

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 5,000, 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.

## Advertising in TAJ

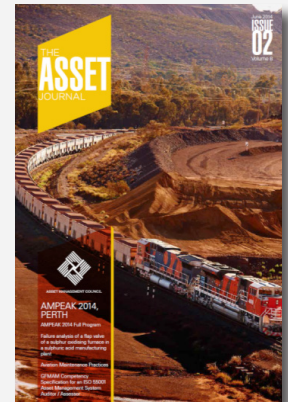
*The Asset Journal* is available exclusively in digital format and offers advertisers a range of platforms to engage with their audience. Over 5,000 asset management professionals currently receive a direct email with a link to the latest digital edition of the journal. Since the link is publically available 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 [amcouncil.com.au/knowledge/the-asset-journal](http://amcouncil.com.au/knowledge/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.

*Readership*  
**5,000+**







# Booking Form

## The Asset Journal Advertising Booking Form

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