

CONSULTING MATTERS



Consult Australia's Quarterly E-publication



ABOUT CONSULT AUSTRALIA

Consult Australia is the leading not-for-profit association that represents the business interests of consulting firms operating in the built and natural environment. Our member firms collectively employ over 35,000 professionals and provide a wide range of professional consulting services, including but not limited to: architecture, engineering, environmental consulting, planning and project management.

Our reach within our member firms extends across all employees, both technical and non-technical. Many of our firms employ large teams of marketing, HR, IT and administration staff.

From an advocacy point of view, Consult Australia represents an industry comprising some 48,000 firms across Australia, ranging from sole practitioners through to some of Australia's top 500 firms. Collectively, our industry is estimated to employ over 270,000 people, and generate combined revenue of more than \$42 billion a year.

CONSULTING MATTERS MAGAZINE

Consulting Matters is a quarterly e-publication, published by Consult Australia and provided to its members free of charge. It brings together commentary from leading industry professionals and external subject-matter-experts to provide high quality editorial on the pertinent business issues facing consultants today.

READER PROFILE

Demographics:

- Aged between 25-60 years
- Approximately 70% male / 30% female
- White collar professionals
- Tertiary educated
- High income earners
- Job profiles range from graduate consultants through to CEO

CONTACTS

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CONSULTING MATTERS

Consult Australia's quarterly magazine for the built environment consultant

CIRCULATION

Distribution list: 3,500

Total readers:

DISTRIBUTION

Consulting Matters is distributed nationally to approximately 3,500 readers. Directly e-mailed to professional services consultants from graduate through to CEO level, it is also circulated to government agencies and consultants, property developers and construction companies. It is the mostly widely read, business-focussed magazine in its et.

ADVERTISING RATES (all prices include GST)

	Casual	Two editions (10% discount)	Four editions (15% discount)
Inside back cover:	\$3,575	\$6,436	\$12,155
Outside back cover:	\$4,345	\$7,822	\$14,773
Full page:	\$3,575	\$6,436	\$12,155
Half page:	\$2,365	\$4,258	\$8,041
Third page:	\$1,925	\$3,466	\$6,545
Quarter page:	\$1,485	\$2,674	\$5,049
Strip/banner:	\$1,100	\$1,980	\$3,740

Consult Australia members will receive a 10% discount on the above rates.

BOOKING & MATERIALS DEADLINES AND FORWARD FEATURES

Edition	Theme	Materials deadline	Publication date
Autumn	Transformation	1 March	29 March
Winter	Leadership	3 May	7 June
Spring	Influence	2 August	6 September
Summer	Celebration (Awards Issue)	1 November	6 December

ADVERTISING TERMS

All artwork should be sent to Consult Australia at voltaire@consultaustalia.com.au

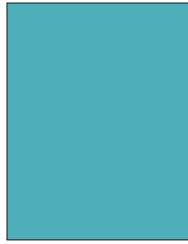
ARTWORK SPECIFICATIONS

Full Page

Printed size:
225mm (w) x 290mm (h)

With bleed:
231mm (w) x 296mm (h)

Type safe area:
217mm (w) x 282mm (h)

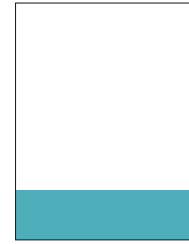


Quarter Page ad

Printed size:
225mm(w) x 72.5mm (h)

With bleed:
231mm(w) x 78.5mm (h)

Type safe area:
217mm(w) x 67mm (h)

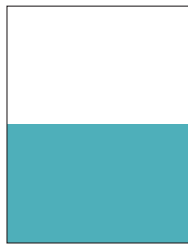


Half Page

Printed size:
225mm (w) x 145mm (h)

With bleed:
231mm (w) x 148mm (h)

Type safe area:
217mm (w) x 140mm (h)

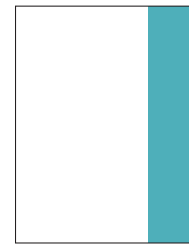


Strip (vertical)

Printed size:
72mm(w) x 290mm (h)

With bleed:
78mm(w) x 296mm (h)

Type safe area:
62mm(w) x 282mm (h)

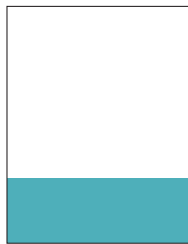


Third Page ad

Printed size
225mm(w) x 97mm (h)

With bleed
231mm(w) x 103mm (h)

Type safe area
217mm(w) x 91mm (h)



TERMS AND CONDITIONS

- 2.1 All advertising artwork should be sent direct to Consult Australia at voltaire@consultaaustralia.com.au in high res PDF.
- 2.2 Please note that Consult Australia does not provide design services – logos and/or images must be supplied as a finished product.
- 2.3 All advertising fees will be invoiced and must be paid within 14 days of the publication date.
- 2.4 Consult Australia reserves the right to check the suitability of all content and advertisements supplied.
- 2.5 All advertisements and advertorial will be subject to editorial approval.
- 2.6 Consult Australia reserves the right to refuse advertising based on inappropriate content or subject matters contradictory to Consult Australia's strategy and objectives.
- 2.7 Cancellations made after the booking deadline cannot be accepted or refunded.
- 2.8 Advertising rates do not include agency commission. Accredited agents must add their commission to the advertising rate/s.

FORTNIGHTLY NEWSLETTERS

Consult Australia produces two newsletters alternating publication each fortnight. *Pulse*, a policy-based newsletter which covers news on advocacy highlights and business insights and *Consult Connection* which covers national events and professional development that cover your industry, your business, and your career. Consult Australia's fortnightly e-newsletters are distributed nationally and provide targeted access to the built and natural environment industry.