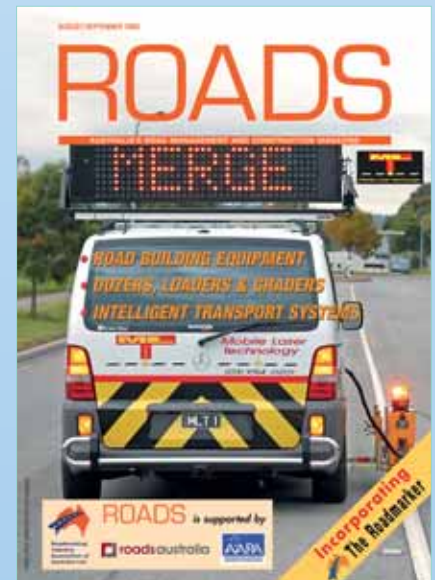
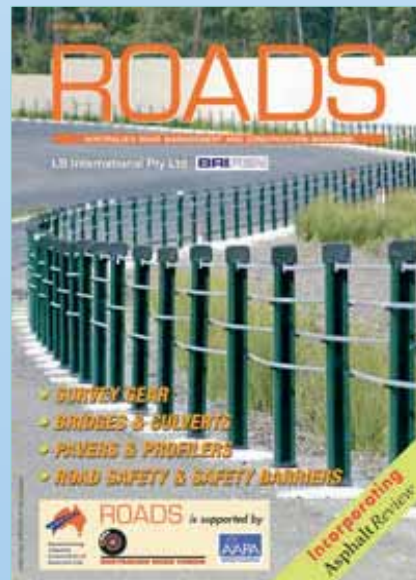
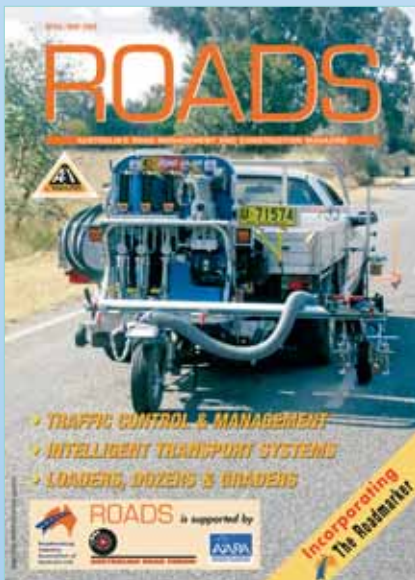
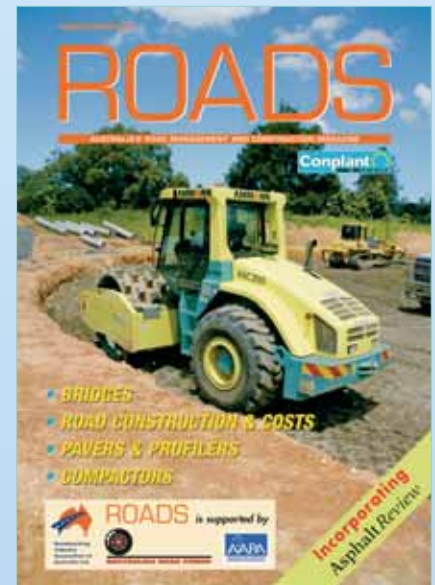
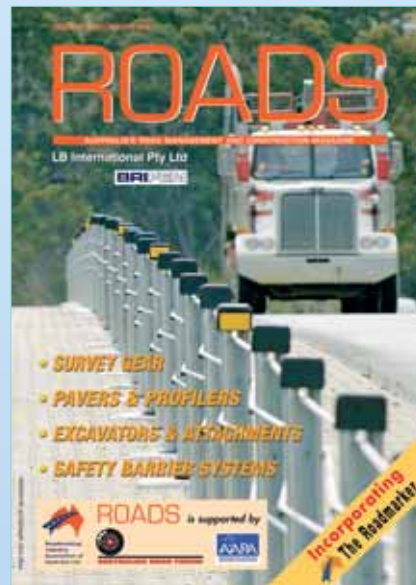
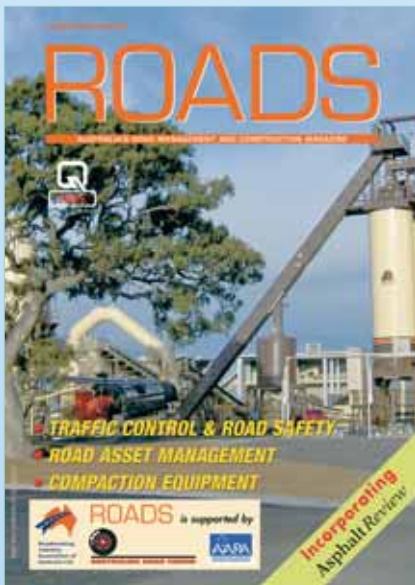


ROADS

AUSTRALIA'S ROAD MANAGEMENT AND CONSTRUCTION MAGAZINE



ADVERTISING & EDITORIAL
INFORMATION - 2009

ROADS MAGAZINE

THE MAGAZINE FOR THE ROAD MANAGEMENT AND ROAD CONSTRUCTION INDUSTRY

With roads and road construction playing such a pivotal and powerful role in the national economy, it's timely that this multi-billion dollar industry now has its own specialist and focused publication, Roads magazine.

The importance of road infrastructure and construction to Australia is reflected in the scale of governments' investment in that infrastructure over the years, and more recent investment by the private sector. The Federal Government's latest roads initiative has sent a strong signal as to the industry's significance.

The total replacement value of Australia's 810,000 km of roads is estimated to be \$100 bn, with new investment being in the order of \$7 billion annually. Considering the magnitude and value of the asset, it is not surprising that it is a major employer. An estimated 120,000 people are involved in all facets of road construction, management, maintenance and policy in Australia.

Roads magazine brings together the key decision makers whose judgements and expertise are at the core of this large industry.

Roads magazine is committed to enhancing communication between industry and government sectors, expanding the circulation of news on industry events, issues, technologies and initiatives.

Each edition has a comprehensive news roundup, informed comment and coverage of technical features on road design and construction, project reports, updates on environmental issues, coverage of management and contracting issues, and news of recent product releases. It will be an indispensable read for everyone in Australia's roads industry, from the policy makers and designers to the constructors and maintenance crews.

Roads magazine is published six times a year: February, April, June, August, October, December.

CIRCULATION: 5000-plus copies are distributed to all local governments in Australia, materials suppliers, contractors, policy decision-makers in the Federal and State Governments, engineering consultants and other technical specialists.

Roads Magazine Production and Advertising

Published by Hallmark Editions,
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EDITORIAL CONTENT

Each edition of Roads magazine incorporates the following sections:

News

A roundup of what's happening around the country:

- Government roads programs
- Local Government activities
- Upcoming projects
- Research and new product news
- New equipment and industry news
- Safety issues

Technical

A section devoted specifically to the latest technical aspects of road construction, including:

- Road design - alignments and pavements
- Geotechnical analysis
- Construction
 - pavement recycling
 - stabilisation
 - crushing & screening
 - compaction & testing methods
 - wearing courses
- Road maintenance
- Road safety

Traffic Management and Safety

- Traffic controls
- Traffic calming
- Signage
- Line marking
- Lighting
- Traffic surveillance

Project Report

A feature on a construction project, highlighting the specific difficulties of the project and how they were overcome.

Environment

- Stormwater management
- Sediment control
- Stabilisation
- Drainage and barrier fences
- Landscaping
- Preparation of environmental business plans
- Onsite environmental issues and how to tackle them
- Project reports

Management/Policy

Coverage of the latest issues of concern in management.

- Planning considerations and route selection
- Quality control in construction
- Developments in codes of practice and standards
- Industry training
- Workplace safety
- Legal issues and finance

New Products

An update on new products relating to roads planning, design, construction and maintenance.

ADVERTISING RATES to December 2009 (excluding GST)

Four Colour	Casual	3x	6x
Double page	\$4700	\$4500	\$4200
Full page	\$2600	\$2450	\$2300
Two-thirds page	\$2100	\$1900	\$1750
Half page	\$1700	\$1600	\$1500
One-third page	\$1350	\$1250	\$1180
One-quarter page	\$1000	\$900	\$850
One-eighth page	\$700	\$620	\$550

Two Colour (Black plus one colour)

Full page	\$1695	\$1595	\$1495
Two-thirds page	\$1500	\$1400	\$1300
Half page	\$1300	\$1200	\$1050
One-third page	\$1050	\$950	\$850
One-quarter page	\$900	\$800	\$750
One-eighth page	\$550	\$500	\$450

Mono

Full page	\$1575	\$1495	\$1415
Two-thirds page	\$1300	\$1200	\$1100
Half page	\$1100	\$1000	\$900
One-third page	\$800	\$700	\$650
One-quarter page	\$650	\$600	\$550

Covers - Four Colour

Outside back	\$3020	\$2870	\$2720
Inside front	\$2895	\$2750	\$2605
Inside back	\$2770	\$2630	\$2490

Inserts

Single A4 sheet	\$1950
A3 folded to A4	\$2250

PLEASE NOTE: 10% GST must be added to these prices

DISPLAY ADVERTISEMENT DIMENSIONS

Full page		One-third page (horizontal strip)	
Trimmed	29.7 cm high x 21 cm wide	Trimmed	10.0 cm high x 21.0 cm wide
Image area	26.8 cm high x 18 cm wide	Image area	8.5 cm high x 18 cm wide
Bleed	30.5 cm high x 21.8 cm wide*	Bleed	10 cm high x 21.8 cm wide*
Double page		One-third page (vertical strip)	
Trimmed	29.7 cm high x 42 cm wide	Trimmed	29.7 cm high x 7.2 cm wide
Image area	26.8 cm high x 38.7 cm wide	Image area	26.8 cm high x 5.7 cm wide
Bleed	30.5 cm high x 42.8 cm wide*	Bleed	30.5 cm high x 8.0 cm wide*
Two-thirds page		One-quarter page	
Trimmed	29.7 cm high x 13.3 cm wide	Image area	13 cm high x 9 cm wide
Image area	26.8 cm high x 11.8 cm wide	One-quarter page (horizontal strip)	
Bleed	30.5 cm high x 13.7 cm wide*	Image area	6 cm high x 18 cm wide
Half page (horizontal)		One-quarter page (vertical strip)	
Trimmed	14.9 cm high x 21 cm wide	Image area	26.8 cm high x 5 cm wide
Image area	13 cm high x 18 cm wide	One-sixth page (horizontal strip)	
Bleed	15.3 cm high x 21.8 cm wide*	Image area	4.5 cm high x 18 cm wide
Half page (vertical)		One-eighth page (horizontal strip)	
Trimmed	29.7 cm high x 10.3 cm wide	Image area	3.5 cm high x 18 cm wide
Image area	26.8 cm high x 8.9 cm wide		
Bleed	30.5 cm high x 11.1 cm wide*		
One-third page			
Trimmed	14.8 cm high x 13.3 cm wide		
Image area	13 cm high x 11.8 cm wide		
Bleed	15.2 cm high x 13.7 cm wide*		

** includes 4mm bleed on left and right to allow for placement on left or right page.*

Please keep type at least 1 cm from edges of page and spine.

MATERIAL

Artwork can be provided on disk or a high resolution pdf can be emailed (Adobe Acrobat 5, 6 or 7). Quark Xpress files should be in version 6.5 or earlier. Images should be in Photoshop version 9 or earlier. Illustrator files should be saved for version 12 or earlier (please ensure that images placed in Illustrator files are embedded rather than linked). EPS and TIFF formatted files should be moded as CMYK (not RGB). Please keep text at least 10mm from edges of page. A proof of the ad (preferably colour) should be included. **Email address for artwork: yuri@halledit.com.au**

FEATURES FOR 2009

FEBRUARY ISSUE

- Bridges
- Road & Pavement Maintenance
- Pavers & Profilers
- ASPHALT REVIEW
- EQUIPMENT REVIEW: Compactors

APRIL ISSUE

- ITS (intelligent transport systems)
- Stormwater & Erosion Control (silt screens & barrier fences)
- Traffic Control & Management (calming, surveillance & signage)
- ROADMARKER: Line & Road Marking
- EQUIPMENT REVIEW: Dozers, Loaders & Graders

JUNE ISSUE - *Special Small Bridges Conference issue*

- Survey Gear
- Bridges & Culverts
- Road Workzone Safety & Safety Barrier Systems
- Excavators & Attachments
- ASPHALT REVIEW
- EQUIPMENT REVIEW: Pavers & Profilers

AUGUST ISSUE

- Subgrade Preparation (geotextiles)
- Road Building Equipment
- ITS (intelligent transport systems)
- ROADMARKER: Line & Road Marking
- EQUIPMENT REVIEW: Compaction

OCTOBER ISSUE

- Traffic Control & Management (road safety)
- Road Asset Management/Design Software
- ASPHALT REVIEW
- EQUIPMENT REVIEW: Loaders, Dozers & Graders

DECEMBER ISSUE

- Survey Gear
- Safety Barrier Systems
- Hydraulic Excavators & Attachments
- Environmental Dimensions (erosion control)
- ROADMARKER: Line & Road Marking
- EQUIPMENT REVIEW: Pavers & Profilers

STATE READERSHIP BREAKDOWN

NSW & ACT	VIC	QLD	SA	WA	TAS	NT	TOTAL
1570	1184	735	632	716	298	83	5218

INDUSTRY READERSHIP BREAKDOWN

Local Government	2510	Road Industry suppliers	623
Consulting engineers	615	Road authorities, Govt	312
Civil contractors	823	Total	5218
Construction companies	335		

ISSUE DATES FOR 2009

Issue	Published	Editorial & ads to be made up	Material - finished art
February	February 13	January 23	January 30
April	April 10	March 20	March 27
June	June 11	May 21	May 28
August	August 11	July 21	July 28
October	October 12	September 21	September 28
December	December 3	November 12	November 19