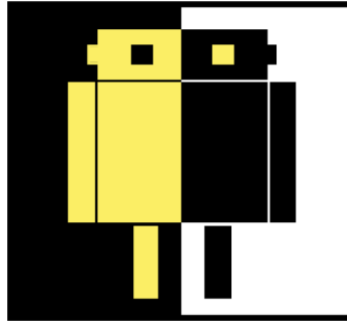
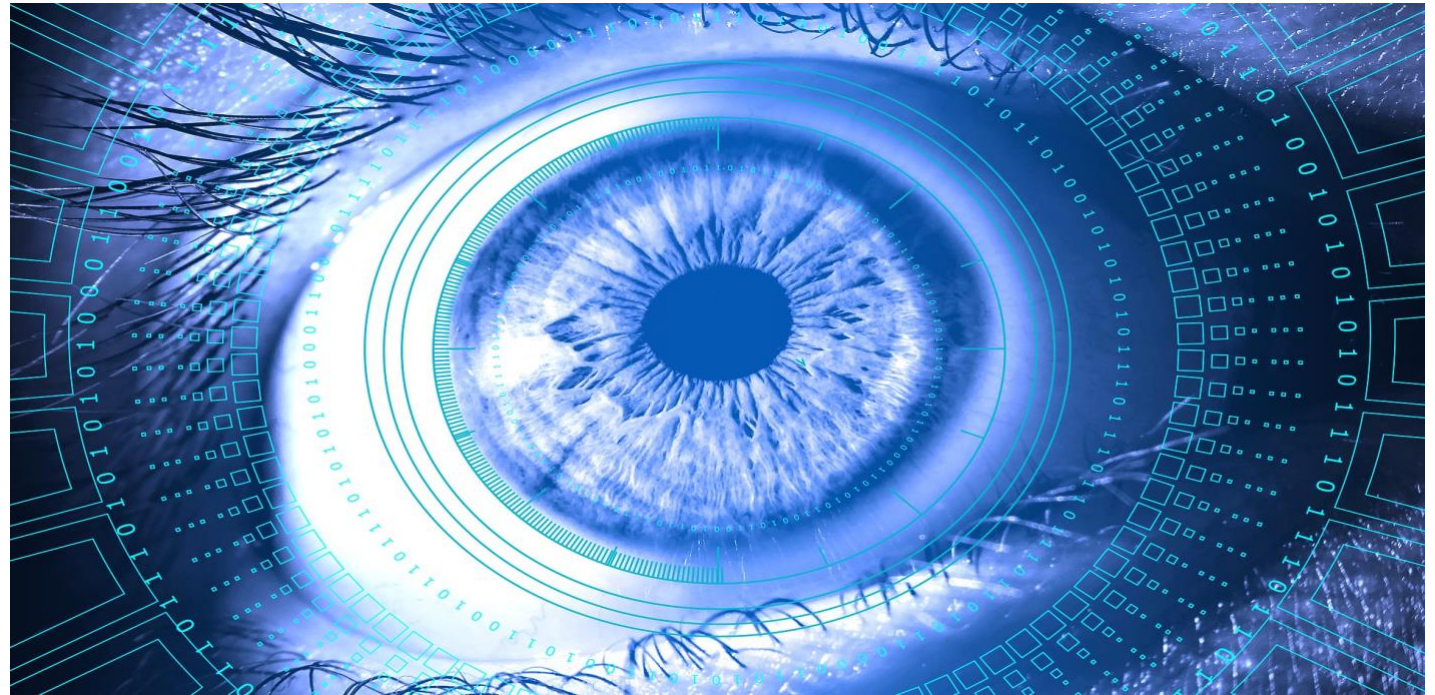


2021 MEDIA KIT



INSIDEROBOTICS



MEDIA KIT 2021



Who we are

- *Inside Robotics* is a news and information source for Australia's robotics, automation and advanced manufacturing industries.
- We bring you the latest news and features on robotics and automation from Australia and around the globe.
- Our weekly e-newsletter provides key information and product news to help your business grow.
- *Inside Robotics* keeps readers informed with the latest local and global news, features and market trends.
- We also keep you up-to-date with latest events and happenings in the world of robotics and automation.
- In our quarterly e-magazine you can promote your goods and services to the world.
- With *Inside Robotics*, the FUTURE IS HERE.



Why advertise

Our e-magazine and weekly newsletter provides maximum exposure for Australian companies nationally and internationally.

By choosing to advertise with us you will:

- Lift your company profile
- Promote your products and services to a global audience
- Reach your target market
- Generate more sales leads
- Get measurable results

And as well as promoting your products and services, *Inside Robotics* helps to build your brand online.

In short, we help you to stay ahead of your competition.

Inside Robotics uses the latest technology to create client awareness and create new leads.



User profile

Who reads Inside Robotics?

- Our readers are decision makers across a broad range of Australian industries.
- They read our newsletter and e-magazine to keep up to date with the latest news and product information on robotics and automation.
- The bulk of our readers are predominantly senior executives in the 30-55 year age group.



Industries we reach

- 3D printing
- Agriculture
- Automotive
- Cabling & Interface Products
- Ceramics/Glass
- Energy (Oil, Gas, Solar, Wind)
- Factory automation
- Forestry/Timber
- Lighting
- Medical/Medical imaging
- Pharmaceuticals
- Process control
- Security/surveillance companies
- Test & measurement equipment
- Transportation
- Aerospace/Military/Defence
- Automation Equipment
- Biometrics
- Cameras/Sensors
- Containers/Packaging
- Entertainment/Consumer/Embedded Systems
- Food & Beverage
- General Manufacturing
- Machine vision
- Microscopy
- Plastics Semiconductor/Electronics
- Robotics
- Software companies
- Textiles
- X-Ray Imaging



Reaching your target market

- Our content is relevant to companies involved in or with an interest in robotics, automation and advanced manufacturing.
- And **quality content means quality traffic.**
- An informative e-newsletter is sent weekly throughout Australia to senior executives, suppliers, media outlets and industry bodies.
- Our in-house creative team can work with you to design an innovative and effective advertising campaign.



2021 Features list

May - June

Artificial intelligence
Collaborative robots
CEO Q&A
Industrial robots
Machine & factory automation
Packaging (Pick & Place)
Sensors & machine vision
Warehousing AMRs

September - October

Advanced manufacturing
CEO Q&A
Collaborative robots
Computer vision
Cyber Security
Drone Watch
Industrial robots
Social/service robots
Tech gift ideas
Telepresence robots



Advertising solutions

Inside Robotics offers several advertising options to suit your business.

We currently offer two different advertising packages to provide you with maximum online exposure to your target market.

- **E-newsletter**

E-Newsletters are sent regularly to a database of more than 8,300.

Ad rates

Top banner \$330

Bottom banner \$275

(Prices include GST)

Special discounts are available for multiple bookings. Please contact us for rates.

- **Quarterly e-magazine**

Please see advertising rates on page 13.

- **Subscription Packages**

Please see packages available on page 15.

Advertising solutions

Inside Robotics offers a variety of advertising options to suit exporters and suppliers, big or small. We offer different advertising packages to provide you with maximum online exposure to your target market. And you can update your company listing free of charge at any time

Feature/Package	Free	Premium
Contact Name	√	√
Contact Number	√	√
Business Name	√	√
Business Address	√	√
Email Address		√
Website Address		√
Description of Business	√	√
No. Categories allowed	1	ALL
No. Products allowed	10	100
Photo or logo on listing	√	√
Video (YouTube URL)		√
E-newsletter (3 editorials per year)		√





Online Banner advertising

Inside Robotics offers a number of attractive options for advertisers. Banner ads and sponsorships are highly effective in generating awareness and response.

A wide variety of banner and sponsorship positions are available:

Banners can be booked for periods of 1,3,6,12 months.

Banners are available in the following sizes:

A Top Medium Rectangle	300px (w) x 250px (d)
B Mid Medium Rectangle	300px (w) x 250px (d)
C Upper Lower Medium Rectangle	300px (w) x 250px (d)
D Lower Medium Rectangle	300px (w) x 250px (d)

Advertising is booked from the 1st of every month. If there is space available in the current month, the Directors of *Inside Robotics* will authorize advertising.

The due date for supplying advertising material is 7 days prior to your ad being placed on the 1st of each month. If your ad is booked within 7 days of the end of the month, advertising material is due within 24 hours of the booking being made.

If we do not receive the advertising material by the due date, your booking will be released for the space to be resold.

If the advertising materials you supply by the due date do not comply with our requirements and specifications to enable its inclusion on our website, we may not be able to include the ad and your booking will be released for the space to be resold.



Online Rate Card 2021

	1 month	3 months	6 months	12 months
PACKAGES				
Premium Package				\$660
Additional category				\$99
Top 5 Directory Listing	\$330	\$891	\$1584	\$2772
BANNERS				
		10% discount	20% discount	30% discount
A Home Page - Top Med Rec	\$990	\$2673	\$4752	\$8316
B Home Page - Mid Med Rec	\$825	\$2222	\$3960	\$6930
C Home Page - Upper Lower Med Rec	\$770	\$2079	\$3696	\$6468
D Home Page - Lower Med Rec	\$715	\$1925	\$3432	\$6006
Category – Top Med Rec	\$880	\$2376	\$4224	\$7392
Category – Mid Med Rec	\$715	\$1958	\$3476	\$6094
Category – Upper Lower Med Rec	\$660	\$1782	\$3168	\$5544
Category – Lower Med Rec	\$605	\$1485	\$2640	\$4620

All prices are GST inclusive

E-Newsletters are sent out fortnightly. The rates are for 1 e-newsletter only.

If you are planning to advertise in more than one newsletter, please contact us for rates.

Please view the Subscription packages on page 15.

Magazine Rate

FULL COLOUR	CASUAL	X2	X4
DOUBLE-PAGE SPREAD	\$2,420	1936	1694
FULL PAGE	\$1,320	1056	924
HALF PAGE – VERTICAL	\$880	704	616
HALF PAGE – HORIZONTAL	\$880	704	616
QUARTER PAGE- VERTICAL	\$770	616	539
QUARTER PAGE- HORIZONTAL	\$770	616	539
1/8 STRIP	\$440	352	308

N.B. rates are per issue and include GST

Material deadlines

Issue	Copy Deadline	Online
May/June 2021	April 19, 2021	May 11, 2021
Sep/Oct 2021	August 20, 2021	September 7, 2021

Inside Robotics publishes an e-magazine. This publication is distributed to 8,300 + subscribers.

Issues include:

May/June

Sept/Oct

Sponsorship opportunities are available on request.

Technical specifications

All files to be sent
**as a high resolution
(300dpi) PDF file**
in CMYK format with
no spot colours.

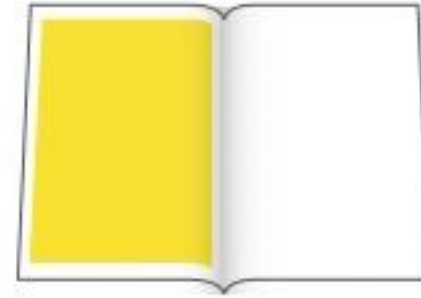
Delivery Details:

Please email:
advertising@insiderobotics.com.au



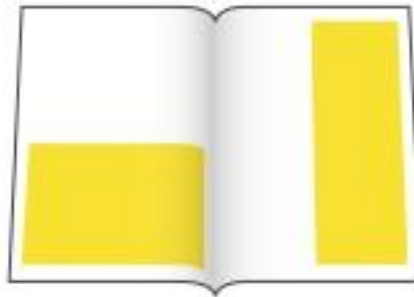
DOUBLE PAGE SPREAD

WITH BLEED: 426mm (w) x 303mm (h)
FINISHED SIZE: 420mm (w) x 297mm(h)



FULL PAGE AD

WITH BLEED: 216mm (w) x 303mm (h)
FINISHED SIZE: 210mm (w) x 297mm(h)

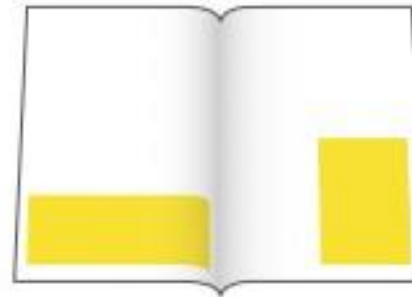


**HALF PAGE AD
HORIZONTAL**

180mm (w) x 130mm (h)

VERTICAL

88mm (w) x 270mm (h)

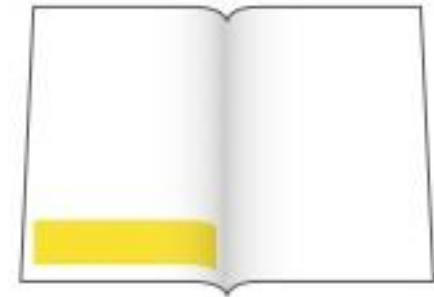


**QUARTER PAGE AD
HORIZONTAL**

180mm (w) x 65mm (h)

VERTICAL

88mm (w) x 130mm (h)



1/8 PAGE STRIP AD

180mm (w) x 40mm (h)

Subscription Packages

Special package
offers are
now available.

CHOOSE YOUR PLAN	GOLD	SILVER
BI-MONTHLY E-MAGAZINE	1x Full page ad in both editions with complimentary editorial	1 x 1/2-page ad in both editions with complimentary editorial
ONLINE	Full company listing for 12 months 1x home page banner for 12 months 2x editorial with video embedded	Full company listing for 6 months 1 x home page banner for 6 months
FORTNIGHTLY NEWSLETTER	3 x banners per year 2 x editorials per year	1 x banner 1 x editorial
EDM	1	n/a
SOCIAL MEDIA	Regular posts on Twitter, Facebook & LinkedIn	Regular posts on Twitter, Facebook & LinkedIn
PRICE	\$5280 for 12 months	\$3300 for 6 months



Email blast

- Reach your target market with an Electronic Digital Mailout (EDM) campaign.
- *Inside Robotics* can distribute your media releases, latest product news, upcoming events, special offers and promotions to an audience of more than 8,400 registered subscribers.
- A minimum fee of \$1650 applies per e-mail blast.

Kick-start your campaign now

For all advertising enquiries:

Contact

Julie Fletcher

Sales Manager

Inside Robotics

e: julie@insiderobotics.com.au

m: 0414 290488