

CORROSION

& Materials Magazine

2024
RATE
CARD

- ◆ *Connect with the Experts*
- ◆ *Influence the Industry*
- ◆ *Reach the Heart of the Corrosion Community*



*Cathodic
Protection*

*Coatings &
Applicators*

Oil & Gas

2024 FEATURES



Welcome to Corrosion & Materials Magazine

Providing industry support, on-trend news and technical advice to Australia's corrosion and materials industry.

The Corrosion & Materials Publication

The Australasian Corrosion Association (ACA) is the leading body for the handling and mitigation of corrosion and its impacts across Australia and New Zealand. An internationally recognised association with accredited training courses, annual conferences, and networking opportunities, the ACA provides support across diverse sectors to provide the best knowledge and experience across the corrosion industry.

Published four times per year (Quarterly), Corrosion & Materials Magazine includes regular features such as Breaking News, Industry News, Reports, Profiles, Research Developments and so much more.

Targeted Readership and Strong Circulation

Our readership is estimated to be 3000 readers per issue. Importantly, Corrosion & Materials magazine reaches a core demographic of senior decision makers within industry, government and elsewhere. Our readership has real purchasing power and the ability to make key decisions regarding contracts and tenders.

Our readers are responsible for buying equipment and services, and include inspectors, quality assurance professionals, engineers, project managers, contractors.

Additionally, ACA's corporate members include major contractors, multi-national corporations and government bodies and departments.

A Diverse Range of Content

Innovations in technology mean that new materials and applications are constantly being discovered. Corrosion & Materials magazine draws together a wide array of fields, specialisations, and industries.

Our content covers all areas, from research on corrosion mechanisms, predictors, material properties and design, and experimental techniques affecting a wide range of industries and alloys.



Corrosion Magazine Content Options

When it comes to reaching your target audience, Corrosion & Materials magazine offers three content options that can be personalised for optimum cut-through.

Supplied Advertisements

Supplied advertisements help boost brand awareness and familiarise readers with your company and product and service offering. You can provide a fully designed and branded advert, complete with logos, website links and QR codes. We offer a range of sizes, from double page spreads and full pages, through to fractional ad units.

Advertorial Opportunities

Advertorials give readers more information and incentive to purchase your product and services. One of the writers at Corrosion & Materials magazine can work with you to create custom advertorial content that blends seamlessly with the magazine content. Double page spread and full page advertorial opportunities are available.

Editorial Content

Editorial content offers a more in-depth look at your company's offering and builds trust in your brand. Engage with ACA readers through exclusive content; this can be particularly beneficial for company or product launches. We can work with you to create articles that highlight the benefits of working with your company.



Drive Engagement Across Multiple Channels

ACA can tailor multi-channel packages that exceed your objectives.



Corrosion Magazine Advertising Rates

With a range of multi-channel packages available, ACA can help meet your marketing goals.



Advertising Rates and Sizes (Prices per Insertion plus GST)

	Casual	2x Annually	4x Annually
Full page	\$2,500	\$2,300	\$2,000
Half Page	\$1,250	\$1,150	\$1,000
Third of a page	\$850	\$800	\$700

Month of Publication	Booking Deadline	Material Deadline
April 2024	Friday 22 March	Friday 29 March
July 2024	Friday 7 June	Friay 14 June
October 2024	Friday 6 September	Friday 13 September
January 2025	Friday 22 November	Friday 29 November



Advertising Requirements

All advertising within the Corrosion & Materials Magazine is subject to the below terms and conditions.

Availability

- ▶ Advertising space is limited and issues often close before the booking deadline; bookings are only secured when booking confirmation is received from ACA.
- ▶ Limited broken space (half page verticals) is available in every issue and position cannot be guaranteed

File Format

- ▶ Files need to be created in PDF version 1.3 or 1.4.
- ▶ PDF files need to be supplied in CMYK format with all fonts embedded into the file.
- ▶ PDF files need to be supplied as single page files.

Images / Colour

- ▶ Images are to be supplied in CMYK digital format: TIFF, EPS or JPG at a minimum of 300 DPI

Page Layout

- ▶ All advertising material is to be supplied to the correct publication trim size and needs to include 5mm bleed (where required). Crop, bleed and registration marks are to appear on advertising material, offset by a minimum of 6mm.
- ▶ Ensure that all text and logos are supplied to the correct type/design area specifications
- ▶ No text or important page content should appear within 10mm either side of the spine on double page spreads (total 20mm).

Intellectual Property

- ▶ Advertisers are responsible for ensuring that all content provided for inclusion or reference in editorial or advertising;
 - (i) is owned by, or used under licence by, the content provider;
 - (ii) does not infringe the intellectual property rights of any third party, and;
 - (iii) is in accordance with all applicable laws, regulations or guidelines.

Further Information

- ▶ Should you have any further enquiries regarding the advertising guidelines, do not hesitate to contact us at rod@glosscreativemedia.com.au.
M: 0418 114 624

