



Australian Stainless Steel
Development Assoc.

AUSTRALIAN STAINLESS

MEDIA KIT 2022/2023

ABOUT ASSDA

The **Australian Stainless Steel Development Association (ASSDA)** was established in 1992 to address and harness stainless steel's growth trend in Australia, and today remains as the Association's core objective. ASSDA focuses its market development efforts in fostering the understanding and use of stainless steel in Australia by developing the competence and efficiency of the industry through promotion, education and training, the provision of technical advice, and fabricator accreditation.

ASSDA represents more than 180 member companies across the stainless steel spectrum, including overseas mills, stockists and distributors, fabricators and manufacturers, engineering consultants, end-users and service providers.

ASSDA could not continue without the valuable support of its sponsors and members, who work with it to grow the market for stainless steel.

VISION

The essential association for people and organisations working together and collaboratively striving for a sustainable stainless steel industry and future in Australia.

MISSION

To foster the understanding and use of stainless steel by developing the competence and efficiency of the industry through promotion, education and training, the provision of adequate technical advice and industry fabricator accreditation.

VALUE PROPOSITION

Support, grow and defend the market for stainless steel.



AUSTRALIAN STAINLESS MAGAZINE

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

Publication Profile

Australian Stainless is ASSDA's flagship publication and specialises in stainless steel and its applications.

First published in 1993, Australian Stainless is a high quality, full-colour, eight-page 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. See assda.asn.au/blog.

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

Editorial Content

Australian Stainless features various stories and case studies that showcase the Australian stainless steel industry from a range of different sectors, including architectural building products, art and design, environment, food and beverage, pharmaceutical, infrastructure, marine, process and heavy engineering, residential and commercial, stainless steel training and transport. A technical piece is usually featured in each magazine issue.

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

Circulation and Audience

The print magazine is distributed to over 4,700 subscribers, including all ASSDA Members and a wide audience of architects, designers, engineers, fabricators, product manufacturers, distributors, developers, councils, government bodies, industry representatives and other key decision makers. Online subscriptions are still growing towards this goal with 2,000 subscribed, but online growth trends show that visits to Australian Stainless Online increase by 300% with the release of a magazine issue.

The average open rate of the email that delivers an Australian Stainless magazine issue is 31%, much higher than the Australian industry benchmark (2021) of 21.5%. The click-to-open (CTOP) rate is 29%, well above the industry benchmark of 10.5%.

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.

Australian Stainless articles have previously been republished in magazines including Stainless Steel Focus, Stainless India, Master Builder Magazine, Nickel Magazine, Stainless Steel World News, Corrosion & Materials, and other various architectural, manufacturing and technical publications.

Production

Australian Stainless is published by the Australian Stainless Steel Development Association (ASSDA).

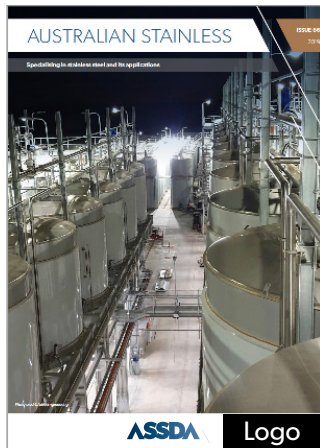
+61 7 3220 0722 \ assda@assda.asn.au
assda.asn.au

ADVERTISING OPPORTUNITIES

► Exclusive Magazine Sponsorship

- Logo on front cover
- Horizontal or vertical banner advertisement on page 3
- Logo included in email campaign as magazine issue sponsor

ASSDA Member Rate: \$2,000 \ Non-Member Rate: \$3,000



► Exclusive Back Cover Advertisement

Half-page advert: 210mm (wide) x 170mm (high)

ASSDA Member Rate: \$1,500 \ Non-Member Rate: \$2,500

► Banner Advertisement

Horizontal option: 210mm (wide) x 65mm (high)

Vertical option: 65mm (wide) x 297mm (high)

(See positioning examples above)

ASSDA Member Rate: \$1,000 \ Non-Member Rate: \$2,000



► Medium Advertisement

130mm (wide) x 65mm (high)

ASSDA Member Rate: \$500 \ Non-Member Rate: \$850

► Small Advertisement

65mm (wide) x 65mm (high)

ASSDA Member Rate: \$250 \ Non-Member Rate: \$600



*PLEASE NOTE, all prices listed are exclusive of GST.

ADVERTISING OPPORTUNITIES

► Advertising Inserts

Inserts are available for advertisers looking for a direct avenue to reach a targeted group of over 4,700 key players in the stainless steel industry.

Insert specifications

Maximum insert size: A4 (210mm x 297mm)

Minimum pages: Single leaf insert

Maximum pages: Four-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 ASSDA.

Artwork Specifications

Suppliers of digital material are responsible for checking that all files are complete and correct before submission. Any work required to update files or process non-compliant material may incur a charge.

All material must be supplied as press ready, PDF files. Please ensure all fonts are embedded, images are CMYK and at least 300dpi. Where required, bleed should be at least 5mm.

We may also accept InDesign, Photoshop, Illustrator and Adobe Acrobat files to our specifications. ***We DO NOT accept PageMaker, Freehand, CorelDraw, Microsoft Word, Microsoft PowerPoint, Microsoft Excel or Microsoft Publisher files.***

Please email advertisement files to assda@assda.asn.au.

Terms and Conditions

1. All advertising rates listed are exclusive of GST.
2. Advertising rates in Australian Stainless are for a single issue only. The magazine is printed on a quarterly basis, at dates decided at ASSDA's discretion.
3. Sponsorship of the magazine is limited to one company per issue (first in, first served policy), unless otherwise negotiated. Back cover advertisement is also limited to one company per issue (first in, first served policy).
4. Advertising space is limited and strictly allocated on a first in, first served basis.
5. Advertising positions are at ASSDA's discretion, unless a prior arrangement has been agreed. Requests for any special positions in the magazine may incur a surcharge above the general advertised rate.
6. There is a limit of one advertising insert per magazine issue, first in, first served policy. All magazine inserts must be printed and delivered to the mailing house by the advertiser (you print and supply, we pack).
7. ASSDA reserves the right to reject any unsuitable material, and/or request that advertisers alter their artwork should the material supplied be considered misleading, false or derogatory.
8. Payment for all advertising is required within 14 days of booking. Cancellations for print advertising 14 days or less prior to date of publication will be charged at 100% of the agreed rate.

2022/23 PUBLICATION SCHEDULE

MAGAZINE ISSUE	ADVERTISING BOOKING DEADLINE	MATERIAL DEADLINE	PUBLICATION DATE
74	18 February 2022	25 February 2022	March 2022
75	20 May 2022	27 May 2022	June 2022
76	19 August 2022	26 August 2022	September 2022
77	18 November 2022	25 November 2022	December 2022
78	24 February 2023	3 March 2023	March 2023
79	19 May 2023	26 May 2023	June 2023
80	18 August 2023	25 August 2023	September 2023
81	24 November 2023	1 December 2023	December 2023

Contact

For more information, please contact the ASSDA team:

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