 90	\$3,000
Skyscraper 1 – ROS 100%	160 x 600	\$2,000
Skyscraper 2 – ROS 100%	160 x 600	\$1,500
Island – Home page only, 100%	300 x 250	\$500

### EDITORIAL LANDING PAGE

Ad Space	Size (pixels)	Cost
Leaderboard	728 x 90	\$
Skyscraper 1	160 x 600	\$
Skyscraper 2	160 x 600	\$
Island	300 x 250	\$

*\*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.*



### DAILY E-NEWSLETTER

Ad Space	Size (pixels)	Cost
Leaderboard	400 x 65	\$2,400
Skyscraper 1	160 x 600	\$1,750
Skyscraper 2	160 x 600	\$1,200

# TRANSJOBS

Since its launch almost three years ago, *TransJobs* has rapidly 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 jobseekers 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 market-leading titles, which each month feature supporting job advertisements and editorial. *TransJobs* also benefits from strong cross-promotion across leading transport and logistics industry 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.

## 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



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

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



## AUSTRALIA'S NO.1 BUYERS' GUIDE

*NewTruckSearch* is Australia's No.1 transport equipment buyers' guide. Key decision makers rely on it as an important reference tool when searching, comparing and choosing new equipment, making it a highly-effective medium to connect with transport equipment buyers during a crucial stage of the decision-making process. Twice a year *NewTruckSearch* presents specifications of all commercial vehicle makes and models across the key categories of vans, light duty, medium duty, heavy rigid, prime movers and special vehicles – as well as a directory of dealers nationally. It also includes specifications for key accessories including trailers and tyres and wheels – supported by news and reviews of the latest product releases, further enhancing its value as an indispensable reference tool for equipment buyers.

*NewTruckSearch* is distributed bi-annually to 11,700 key transport industry decision makers through Australia's leading transport and logistics titles – *ATN*, *Deals On Wheels*, *Owner//Driver* and *SupplyChain Review*.

This unique distribution model enables equipment suppliers to reach all the key buying groups including small and large fleet managers, owner-drivers and ancillary operators.

With the launch of *NewTruckSearch.com.au*, buyers can also undertake much more refined searches of all truck makes and models online and achieve far more powerful results. Users can search by make or model, vehicle category (rigid, semi cab-over, semi conventional, special vehicles, vans), axle numbers, power, torque and GVM – or any combination of these features. They can also choose to compare their result with other makes and models available in the Australian marketplace, as well as access the latest news and reviews on the vehicles – including video road tests – from Australia's leading truck writers.

And once the search is over, users can submit a sales enquiry to the relevant manufacturer or nearest dealer.

For buyers, the benefits are clear, with 93 percent of respondents to a recent user survey stating that *NewTruckSearch.com.au* is 'very easy' or 'easy' to navigate – and 100 percent saying they are confident they will return.

The survey also found more than 90 percent of visitors to *NewTruckSearch.com.au* are key purchasing decision-makers, with 73 percent considering buying a truck within the next 12 months. And they plan to spend up big. Some 82 percent of visitors intend to invest up to \$200,000 on their next truck purchase.

## PRINT ADVERTISING: RATES + SPECIFICATIONS

SIZE	TRIM WIDTH + HEIGHT	PRICE
DPS	420mm x 297mm	\$5,700
Full Page	210mm x 297mm	\$3,050
Half Page	92mm x 270mm	\$1,775
Quarter Page	190mm x 66mm	\$902

\* Prices do not include GST

## WEB ADVERTISING: RATES + SPECIFICATIONS

ADVERTISING SPACE	SIZE (PIXELS)	PRICE		
		Monthly	3 monthly*	6 monthly*
Leaderboard	728x90	\$1,300	\$1,200	\$1,100
Island Ad	300x250	\$1,300	\$1,200	\$1,100
Hero Spot	450x248	\$850	\$750	\$700
Spotlight Ad 1 & 2	300x100	\$600	\$550	\$500

# SPECIFICATIONS

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

## IMPORTANT INFORMATION:

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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