THE ASSET JOURNAL

MEDIA PACKET

A publication of the Asset Management Council

ASSET MANAGEMENT COUNCIL

About TAJ

Commencing in 2007, *The Asset Journal* is the official publication of the Asset Management Council. It has a close relationship with the asset management community, being one of the few professional publications that focuses exclusively on asset management.

The goal of *The Asset Journal* is to create broader awareness of the value of asset management, nurture a common understanding of asset management and provide a portal to asset management knowledge and resources. *The Asset Journal* features various forms of technical and non-technical content. Within an issue, readers might find peer-reviewed technical papers, news about the latest developments within the industry, reviews and profiles on leading topics within asset management, and much more.

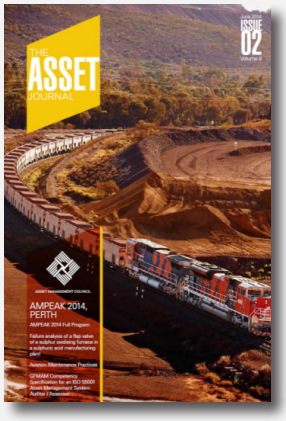
The Asset Journal is published four times per year and is available digitally. The estimated circulation is over 15,000, in which a direct email is sent to all members and non-members referencing the publically available link for viewing and reading. The Journal's primary audiences are asset management practitioners, senior asset managers, and maintenance engineers.

Readership
15,000+



Advertising in TAJ

The Asset Journal is available exclusively in digital format and offers advertisers a range of platforms to engage with their audience. Over 5,000 asset management professionals currently receive a direct email with a link to the latest digital edition of the journal. Since the link is publically available and permanently housed on third-party servers, *The Asset Journal* can be viewed anywhere, anytime, by anyone, increasing our audience and overall reach. To view the latest issue, please visit https: www.amcouncil.com.au/the-asset-journal/



Advertising in *The Asset Journal* enables you to reach your key target markets in any industry that practices asset management, including water, oil & gas, government, rail, etc. Since the Asset Management Council is the trusted source for asset management news and information in Australia, our readership is dedicated and passionate, meaning stronger engagement from your target audience.



A range of advertising packages and options are available, from basic one-off advertisements to sponsored case studies, *The Asset Journal* can tailor its content and material to suit your requirements and budget. In addition, since *The Asset Journal* is exclusively a digital publication, we have the ability to offer special services that print magazine cannot provide. A few examples are as follows:

- Hyperlinks that can redirect straight to your company's website, making it easier for customer to enter the purchase cycle.
- Video overlays that can promote a new product, project or company profile in an exciting and engaging way.

Advertising Rates

Issue	Advertising Booking Deadline	Editorial Deadline	Advertising Material Deadline	Publish Date
March 26 Vol 20 Iss 1	February 13	February 20	February 27	March 9
June 25 Vol 20 Iss 2	May 11	May 18	May 25	June 8
Sept 25 Vol 20 Iss 3	August 17	August 24	August 31	September 7
Dec 25 Vol 20 Iss 4	November 2	November 9	November 16	December 7

Advertisement Size	Finished Dimensions		Price Per Insertion		
	Width	Depth	Casual	2 Issues	4 Issues
Full Page	209	296	$1,190	$949	$749
Half Page	190	125	$790	$649	$590
Third Page Vertical	125	125	$549	$510	$449
Third Page Horizontal	190	83	$549	$510	$449
Quarter Page Vertical	95	125	$449	$395	$349
Quarter Page Horizontal	190	62	$449	$395	$349
Business Card	60	40	$249	$95	$75

*Corporate Bronze and Silver members receive a 5% discount. Corporate Gold and Platinum Members receive a 10% discount.
*In order to have a video overlay with your advertisement, you must purchase a full-page ad.
*Hyperlinks are included within listed price.

Editorial

Upcoming Issues & Themes

March - Productivity improvement through Asset Management
June - Does AI improve Maintenance?
September - Evidence based decision making in Asset Management
December - Asset Management and Energy Transition

Submitting Artwork

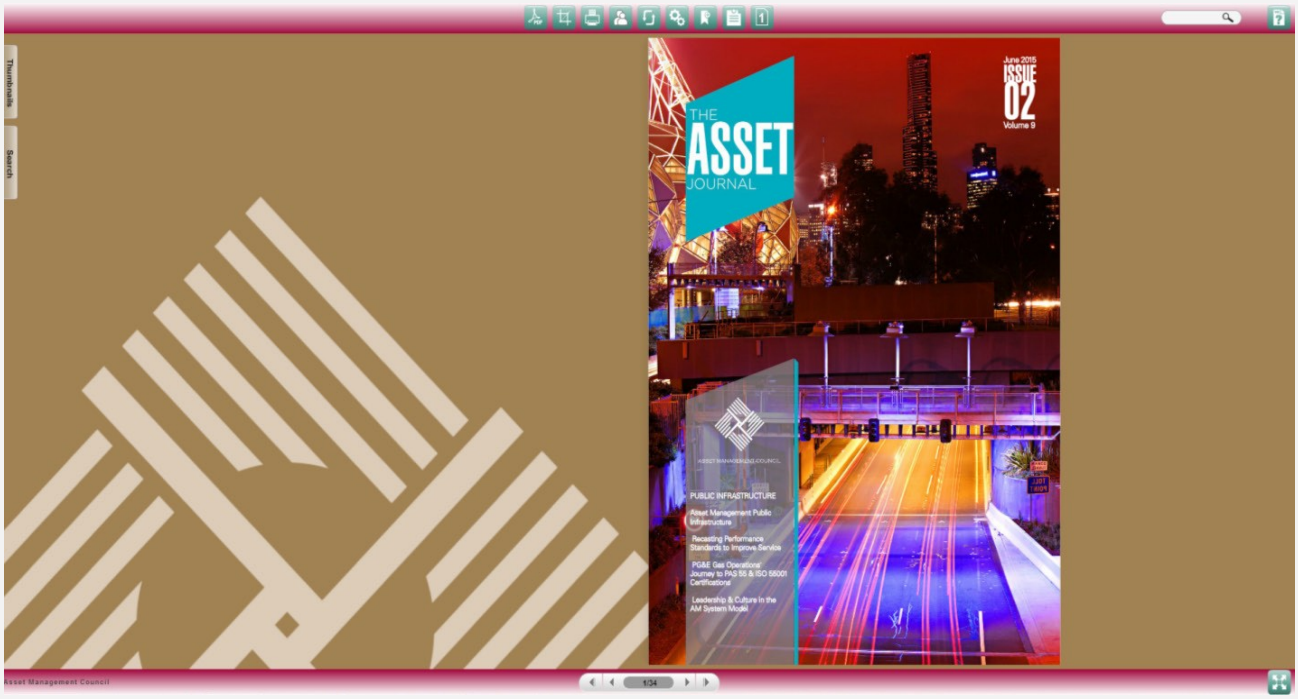
Please ensure your submitted artwork is sent in a **high-resolution PDF** without bleed and that all fonts are embedded within the document.
Artwork not supplied as per the specifications above will not be accepted. Submit your artwork by emailing the document as an attachment to publications@amcouncil.com.au

Submitting Articles

The Asset Journal welcomes editorial submissions for technical articles, opinion pieces, news, and business information. Acceptance of editorial submissions is at the discretion of the editors and the editorial board. Technical articles should be scholarly in style, formally structured and aimed at an audience that can comprehend detailed scientific, technical and economic arguments. The length of technical articles should be in the range of 1,500 to 2,000 words.

Opinion pieces are more journalistic in style and relate a story in terms accessible to anyone with an interest in asset management. They may be informally structured and need not be referenced in detail. Typically, features are around 1,000 words.

Please submit technical articles, opinion pieces, general features, industry news and media releases to publications@amcouncil.com.au



Booking Form

The Asset Journal Advertising Booking Form

Please complete this form and send to publications@amcouncil.com.au

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