

THE
EARTHMOVER
& CIVIL CONTRACTOR



OFFICIAL MAGAZINE OF THE CIVIL CONTRACTORS FEDERATION



Now in its 49th year, *Earthmover and Civil Contractor (EMCC)* is one of the Australian earthmoving and civil contracting sector's most important information sources. It is the official magazine of the Civil Contractors Federation.

Our readers are the people who build and maintain roads, runways, tunnels, bridges, water and sewerage works, power and telecommunications infrastructure and commercial and residential subdivisions.

Each month, except January, the magazine's editorial team brings you:

- News and features by Australia's most highly regarded and highly experienced writers;
- Reviews of interesting construction projects;
- News about industry trends, significant developments and who is winning contracts;
- Forecasts and retrospective recognition of earthmoving legends;
- New products and services;
- Features on equipment like bulldozers, excavators, skidsteers, and backhoe loaders and on industry sectors like road construction, geosynthetics and maintenance.
- Articles on the innovative Earth Award presentations and profiles of the winning projects; and
- State by state reports from Civil Contractors Federation branches.

Every December, we continue the tradition of publishing the *Civil Construction Calendar*. The one month to a page opening publication, is inserted in the last *Earthmover and Civil Contractor* of the year.

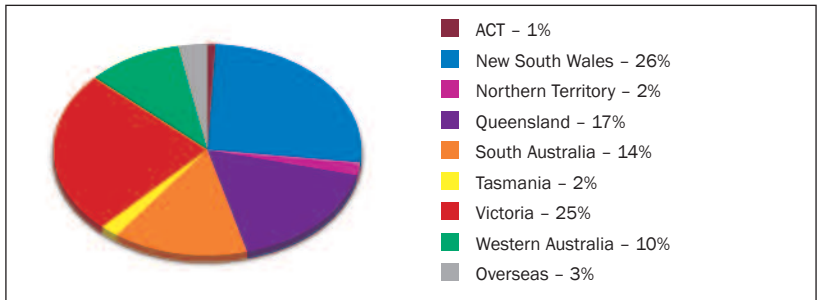
Each January, we publish a reference publication of over 200 pages, covering specifications of all major construction equipment sold in Australia. *Plant Specs*, available in hard copy or online at www.plant-specs.com.au, is widely regarded as the construction industry's most valuable reference guide.

Paid subscriptions sales complement a controlled circulation base. *EMCC* also boasts a significant pass-on readership and is distributed at many top industry tradeshows through the year.

MEDIA KIT
2012



READERSHIP



Each monthly edition of *Earthmover & Civil Contractor* goes to more than 6,500 civil construction contractors, subcontractors, plant hirers, federal, state and local government construction agencies, as well as major equipment suppliers and other service providers. (CAB audited). *Earthmover & Civil Contractor* has spent considerable resources to ensure its readership is accurately targeted.

PLANT SPECS

In place of a January issue of the magazine, we publish *Plant Specs*, the industry's leading reference manual. Mailed to subscribers as part of their annual magazine subscriptions, *Plant Specs* details the specifications for all current and soon to be marketed earthmoving, construction and mass excavation equipment, available in Australia.

Tabbed pages indicate equipment types featured and make the book easy and quick to access.

Full-page advertising is available, as are variable sizes depending on the length of specification tables, for different items of equipment.

Plant Specs is also available online at: www.plant-specs.com.au



ONLINE

The magazine has its own website, www.earthmover.com.au, which features abbreviated contents of the magazine each month. Also, it poses an industry-relevant survey question, to which users can choose to respond, interactively. The weekly newswire is sent to over 6,800 email addresses. These are sourced from the CCF membership and EMCC subscriber bases. Advertising is available on the website and newswire.



CIVIL CONSTRUCTION CALENDAR

Each year, *Earthmover and Civil Contractor* publishes a calendar for the forthcoming January to December year.

A4 size, it is inserted in the December issue of the magazine. A full-page photograph, similar to the example here, usually features an advertiser's equipment. The other page includes a box for each day of that month, with national holidays and Civil Construction Federation events included.



PRINT ADVERTISING RATES

UNIT	Type	Casual	x3	x6	x12
Full Page	full colour	4825	4695	4350	4090
Inside Front Cover	full colour	5550	5275	5005	4730
Outside Back Cover	full colour	5795	5510	5235	4925
Inside Back Cover	full colour	5325	5045	4920	4515
2/3 Page	full colour	3820	3670	3300	3105
Half Page Junior	full colour	3525	3335	3155	2990
Half Page	full colour	2935	2790	2625	2480
1/3 Page	full colour	2045	1950	1845	1745
1/4 Page	full colour	1565	1475	1405	1320
Feature Opener	full colour	5285			
Front Cover	full colour	8055			
Double Page Spread	full colour	9440			

DEADLINES: BOOKING – 14th of month prior
MATERIAL – 16th of month prior

Prices quoted do not include GST. Please add 10% GST to all rates on this page.
Print and online packages by request

WEBSITE & NEWSWIRE ADVERTISING RATES

Weekly NewsWire			Website www.earthmover.com.au		
Small Skyscraper	70 x 85 pixels	\$ 230 per month	Small Skyscraper	140 x 170 pixels	\$ 575 per month
Standard Banner	200 x 53 pixels	\$ 365 per month	Large Skyscraper	140 x 340 pixels	\$ 970 per month
Medium Banner	200 x 120 pixels	\$ 520 per month	News Story Banner	200 x 53 pixels	\$ 400 per month
Large Banner	200 x 180 pixels	\$ 675 per month	Standard Banner	300 x 80 pixels	\$ 520 per month
Leader Banner	350 x 63 pixels	\$ 575 per month	Medium Banner	300 x 180 pixels	\$ 830 per month
			Large Banner	300 x 240 pixels	\$ 1030 per month
Solus Email		\$4000	Leader Banner	468 x 60 pixels	\$ 730 per month

All banners are width x height.

* Please note: Banner sizes for website are newswire are different.

DEADLINES: 7 days prior to advertising commencement

Prices quoted do not include GST. Please add 10% GST to all rates.

To advertise on both Website and newswire, prices must be added together.

Inserts

Single sheet of four pages: Full run: \$4575
Individual states or combination of states: \$785 per 1000
Inserts of more than four pages: POA
Minimum insert charge \$785
Loose inserts: max size 290 x 200mm
Bound: max size A4 with allowance for strip at top and RHS if necessary.

- All rates in \$AUD.
- Please add 10% GST to these rates.

Insert items must be 10mm less than the trim size of the publication.

Weight restrictions may also apply – please contact our account manager for details.

Note: GST now applies to all advertising. However, in virtually all instances, advertising costs will be classed as 'business inputs', and the entire GST element can be claimed back from the Australian Taxation Office. For more information, contact your account manager.

All bookings must adhere to our Terms and Conditions policy. Please find details at the end of this document.

2012 EDITORIAL FEATURES

FEBRUARY	Const Industry Annual Survey Precast & In-situ Concrete Construction Equipment Monitoring Systems OH&S / Industry Training Executive Vehicles
MARCH	Road Pavements/AAPA Directory Hydraulics & Transmissions Buckets & Attachments Steel Construction Metals & Fabrication
APRIL	Backhoes Stormwater Management Pumps Trenchless Technology/Direct. Drilling Cranes
MAY	Bridges, Pipes & Culverts Graders Insurance & Finance Machine Control Recruitment
JUNE	Compaction Plant & Equipment Hire Floats & Trailers Off Road Vehicles
JULY	Wheel Loaders Equipment Maintenance & Welding Construction Software Dump Trucks Cranes
AUGUST	CCF Earth Awards Road Maintenance Mini & Compact Equipment Bulldozers
SEPTEMBER	CCF Earth Awards Excavators Hammers & Attachments Geosynthetics
OCTOBER	CCF Earth Awards Road Subgrade & Material Recycling Screeners & Crushers Engines & Maintenance Tyres & Tracks
NOVEMBER	CCF Earth Awards CCF National Conference Telescopic Handlers / Cranes Skidsteers Marine Construction
DECEMBER	Year in Review Retaining Walls & Tunnelling Sewerage Disposal Insurance & Finance
2013	Civil Construction Calendar

REGULAR FEATURES

News, projects

The magazine has regular correspondents in all state capitals, who keep readers up to date with industry developments in their regions. We provide in depth coverage of road, rail, housing subdivision, marine, tunnelling, water supply and airport infrastructure

New equipment

While Plant Specs is our most important annual reference for new equipment, we devote several pages every month to the latest developments and models, as well as associated equipment not covered by Plant Specs. Also, we attend and report on the main construction equipment exhibitions locally and around the world. They include the major triennial events: Bauma in Munich, Conexpo-Con/agg in Las Vegas, Conexpo Asia and Intermat in Paris.

Earthmoving history

Retired earthmoving contractor and operator trainer Richard Belfield, looks at interesting people, places and incident highlights in the industry's recent and more distant past.

Contracts let

Reed Construction Data supplies us with details of the latest infrastructure tenders let around the country. We devote four to six pages each month to publish this vital and well read information.

State reports

Each state branch of the Civil Contractors Federation, airs issues concerning its members and industry employers each month. Pay rates, OH&S issues, industrial relations, training, and government regulations are some of the items covered regularly.



Full page



Double page spread



half page



half page junior



third page horizontal



third page vertical



quarter page horizontal



quarter page vertical

DEADLINES:

BOOKING – 14th of month prior
MATERIAL – 16th of month prior

FOR FURTHER DETAILS:

Please contact Michelle McDougall on
02 9080 4441 or 0403 008 163 or
email: michelle.mcdougall@informa.com.au

ADVERTISEMENT SIZES

ADVERTISEMENT	SIZE	
Double Page Spread	297 x 420 *	
Full Page (A4 size)	297 x 210 *	* Add 5mm bleed on all sides for full-page and DPS
Half Page	135 x 186	
Half Page junior	200 x 122	* All text and logos must be set at least 10mm in from page edge

	HORIZONTAL	VERTICAL
Third Page	86 x 186	262 x 62
Quarter Page	65 x 186	135 x 88

All specifications are in millimetres, height by width.

MATERIAL SPECIFICATIONS

PRINT REQUIREMENTS

SUPPLYING FILES: Please supply material via email, or CD/DVD. By arrangement, files may be uploaded via FTP.

COLOURS: All advertising must be supplied as CMYK format. We cannot accept responsibility for reproduction of material supplied with RGB or Pantone colours.

FORMATS: Final ad copy supplied in Adobe press-ready PDF preferred. Other file types may be accepted by special request. *We do not accept:* Final artwork created in Microsoft Word, Adobe Pagemaker, Microsoft Powerpoint, Publisher or on Film.

Mailing address for disks:
EMCC, Informa Australia,
PO Box Q1439, Sydney QVB, NSW 1230.

PROOFS: Advertisers must supply colour proofs with all digital material. If no proof is supplied, Informa will take no responsibility for reproduction.

IMAGES: All colour images must be supplied as CMYK in JPEG, TIFF or EPS format. Minimum resolution for all images is 300dpi at 100% print size.

FONTS: Include all fonts in PostScript (printer and screen), NO TrueType – OR convert all fonts to outlines.

DEADLINES: Material must be booked by 14th of month prior to publication.

For further details/specifications:
Jo Fuller Designs. Tel: 02 9970 6714
or email: jodesign@bigpond.net.au

ONLINE REQUIREMENTS

WEBSITE ARTWORK

Website Banner Requirements:

Finalised artwork for the following banners will only be accepted in GIF or JPG formats:

- News Story Ad
 - Leader Banner
- Finalised artwork for the following banners will only be accepted in GIF, JPG or SWF formats:

- Large Skyscraper
- Medium Skyscraper
- Small Skyscraper
- Standard Banner

If submitting swf format, link must be embedded.

Artwork must be optimized for web, at 72dpi

Banner size restricted to 50kb.

* Banners with photography will increase file sizes.

REPORTS:

Clients are recommended to embed tracking into the artwork and/or the hyperlink provided. *Earthmover* can only provide basic reporting.

DEADLINES: ALL artwork to be submitted, with website hyperlink, 7 days prior to advertising period commencement

Size Restrictions:

Size is restricted to take into account various internet speeds. If your banner is larger than the accepted size, it will increase the website loading time, and will therefore be rejected.

NEWSWIRE ARTWORK

Newswire Banner Requirements:

Finalised artwork will only be accepted in the GIF or JPG formats.

Artwork must be optimized for web, at 72dpi

Maximum image size accepted, 50kb

*Animated GIF are accepted however Outlook 2007 will not place animation when email is opened. The first frame of the banner will show. If the first frame is a white, or solid colour – this will display. To be safe, it is recommended you do not use an animated GIF for your newswire advertisement.

Banner size restricted to 50kb.

Plant Specs Online

www.plant-specs.com.au

Long regarded as the most essential reference book for those involved in the Australian earthmoving & civil construction industries, *Plant Specs* is now online to supplement the existing hardcopy directory.

Containing historical plant equipment data from 1985 onwards, *Plant Specs Online* includes eight equipment categories split into fifty five further sub categories, giving the most comprehensive construction equipment classification system in Australia.

These categories include:

- Attachments
- Backhoe/loaders
- Dozers, crawler loaders & graders
- Dump trucks & scrapers
- Excavators
- Wheel loaders
- Compaction/road construction equipment
- Skidsteers & site handling equipment

New Features:

Plant Specs Online will also include the *Plant Specs* directory of suppliers and the CCF Plant Hire Calculators, bringing all the functionality of the hardcopy directory to life with automatic calculations and emailed generation of results.

One of the most important refinements in launching the online directory is the new search tools, allowing users to search via manufacturer, model number, year of manufacture and/or CCF class in addition to the traditional listing model.

These new options enable users to rapidly and accurately conduct their required search yielding precise results in just a few seconds, making the online directory an important accessory to traditional hardcopy users.

Advertising Rates for PLANT SPECS 2012 ONLINE

		Online only	Packaged with Print
Home Page 300 x 140 pixels 3 spaces		\$9000	\$7000
Category Page 300 x 420 pixels 8 spaces		\$7000	\$5000
Subcategory 350 x 160 pixels 50 spaces		\$8000	\$6000
Brand search 20 words 148 spaces		\$2500	\$2000
Enhanced listings Directory of Suppliers, Quick hitches		\$800	\$600

The advertisements will be online for 12 months as per *Plant Specs*.

10% GST must be added to these prices

To discuss the advertising opportunities available please contact National Sales Manager Michelle McDougall on Tel: 02 9080 4441 or email: michelle.mcdougall@informa.com.au

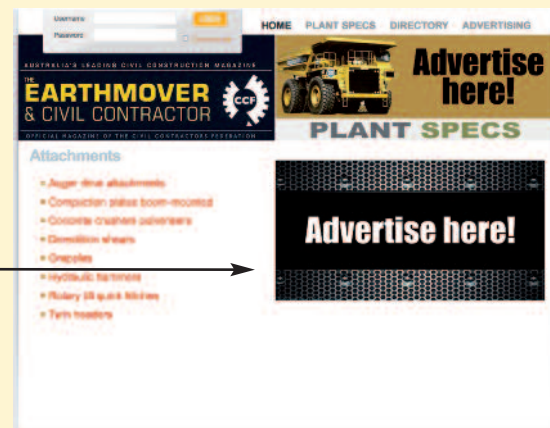
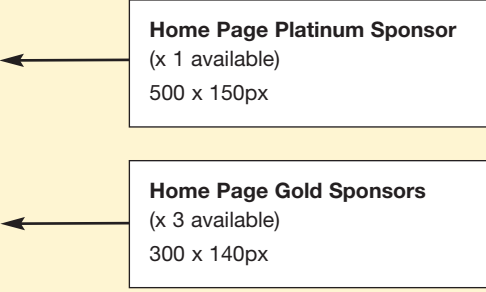
Advertising options

Plant Specs Online



Home Page Platinum Sponsor
(x 1 available)
500 x 150px

Home Page Gold Sponsors
(x 3 available)
300 x 140px



Category Page Sponsorship
(x 8 categories available)
480 x 250px

Subcategory Page Sponsorship
(x 50 available)
350 x 160px

Brand Search Sponsorship
(x 148 brands available)
approx. 20 words



Refine your search

Buy Digge equipment from the only certified Australian reseller. Phone 62 9080 4480 or visit www.diggeaustralia.com

Specs List

Company	ID	Make	Model	Year	CCP	Operating weight (kg)	Standard backhoe capacity (kg)	Standard bucket capacity (kg)	Dig depth (mm)	Reach @ dig depth (mm)	Dig depth at reach (mm)	Max depth of trench (mm)	Depth (mm)	Bucket capacity (kg)	Auto lockout force (kg)	Engine make & model	Engine power (kW)	Is digger	
1	1	Caterpillar	312DL	2011	0	20	1	1987	6420	5200	6.210	5210	5410	1810	2800	CAT C14 ACERT	100	100	4.2
2	2	Hitachi	ZX130P	1992	0	100	2000	200	800	1300	-	576	1950	260	820	Hitachi PE19D-120	-	120	0.4
3	3	Hitachi	ZX130P	1992	0	100	2000	200	800	1300	-	576	1950	260	820	Hitachi PE19D-120	-	120	0.4
4	4	Hitachi	ZX130P	1992	0	100	2000	200	800	1300	-	576	1950	260	820	Hitachi PE19D-120	-	120	0.4

Product Directory of Suppliers Listing & Quick Hitch Suppliers Listing

Enhanced listings are available with logo and priority ranking for enhanced listings. Database will align brands with supplier companies.

TERMS & CONDITIONS

1. These terms apply to all advertisements accepted by the Publisher and specifically exclude any other conditions unless accepted in writing by a director of this company.
2. All advertisements are accepted subject to the space being available and the copy being acceptable to the Publisher.
3. The Publisher reserves the right to suspend, omit or move any advertisement at any time should the need arise. In such a case no claim will be entertained from the advertiser for loss or damages. If such an omission is the fault of the advertiser or his agent, the space remains payable in full if the advertisement did not appear. This applies if copy for a first advertisement does not meet the copy date.
4. While every care is taken to avoid errors, the Publisher cannot accept claims for errors due to inaccurate instructions, or acts of third parties. Where such errors are clearly the fault of the Publisher, and where copy arrived before the copy date, any claim for consequential loss over and above the value of the space itself or a proportion thereof shall not be entertained. If the Publisher considers it necessary to alter the size, position or any other feature of the advertisement, in any situation but a printing or other emergency, the advertiser shall have the right to cancel that advertisement without penalty.
5. The advertiser specifically indemnifies the Publisher against, and warrants that the advertisement does not contravene any Act of Parliament.
6. The advertiser specifically indemnifies the Publisher against any claim whatsoever arising from the publication of the advertisement.
7. In the case of series booking, discounts will be given when the series is booked in advance to be completed within 12 months. Any advertiser who cancels part of a series will be immediately surcharged to the correct rate for the insertions completed.
8. Payment terms are strictly 30 days from the date of publication.
9. Complaints about mistakes or poor reproduction must be received in writing by the Publisher not more than one month after publication date.
10. Where an insert is booked but does not arrive on time the full cost of that insertion remains payable.
11. Cancellations can only be accepted in writing when received six weeks prior to publication date.
12. Copy must be supplied without application by the Publisher. Failure to do so will mean that copy may be repeated at the Publisher's discretion or the advertisement omitted if no repeat copy is available. In either case the full cost of the space remains payable.
13. All copy is held at the advertiser's risk for six months and then may be disposed of without further warning.

THE **EARTHMOVER** & CIVIL CONTRACTOR

FOR FURTHER
INFORMATION

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