

THE  
**ASSET**  
JOURNAL

MEDIA PACKET

A publication of the Asset Management Council



ASSET MANAGEMENT COUNCIL

# About TAJ

Commencing in 2007, *The Asset Journal* is the official publication of the Asset Management Council. It has a close relationship with the asset management community, being one of the few professional publications that focuses exclusively on asset management.

The goal of *The Asset Journal* is to create broader awareness of the value of asset management, nurture a common understanding of asset management and provide a portal to asset management knowledge and resources. *The Asset Journal* features various forms of technical and non-technical content. Within an issue, readers might find peer-reviewed technical papers, news about the latest developments within the industry, reviews and profiles on leading topics within asset management, and much more.

*The Asset Journal* is published four times per year and is available digitally. The estimated circulation is over 5,000, in which a direct email is sent to all members and non-members referencing the publically available link for viewing and reading. The Journal's primary audiences are asset management practitioners, senior asset managers, and maintenance engineers.

## Advertising in TAJ

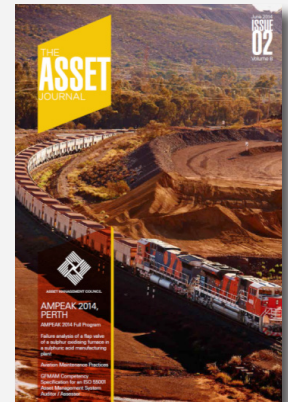
*The Asset Journal* is available exclusively in digital format and offers advertisers a range of platforms to engage with their audience. Over 5,000 asset management professionals currently receive a direct email with a link to the latest digital edition of the journal. Since the link is publically available and permanently housed on third-party servers, *The Asset Journal* can be viewed anywhere, anytime, by anyone, increasing our audience and overall reach. To view the latest issue, please visit [amcouncil.com.au/knowledge/the-asset-journal](http://amcouncil.com.au/knowledge/the-asset-journal)

Advertising in *The Asset Journal* enables you to reach your key target markets in any industry that practices asset management, including water, oil & gas, government, rail, etc. Since the Asset Management Council is the trusted source for asset management news and information in Australia, our readership is dedicated and passionate, meaning stronger engagement from your target audience.

A range of advertising packages and options are available, from basic one-off advertisements to sponsored case studies, *The Asset Journal* can tailor its content and material to suit your requirements and budget. In addition, since *The Asset Journal* is exclusively a digital publication, we have the ability to offer special services that print magazine cannot provide. A few examples are as follows:

- Hyperlinks that can redirect straight to your company's website, making it easier for customer to enter the purchase cycle.
- Video overlays that can promote a new product, project or company profile in an exciting and engaging way.

*Readership*  
**5,000+**



# Advertising Rates

| Issue     | Advertising Booking Deadline | Editorial Deadline | Advertising Material Deadline | Publish Date |
|-----------|------------------------------|--------------------|-------------------------------|--------------|
| September | August 16                    | August 23          | August 30                     | September 13 |
| December  | November 8                   | November 15        | November 22                   | December 6   |
| March     | February 14                  | February 21        | February 28                   | March 13     |
| June      | May 18                       | May 25             | June 1                        | June 15      |

| Advertisement Size      | Finished Dimensions |       | Price Per Insertion |          |          |
|-------------------------|---------------------|-------|---------------------|----------|----------|
|                         | Width               | Depth | Casual              | 2 Issues | 4 Issues |
| Full Page               | 209                 | 296   | \$1,190             | \$949    | \$749    |
| Half Page               | 190                 | 125   | \$790               | \$649    | \$590    |
| Third Page Vertical     | 125                 | 125   | \$549               | \$510    | \$449    |
| Third Page Horizontal   | 190                 | 83    | \$549               | \$510    | \$449    |
| Quarter Page Vertical   | 95                  | 125   | \$449               | \$395    | \$349    |
| Quarter Page Horizontal | 190                 | 62    | \$449               | \$395    | \$349    |
| Business Card           | 60                  | 40    | \$249               | \$95     | \$75     |

\*Corporate Bronze and Silver members receive a 5% discount. Corporate Gold and Platinum Members receive a 10% discount.

\*In order to have a video overlay with your advertisement, you must purchase a full-page ad.

\*Hyperlinks are included within listed price.

# Editorial

## Upcoming Issues & Themes

September - Managing Change and Disruption  
December - Standards for Asset Management  
March - Intelligent Asset Management  
June - Maintenance Delivery for Asset Management

## Submitting Artwork

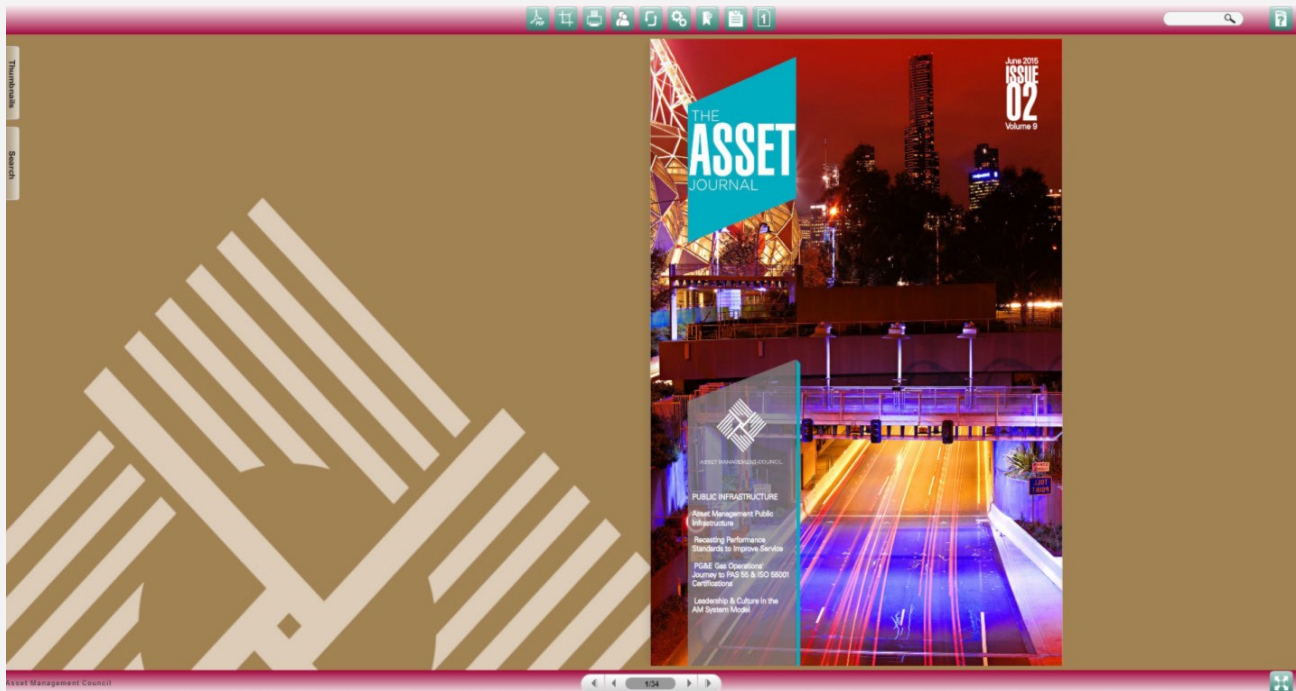
Please ensure your submitted artwork is sent in a **high-resolution PDF** without bleed and that all fonts are embedded within the document.  
Artwork not supplied as per the specifications above will not be accepted. Submit your artwork by emailing the document as an attachment to [publications@amcouncil.com.au](mailto:publications@amcouncil.com.au)

## Submitting Articles

The Asset Journal welcomes editorial submissions for technical articles, opinion pieces, news, and business information. Acceptance of editorial submissions is at the discretion of the editors and the editorial board. Technical articles should be scholarly in style, formally structured and aimed at an audience that can comprehend detailed scientific, technical and economic arguments. The length of technical articles should be in the range of 1,500 to 2,000 words.

Opinion pieces are more journalistic in style and relate a story in terms accessible to anyone with an interest in asset management. They may be informally structured and need not be referenced in detail. Typically, features are around 1,000 words.

Please submit technical articles, opinion pieces, general features, industry news and media releases to [publications@amcouncil.com.au](mailto:publications@amcouncil.com.au)



# Booking Form

## The Asset Journal Advertising Booking Form

Please complete this form and send to [publications@amcouncil.com.au](mailto:publications@amcouncil.com.au) or fax to +613 9819 2615

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