

AUSTRALIAN STAINLESS REFERENCE MANUAL 2019

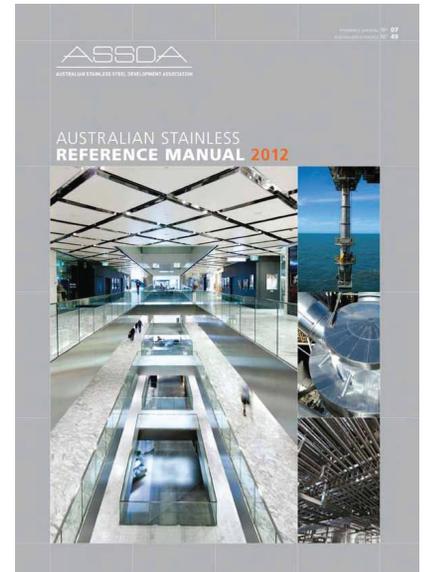
Opportunities for advertising in our upcoming 2019 Australian Stainless Reference Manual are disappearing fast.

Below are some answers to FAQs to give you all the information you need and help decide if its right for you.

What exactly is the ASSDA Reference Manual?

Just what it says. A technical manual to help educate, inform and simplify the design, specification and use of stainless materials. It helps readers have better conversations with the industry, makes decision makers more informed and confident in the material and, ultimately, demonstrates the brilliance of stainless steel.

At more than 200 pages long, there is a LOT of information, but we also provide an opportunity for industry participants to advertise and promote their capabilities. This gives readers a better idea of what's out there and who to talk to.



Who should advertise in it?

Anyone who wants to grow their revenue – it's as simple as that - by increasing your brand awareness and communicating your value proposition to your targeted customers. These are proven ways to sell more. Think of how much the largest companies in the world spend on advertising – they wouldn't do so if it didn't work!

For larger companies, this means complementing your existing marketing and sales tools. For smaller companies, rising above your competitors who all have websites and some existing industry relationships, just like you.

So fabricators, material suppliers and stockists, consumable suppliers, mills, this is for you.

Who are you advertising to?

Engineers, architects, asset owners, procurement leaders and managers who make decisions on the design, specification, purchasing and use of stainless steel. Examples include Worley Parsons, Fonterra, GEA, Wood Group, BP, Woodside, AECOM, water bodies... the list is endless.

The very people who are hard to reach and are making those very decisions which you want to be a part of. Additionally, you're speaking to the industry – fabricators, suppliers, stockists. Hundreds of them.

OK, why should the 2019 Reference Manual get my advertising spend?

Quite simply, because there is no other opportunity like it.

- It is ASSDA's primary publication which allows for marketing from members and the industry. We choose not to saturate our readers with adverts, which makes these even more impactful.
- Our hard copy will be joined by an online, interactive version. This means there are no limits on how many are distributed. Think one per engineer, not one per office!
- It is not a trade magazine. It is not read once (or not at all) and discarded. It sits on bookshelves, and is constantly referred to over multiple years.
- It is highly regarded in the industry and anticipated prior to each release (we are up to Edition 8!)
- Your competition – it's hard to get a jump on them, but if they are not present and you are, this could be a big competitive advantage.
- The value derived from advertising is vastly superior to any other alternative.

What do you mean by superior value?

A full-page advert is a \$4,500 investment for an ASSDA member. Sounds like a lot of money, and for some, it is, but targeted and engaged audiences are hard to find. Plus, these fees go to the costs we incur in writing, publishing and printing it.

One way to look at it is like this. We expect to distribute at least 4,500 copies to specifiers and end-users. An additional 500 copies will be sent to members and we'll sell more over the next five years this edition will be current.

This gives a cost of roughly \$1 per copy for your company and message to be seen by those you might struggle to reach otherwise. And this isn't \$1 per view, it's \$1 for each copy we distribute, and this \$1 is working for you for the next half decade, with many views.

It's still a lot of money...

Sure, it is. So was that CNC lathe you just bought, or the drafting engineer you just hired. They are investments, just like this one.

Of course, the timing may not be ideal or you already have upcoming investments. We also have half-page adverts available. These are not quite as effective as having a full page to yourself, but still work really well – particularly when your message is simple and concise.

I have never advertised before, how does it work?

It's pretty simple.

First refer to our Media kit – this gives design / layout information for your in-house or graphic design contractor. There are many people who can help you with an effective design. We can help refer you.

Secondly, let us know. We need to secure a place and position for you and talk you through more of the process.

Next, think about what you want to say. Why should anyone buy from / engage you? What is your unique value proposition? What do you do better than your competitors?

Whilst we cannot design your advert, we can provide feedback and advice on how to improve your advert. We want it to work for you and show your business in the best possible light.

You won't get another opportunity to showcase your business in this publication for at least another five years ...Don't miss out.