

AUSTRALIAN MARINE INDUSTRY

AUSTRALIAN GUIDE TO INNOVATION & EXCELLENCE IN MARINE EXPORTS

AUSTRALIAN MARINE INDUSTRY DIRECTORY 2020 *Showcasing Australian innovation and excellence to the World*

The Australian Marine Export Group (AIMEX) promotes Australia's thriving marine industry globally through our comprehensive annual marine industry business directory, launched every year in November at the world's largest leisure marine equipment trade show **METSTRADE** in Amsterdam in November.



Published annually the **AIMEX Marine Industry Directory** provides its advertisers with an exceptional top-tier advertising environment to the Australian marine export industry. The tailored editorial appeals to national and international key industry stakeholders and government bodies. This is the complete gateway to the "Who's Who" of the Australian marine export industry.

The AIMEX Marine Directory is distributed worldwide to a multitude of marine companies and key industry stakeholders. It is also available at major national and international marine trade shows and to Austrade offices around the globe. The Directory will also be available as a digital e-book and available on the AIMEX website. The e-book will be distributed to our broader database via a targeted e-newsletter.

This is an excellent opportunity to profile your business in Australia's only marine export directory which is used by government when looking to understand and advise industry stakeholders on Australia's capabilities to service global markets. Ensure you are part of the global supply chains and book your advertising space today!

AIMEX MARINE INDUSTRY DIRECTORY		
ADVERTISING RATES 2019/2020 Edition (excl. GST)		
ADVERT POSITION	MEMBER DISCOUNTED RATES	NON-MEMBER ADVERTISING RATES
Back Cover	\$3,985	N/A
Inside Front Cover	\$3,175	N/A
Inside Back Cover	\$3,175	N/A
Double Page Spread	\$3,465	N/A
Full Page	\$2,195	\$2,890
Half Page	\$1,325	\$1,850
Quarter Page	\$790	N/A

Australian International Marine Export Group & Australian Commercial Marine Group

Main Office: Suite 4401, 4 Daydream Street, WARRIEWOOD NSW 2102 **Ph:** +61 2 9956 8906

BOOKING FORM 2019 / 2020 ISSUE
AUSTRALIAN MARINE INDUSTRY DIRECTORY
Showcasing Australian innovation and excellence to the world

Please complete and sign the form below and send it by email to:
Kylie Pike kpике@aimex.asn.au

BOOKING DETAILS	
AUSTRALIAN MARINE INDUSTRY DIRECTORY 2019/2020	
Company Name	
Contact Person	
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Marketing/ Artwork Design Company	
Contact Person	
Phone	
Email	
Advert size I would like to reserve	
Signature	
Name of Signatory	
Date	

Advertising Booking deadline FRIDAY 13 SEPTEMBER 2019

Artwork and editorial due FRIDAY 20 SEPTEMBER 2019

For all ADVERTISING enquiries, please contact Kylie Pike kpике@aimex.asn.au

For all EDITORIAL enquiries, please contact Jenny Cooper jcooper@aimex.asn.au

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AUSTRALIAN MARINE INDUSTRY

Editorial

To ensure the Australian Marine Industry magazine maintains high standards regarding content and aesthetics, all editorials will be vetted and designed by Australian International Marine Export Group.

- Text to be supplied as a Word or text document
- Images to be supplied as high resolution (300dpi) JPEG or TIFF
- Logos to be supplied in vector format (Illustrator file)



Advertisements

Artwork should be created using professional layout software (eg. Indesign) and must be supplied and produced to the following specifications:

- A high resolution, print ready PDF with bleed and crops
- All colours are to be in CMYK with no RGB or spot colours
- All fonts to completely embedded or converted to outlines
- All page elements to be within the type, trim and bleed areas
- Do not use fine borders around the edge of a bleed ad. We cannot guarantee the absolute accuracy of trimming due to the nature of the printing process.

Please note: We cannot accept ads created in Microsoft Work, Microsoft Publisher, Microsoft PowerPoint, etc.

Specifications

Ad Type	Type ¹ (W x H)	Trim ² (W x H)	Bleed ³ (W x H)
Double Page ⁴	400 x 277	420 x 297	426 x 303
Full Page	190 x 277	210 x 297	216 x 303
Half Page	190 x 126	210 x 146	216 x 152
Half Page Inset		175 x 134	
Half Page Vertical	80 x 277	100 x 297	106 x 303
Half Page Vertical Inset		85 x 275	
Quarter Page		85 x 134	

¹ The type or safe area is where all important text, logos and images reside.

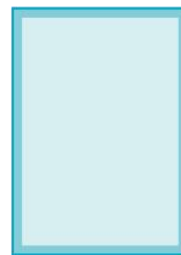
² The trim is the final size of the ad when inserted into the magazine.

³ Bleed is required when page elements, such as images, extend beyond the trim.

⁴ For double page spreads, please allow a minimum of 8-10mm clearance either side of the spine.



Double Page Spread



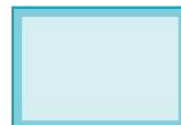
Full Page



Half Page Vertical



Half Page Vertical Inset



Half Page



Half Page Inset



Quarter Page

Contact

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