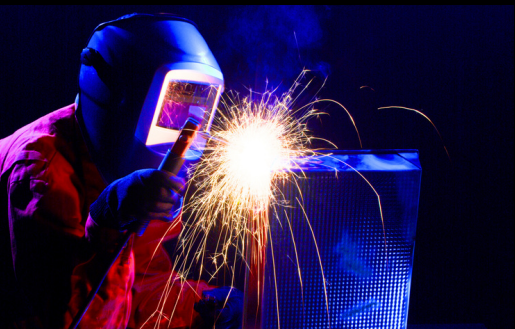


STEEL

MEDIA KIT 2024

AUSTRALIA



AUSTRALIAN STEEL INSTITUTE

THE OFFICIAL MAGAZINE OF THE
AUSTRALIAN STEEL INSTITUTE (ASI)

steelaustralia.com.au
steel.org.au
+61 2 8748 0180
enquiries@steel.org.au

FROM THE CHIEF EXECUTIVE

The steel industry is the backbone of Australia's infrastructure and a cornerstone of our economic resilience. By choosing to advertise with the Australian Steel Institute (ASI), you are not only placing your brand in the spotlight; you are aligning with a legacy of strength, innovation, and progress.

Our platforms—including a widely-read printed magazine, a newly-launched cutting-edge digital platform, and targeted Electronic Direct Mail (EDM) campaigns—are curated to reach the industry's most influential decision-makers and thought leaders. These channels offer great opportunities to showcase your products and services, engage with a dedicated audience, and build meaningful connections to drive business growth.

Beyond this visibility, advertising with the ASI demonstrates your commitment to supporting and advancing the Australian steel industry. It is through your engagement that we can continue to provide valuable resources, conduct essential research, and advocate for the steel sector at all levels of government and business. Your partnership enables us to foster innovation, champion sustainability, and ensure that the Australian steel industry remains competitive on a global stage.

I invite you to explore the opportunities detailed within this media kit and consider how your advertising investment can make a profound impact. Together, let's forge a future where our industry thrives through collaboration, innovation, and shared success.



Chief executive, ASI



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ABOUT THE AUSTRALIAN STEEL INSTITUTE (ASI)

The Voice of Australian Steel

The Australian Steel Institute (ASI) is the nation's peak body representing the entire steel supply chain from the manufacturing mills right through to end users in building and construction, heavy engineering and manufacturing.

Our Vision: To influence profitable growth for the complete Australian steel value chain.

Our Mission: To deliver increased use of Australian steel and improved industry competitiveness in construction and other strategic markets.

The ASI is active in key areas of interest to the Australian steel industry:

- Promoting Australian made steel
- Influencing the choice of Australian steel as the preferred building and construction material
- Advocating for full, fair and reasonable trade
- The prevention of dumping to ensure Australian steel can compete
- Promoting the importance of quality, compliance and best practice (including standards, safety and logistics)
- Securing reliable and affordable baseload energy for Australian steel
- Promoting the steel capability agenda: Diversity, STEM, trades, the next generation and succession
- Championing innovation and future steel

A member-based organisation, the ASI's activities cover and promote advocacy and support, steel excellence, standards and compliance, training, events and publications.



LEARN
MORE
ABOUT
THE ASI





OUR AUDIENCE

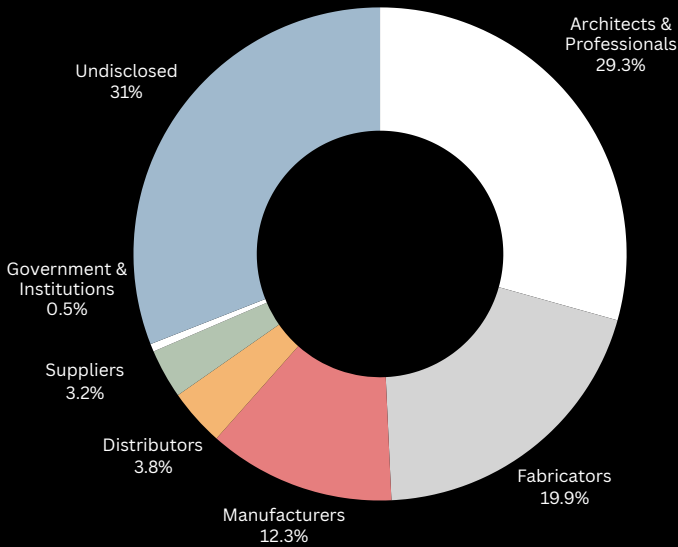
Our publications connect with the core influencers and decision-makers within the steel industry—those endowed with the authority to select, purchase, and advocate for your products and services. Our reach extends across a broad spectrum of the steel sector, ensuring your message is seen and heard by those who matter most.

Our diverse audience encompasses:

- Steel industry professionals and top executives at the C-suite level, who drive strategic decisions and partnerships.
- Owners and managers of small-to-medium enterprises, who are pivotal in shaping industry trends.
- Apprentices and emerging talent dedicated to advancing their careers in steel-related fields, representing the future of our industry.
- Academic and research institutions, including a variety of researchers and scholars focused on steel innovation, technology, and sustainability.
- Pioneers and thought leaders across all of Australia's industrial and manufacturing landscapes, who are at the forefront of adopting and promoting new steel applications and efficiencies.
- All members of the ASI, a community committed to the advancement and excellence of the steel industry in Australia and beyond.

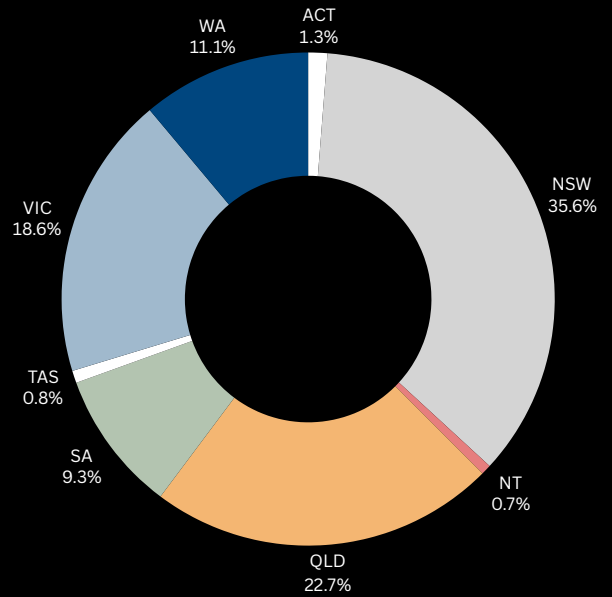
MAGAZINE READERS BY CATEGORY

From architects through to manufacturers and fabricators, our audience includes the entire steel supply chain.



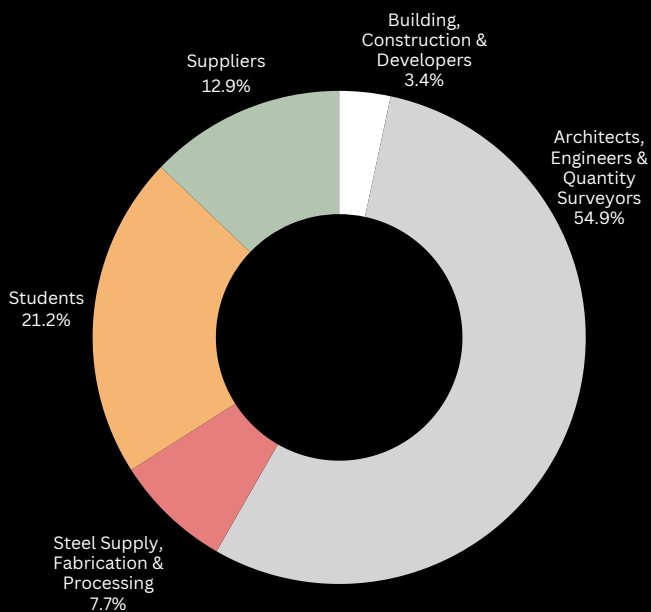
MAGAZINE READERS BY LOCATION

With an even spread of national coverage, you can reach our geographically diverse audience.



EMAIL SUBSCRIBERS BY CATEGORY

Our email subscribers spans the entire steel supply chain, including architects, students, and fabricators alike.



SOCIAL MEDIA FOLLOWERS



5,000+ followers



2,300+ followers

EMAIL SUBSCRIBER STATISTICS

Whether it's Steel Australia broadcast, or a custom EDM, you can get your message out direct to our subscribers to drive a direct response.

- Subscribers: 21,000+
- Average Open Rate: 29%

ABOUT STEEL AUSTRALIA

The official magazine of
the Australian Steel
Institute (ASI)

Steel Australia is published three times per year:

- Printed copies are distributed to over 1,400 people nationally
- All articles are featured on a cutting-edge digital platform: steelaustralia.com
- A digital broadcast is emailed to 21,000+ people nationally

The magazine provides information, education and support to the manufacturing technology industry therefore supporting ASI members in their business interests.

The publication provides a balanced mix of steel-intensive project profiles, interviews with prominent ASI members and industry leaders, coverage of member events and updates on ASI technical initiatives and related industry developments.

Editorial features are regularly devoted to specific member segments such as steel manufacturers, fabricators, detailers and sheds, as well as key issues including compliance, local content, safety and sustainability.



2024 PRODUCTION DEADLINES		
Issue	Booking Deadline	Artwork Deadline
April 2024	15 February 2024	1 March 2024
July 2024	15 June 2024	1 July 2024
October 2024	15 September 2024	1 October 2024

ADVERTISING COSTS

PRINT MAGAZINE				
Size	Casual Non ASI Members	Multi (3 issues) Non ASI Members	Casual ASI Members	Multi (3 issues) ASI Members
Back Cover	\$4,000	\$3,560	\$3,600	\$3,204
Inside Front Cover	\$3,750	\$3,338	\$3,375	\$3,004
Inside Back Cover	\$3,375	\$3,004	\$3,038	\$2,703
Full page	\$2,750	\$2,448	\$2,475	\$2,203
Double Page	\$4,000	\$3,560	\$3,600	\$3,204
Half page	\$2,000	\$1,780	\$1,800	\$1,602
Third page	\$1,625	\$1,446	\$1,463	\$1,302
Quarter page	\$1,375	\$1,224	\$1,238	\$1,101

WEBSITE (steelaustralia.com)						
Size	3 Months Non ASI Members	6 Months Non ASI Members	12 Months Non ASI Members	3 Months ASI Member	6 Months ASI Member	12 Months ASI Member
Leaderboard	\$1,250	\$2,250	\$4,000	\$1,125	\$2,025	\$3,600
Skyscraper	\$900	\$1,530	\$2,880	\$810	\$1,377	\$2,592
Banner	\$600	\$960	\$1,920	\$540	\$864	\$1,728
Sidebar	\$400	\$600	\$1,280	\$360	\$540	\$1,152

EDM						
Size	3 Months Non ASI Members	6 Months Non ASI Members	12 Months Non ASI Members	3 Months ASI Member	6 Months ASI Member	12 Months ASI Member
Leaderboard	\$1,250	\$2,250	\$4,000	\$1,125	\$2,025	\$3,600
Banner	\$600	\$960	\$1,920	\$540	\$864	\$1,728
Sidebar	\$400	\$600	\$1,280	\$360	\$540	\$1,152

All costs listed above are exclusive of GST.

ADVERTISING PACKAGES



MAXIMISE YOUR EXPOSURE AND RETURN ON INVESTMENT WITH ONE OF OUR COMPREHENSIVE ADVERTISING PACKAGES.

Gold Package

\$6,000 for Non ASI Members
\$5,400 for ASI Members

- 1 x full page inside cover advert in the printed edition of Steel Australia
- 1 x double-page spread page editorial in the printed edition of Steel Australia
- Leaderboard advert on Steel Australia website for 3 months
- 1 x leaderboard advert in Steel Australia EDM
- 3 x social media posts

Silver Package

\$5,000 for Non ASI Members
\$4,500 for ASI Members

- 1 x back cover advert in the printed edition of Steel Australia
- 1 x full page editorial in the printed edition of Steel Australia
- Skyscraper advert on Steel Australia website for 3 months
- 1 x banner advert in Steel Australia EDM
- 2 x social media posts

Bronze Package

\$4,000 for Non ASI Members
\$3,600 for ASI Members

- 1 x full page advert in the printed edition of Steel Australia
- 1 x full page editorial in the printed edition of Steel Australia
- Banner advert on Steel Australia website for 3 months
- 1 x sidebar advert in Steel Australia EDM
- 1 x social media post

ADVERTISING SPECIFICATIONS

Printed File Specifications

Supplied material must be Press Ready, PDF files. All PDFs must be high-resolution, 300dpi, CMYK files.

All PDFs must be supplied to the correct dimensions, printers marks and with all fonts embedded.

All ads require at least 5mm bleed on all sides.

The publication size / final trim size is standard A4 size 297mm (high) x 210mm (wide).

All body copy, headings and other text must be at least 0.5mm inside the trim size on all sides. All body copy must be at least 9pt font size.

Digital File Specifications

All files must be supplied as a PNG or GIF.

All files must be a Minimum 96 DPI in RGB.

A URL must be supplied along with digital file artwork.

How to Supply Files

Please email files to sally@wordly.com.au.

The Australian Steel Institute (ASI) reserves the right to reject artwork, or request that advertisers alter artwork, should the material supplied be considered of poor quality, misleading, false, derogatory, or is in any way misaligned with the ASI's position or values.

For advertising bookings, contact:
asimarketing@steel.org.au



Inside Covers and Full Page

297mm (high) x 210mm (wide)



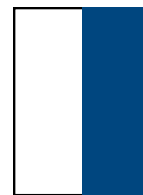
Double Page Spread

594mm (high) x 420mm (wide)



Half Page: Horizontal

148.5mm (high) x 210mm (wide)



Half Page: Vertical

297mm (high) x 105mm (wide)



Third Page: Horizontal

99mm (high) x 210mm (wide)



Third Page: Vertical

297mm (high) x 70mm (wide)



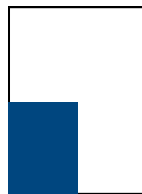
Quarter Page: Horizontal

75mm (high) x 210mm (wide)



Quarter Page: Vertical

297mm (high) x 52.5mm (wide)



Quarter Page: Block

75mm (high) x 105mm (wide)



Leaderboard

1200px (wide) x 300px (high)



Banner

1200px (wide) x 300px (high)



Sidebar

300px (wide) x 300px (high)



Skyscraper

300px (wide) x 900px (high)



FURTHER INFORMATION

For advertising bookings:

asimarketing@steel.org.au

For information about the ASI:

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