



# AUSTRALIAN STAINLESS

SPECIALISING IN STAINLESS STEEL AND ITS APPLICATIONS

**2012 media kit**

ASSDA

AUSTRALIAN STAINLESS STEEL  
DEVELOPMENT ASSOCIATION

[www.assda.asn.au](http://www.assda.asn.au)

## publication profile

Australian Stainless is the Australian Stainless Steel Development Association's (ASSDA) flagship publication and specialises in stainless steel and its applications.

First published in 1993, Australian Stainless is a high quality, full colour magazine, featuring carefully selected photographs and well-constructed text with high production values that convey the quality of stainless steel, its elegance and durability. A well respected industry publication, Australian Stainless has assisted and encouraged specifiers and end users of stainless steel, with a focus on local fabrication.

In 2009, ASSDA launched Australian Stainless Online to provide a readily available live news feed to a wider audience around the world. [www.assda.asn.au/blog/](http://www.assda.asn.au/blog/)

Australian Stainless is designed to stand as an informative reference tool and as an important source of news about the stainless steel industry.



**"A leading industry magazine devoted to showcasing the unique diversity and durability of stainless steel."**

## readership

The magazine is distributed to over 7,500 subscribers, including a wide audience of architects, designers, engineers, developers, councils, government bodies, industry representatives and other key decision makers. Online subscriptions are still growing towards this goal.

As the mouthpiece of the Australian stainless steel industry, Australian Stainless gives you an unparalleled medium for communicating with potential clients and industry contacts.

## media and publicity

Following the release of each issue of Australian Stainless, ASSDA reproduces selected featured articles as media releases. These media releases are then syndicated to trade and industry media for further publication and exposure to a wider audience.

## production

Australian Stainless is published by the Australian Stainless Steel Development Association.

Level 15, 215 Adelaide Street  
Brisbane QLD 4000 Australia

**p** 07 3220 0722  
**f** 07 3220 0733

Contact Lissel Port, Communications Manager.

# AUSTRALIAN STAINLESS

SPECIALISING IN STAINLESS STEEL AND ITS APPLICATIONS

## sponsorship

**AUSTRALIAN STAINLESS**  
SPECIALISING IN STAINLESS STEEL AND ITS APPLICATIONS

50 YEARS

- Chimpanzee sanctuary
- Helical coil gets a U-neck bend
- The sustainable score-card for stainless steel
- Reflected glory
- Stainless at sea
- Brewery to excel with local fabrication

ASSDA

### PIPES RUN HALF MARATHON THAT DESERVES A DRINK!

A joint venture between two ASSDA Accredited Fabricators has seen 21km of stainless steel pipe work installed as part of the Queensland Breweries recently completed at Warminster on the Central Coast of NSW.

The \$120 million Pacific Beverages brewery, which officially opened in November 2016, contains more than 2000 tonnes of stainless steel fabrications.

The brewery's construction was overseen by German brewery manufacturer Ziemann, who contacted ASSDA Accredited Fabricator ITC Pty Ltd and Fabrication Stainless Pty Ltd as the sub-installation partners for the stainless steel components.

ITC's pipeline assembled and installed the pumps, heat exchangers, valves, brewing vessels and fermentation tanks, as well as fabricating and installing all pipework.

ITC Manager Tom Mouton said they used grade 304 and 316 tub ranging from 25mm to 1000mm in diameter.

"In order to ensure speed, efficiency and quality, specific quality systems were installed from the outset of the project. This included full audit of fabrication on site. Mr Mouton said the scope and size of the project were the most challenging he's faced in his 15 years in the industry.

"The joint venture made sense because both companies could continue to service our other clients during the construction phase, as well as meeting the tight deadline," he said.

German project manager Sven Mauchner said ITC's pipeline...

ITC's pipeline installed 48 sites, including fermentation and storage vessels around 15m high. The vessels were used to install the vessels in dry the fermentation tanks and brewing vessels were manufactured abroad by Ziemann to assist in meeting the tight time frame.

The Queensland Brewery is unique in its design because it has fermentation tanks inside one roof, which allow for brewing flexibility.

**YOUR AD**

\$2,200

- › Logo on front cover
- › Banner advertisement on page 3 (180mm x 40mm)
- › 1 ad (120 x 250 pixels) in Australian Stainless Online

\*1 sponsor per magazine issue, first in first served policy.

## print advertising

60mm x 60mm  
(single column width)

Member \$572

Non-Member \$649

120mm x 60mm  
(two column widths)

Member \$957

Non-Member \$1067

180mm x 40mm  
(three column widths)

Member \$1221

Non-Member \$1320

### OUTSTANDING DESIGN & SPECIFICATION

#### SUNSHINE COAST STAINLESS SHINES 18 MONTHS LATER

An impressive span of stainless steel balustrades at Bundock Beach, Caloundra on Queensland's Sunshine Coast is demonstrating great design and specification standards 18 months after the start of the project.

The \$6.5 million Sunshine Coast Council Bundock Beach redevelopment, which was opened in late 2006, incorporates over 300m of grade 316 stainless steel balustrades.

ITC Design Group project manager Andrew and suit consultant Ben Stovens said the balustrade was a collaborative design effort between ITC Design Group and ASSDA Accredited Fabricator Bell Stainless.

"We wanted a clean, simple design that didn't detract from the magnificent surrounding views of Purlingwater Falls, and one that could span the 100m to 150m marine location," Mr Stovens said.

"We worked closely with Bell Stainless to refine the design. They had some great ideas to maximize long term performance of the stainless steel, while meeting our aesthetic goals."

"The final design included 100mm x 50mm rectangular hollow sections...

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AUSTRALIAN STAINLESS STEEL DEVELOPMENT ASSOCIATION

www.assda.asn.au

online advertising ► [www.assda.asn.au/blog/](http://www.assda.asn.au/blog/)

250 pixels

290 pixels

Including link to your website/email

## LARGE (250 x 290 pixels)

3 months \$660

6 months \$1,100

250 pixels

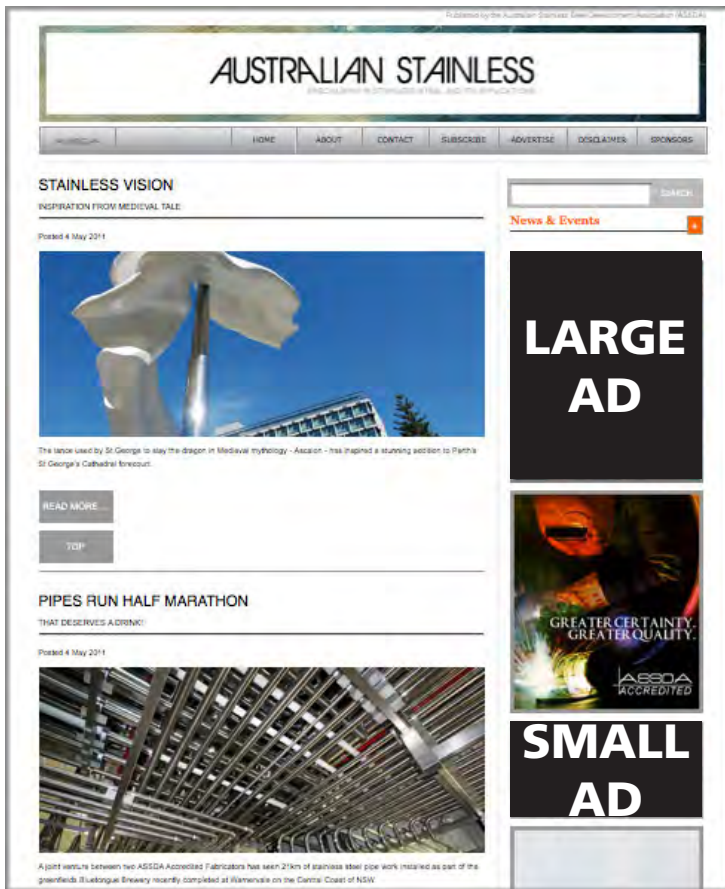
120 pixels

Including link to your website/email

## SMALL (250 x 120 pixels)

3 months \$440

6 months \$715



ASSDA members receive a **20% discount** on all online advertising rates.

Additional sizes are also available upon application.

Placement may differ from positions shown.

## advertising inserts

Inserts are available for advertisers looking for a direct avenue to reach a targeted group of over 7,500 key players in the stainless steel industry.

### Insert specifications

Insert size:	A4 (210 x 297mm)
Minimum pages:	single leaf insert
Maximum pages:	4 page insert (A3 folded in half, double sided)
Paper weight requirements:	maximum weight of 150gsm

Please note, there is a limit of one insert per magazine issue. First in, first served policy. Advance bookings for inserts are available by contacting ASSDA.

For further information regarding inserts and costs, please contact Lissel Port at ASSDA.

## editorial opportunities

Australian Stainless feature stories that showcase the Australian stainless steel industry from a range of different sectors, including:

- › architectural building products
- › art and design
- › environment
- › food, beverage and pharmaceutical
- › infrastructure
- › marine
- › process and heavy engineering
- › residential and commercial
- › stainless steel training
- › technical
- › transport

ASSDA welcomes contributions of story ideas specialising in stainless steel and its applications from members of the association.

For further information, contact Lissel Port at ASSDA.

## ▶ ADVERTISING BOOKING FORM

Tick the advertising in which your company would like to book for Australian Stainless magazine:

**sponsorship**  \$2,200

**advertising insert**  \$9,900

<b>print advertising</b>	<b>Member</b>	<b>Non-member</b>	<b>online advertising</b>	<b>Member</b>	<b>Non-member</b>
60mm x 60mm	<input type="checkbox"/> \$572	<input type="checkbox"/> \$649	SMALL (250 x 120 px)		
120mm x 60mm	<input type="checkbox"/> \$957	<input type="checkbox"/> \$1067	3 months	<input type="checkbox"/> \$360	<input type="checkbox"/> \$440
180mm x 40mm	<input type="checkbox"/> \$1,122	<input type="checkbox"/> \$1,320	6 months	<input type="checkbox"/> \$572	<input type="checkbox"/> \$715
			LARGE (250 x 290 px)		
			3 months	<input type="checkbox"/> \$528	<input type="checkbox"/> \$660
			6 months	<input type="checkbox"/> \$880	<input type="checkbox"/> \$1,100

Please reserve the above ticked advertising for my company in **Issue 51** of Australian Stainless magazine and invoice me accordingly.

**name** \_\_\_\_\_

**position** \_\_\_\_\_

**company** \_\_\_\_\_

**email** \_\_\_\_\_

**phone** \_\_\_\_\_ **mobile** \_\_\_\_\_ **fax** \_\_\_\_\_

**postal address** \_\_\_\_\_

**state** \_\_\_\_\_ **postcode** \_\_\_\_\_

By completing this section and signing this form, you understand and agree to the terms and conditions as outlined in this media kit.

**signature** \_\_\_\_\_ **date** \_\_\_\_\_

## terms and conditions

1. All advertising rates include GST.
2. Sponsorship in the printed magazine is restricted to one company per issue (first in, first served policy).
3. Print advertising rates in Australian Stainless are for a single issue only. The magazine is printed on a seasonal basis, at dates decided at ASSDA's discretion.
4. Advertising space is strictly allocated on a first in, first served basis.
5. The position of any advertising is at ASSDA's discretion, unless a prior arrangement has been agreed. Request for any special position(s) in the magazine will incur a 10% surcharge above the general advertised rate (availability at ASSDA's discretion).
6. There is a limit of one advertising magazine insert per magazine issue (first in, first served policy). By signing the advertising booking form, you are confirming your booking for the advertising insert for the magazine issue specified. Cancellations 30 days or less before the publication date will be charged at 100% of the agreed rate. All magazine inserts must be printed and delivered to the mailing house by the advertiser.
7. ASSDA reserves the right to reject any unsuitable material.
8. Return of submitted material must be requested within 30 days of the publication date.
9. ASSDA takes no responsibility for damage or loss of material.
10. Payment for all advertising is required within 14 days of booking to confirm your advertising space, sponsorship or magazine insert.
11. Cancellations for print advertising 30 days or less prior to date of publication will be charged at 100% of the agreed rate
12. Termination of online advertising after payment has been made will be charged at 100% of the agreed rate.

## print advertising requirements

All material and artwork must be provided on a CD or mailed electronically in a format suitable for Apple Mac. All submitted artwork must be supplied as a PDF, in CMYK (not RGB) format and high resolution at 300dpi. Adobe InDesign, Illustrator or Photoshop files are accepted. Please ensure all fonts and images are packaged with the file.

If you need assistance to create your advertisement, please contact Lissel Port at ASSDA. A creative fee will apply.

All advertisements are printed in full colour.

## online advertising requirements

Finished advertisements must be supplied at 72dpi, RGB format as a JPEG file. Minimum font size is 10pt and must be at least a medium weight. Other formats may be accepted upon application. Please note, ASSDA may reduce file sizes to maintain an appropriate download time.

If you need assistance to create your advertisement, please contact Lissel Port at ASSDA. A creative fee will apply.

Please submit a website URL or email address to link your advertisement to.

ASSDA is a non-profit industry group that has been developing a strong and vibrant stainless steel industry in Australia since 1992. ASSDA could not continue without the valuable support of its sponsors and more than 200 member organisations, who work with ASSDA to grow the market for stainless steel.

ASSDA's activities focus on:



## networking

From the east to west coasts, ASSDA's regular seminars and conferences provide a valuable forum to share ideas and knowledge, discuss key issues and network with industry professionals.



## promotion

ASSDA's consistent media generation has elevated the profile and reputation of its members. Leading industry publications, publicity and marketing activities all aim to boost interest and increase the consumption of stainless steel in Australia.



## education

ASSDA's education vehicles include the popular Stainless Steel Specialist Course, seminars and interactive packages. ASSDA also offers free in-house architectural and engineering seminars for specifiers.



## accreditation

Taking the lead to safeguard the reputation of stainless steel, ASSDA Accreditation gives asset owners and specifiers confidence that applications using stainless steel will be performed by technically competent industry specialists.



## advocacy

ASSDA supports and represents the interests of member companies and the industry as a whole on a range of issues, from technical specifications and standards to local content requirements.



## problem solving

ASSDA answers around 1000 technical inquiries every year, using its own technical specialist, as well as a wide network of metallurgists and stainless steel experts.

## contact

For more information or to book your advertising, contact:

### Lissel Port

Communications Manager

e [lissel\\_p@assda.asn.au](mailto:lissel_p@assda.asn.au)

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