

**INDUSTRY UPDATE NOW
PRODUCES VIDEOS**



– 2021 – MEDIA KIT



Industry Update

MANUFACTURING MEDIA

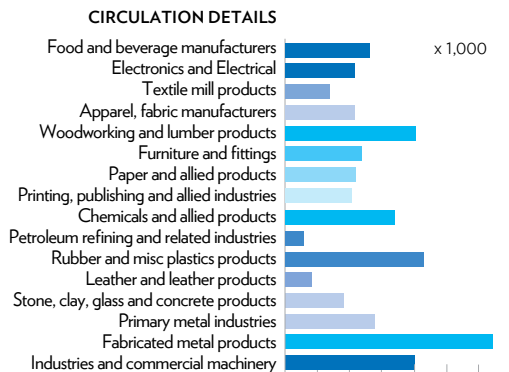
MAGAZINE • VIDEO • SEARCH ENGINE • DIRECT MAIL • DESIGN • PRODUCT CARDS

INDUSTRY UPDATE MANUFACTURING MAGAZINE

Industry Update (IU) is Australia's largest circulating manufacturing magazine. It is the ultimate news and product publication for the manufacturing industry. *(Audited by the Circulations Audit Board)*

DISTRIBUTION AND READERSHIP

Circulation: 19,242 (Current CAB Audit Figures)



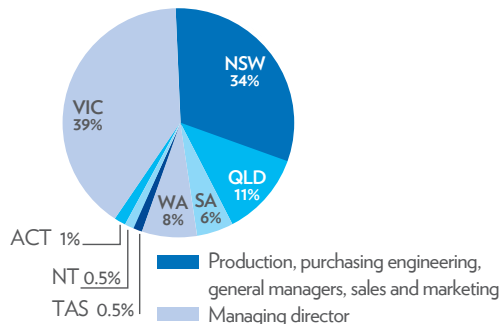
NO.1 INDUSTRY MAGAZINE IN AUSTRALIA

76,968 PER-ISSUE READERSHIP

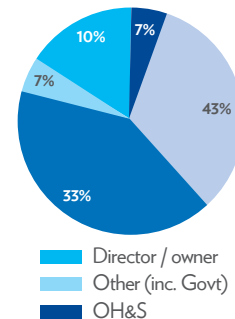
86% ARE KEY DECISION MAKERS

24 YEARS SERVING AUSTRALIAN INDUSTRY

STATE BY STATE BREAKDOWN



POSITION TYPES



CIRCULATION AND READERSHIP PROFILE

Industry Update (IU) is Australia's largest circulating manufacturing magazine. It is the ultimate news and product publication for the manufacturing industry.

IU has an Audited National Circulation of 19,242 and a readership of 76,968, making it the most widely read manufacturing magazine in the country.

The magazine is considered a must-read for the people who make buying decisions. Our readers include top-level management, technical engineers, purchasing and marketing managers – the people you need to reach.

- Industry Update's clear layout makes it a valuable resource guide, offering the reader quick access to thousands of products throughout the year.
- Unlike the internet where you must go searching, Industry Update arrives on the reader's desk.

- Industry Update provides the latest manufacturing news and current affairs as well as informative industry features.
- Industry Update offers business leaders and staff valuable information on important topics like finance, tax, superannuation and manufacturing marketing.
- Industry Update is the only specialist publication to provide regular and comprehensive coverage of vital issues such as safety at work, manufacturing technology, industry training and the environment.
- Industry Update manufacturing product cards continue to be a successful direct marketing tool.

We have developed a unique style to meet the needs of industry advertisers and decision makers. IU is densely packed with relevant information and free of 'filler' copy. This makes IU the ultimate time-efficient read. Published bimonthly, IU is always fresh and relevant to the needs of our advertisers and their markets.

INDUSTRY UPDATE FEATURES LIST 2021/2022

REGULAR FEATURES:

- **Introducing: Security**
- **Workplace Safety**
- **Environment/Waste Management**
- **Machinery, Metalworking and Machine Tools**
- **Business, Finance and Marketing**
- **Education, Training, Skills, Apprentices and Recruitment**

2021

FEBRUARY

- Focus: South Australia and NT Manufacturing
- Materials Handling
- Industrial Doors, Products and Acc.
- Electronics

APRIL

- Focus: Queensland Manufacturing
- Australian Manufacturing Week Preview
- Auspack Preview
- Workplace Health & Safety Show Preview
- Welding and Cutting Technologies
- Pollution control
- Industrial Lighting
- Industrial Flooring
- Machine Building
- Electronex Exhibition Preview

JUNE:

- Focus: Western Australian manufacturing
- Materials Handling
- Foodpro Preview
- Energy Efficiency
- Packaging Equipment, Packaging & Labelling
- Robotics, Automation and Production Control
- Warehousing and Storage

AUGUST

- Industrial Cleaning Products
- 3D Technologies
- Test & Measurement: Weighing, Sensors & Instruments
- Compressors and Pneumatics
- Fluid Controls, Pumps, Pipes and Valves
- Industrial Flooring
- Electronex Exhibition Preview

OCTOBER

- Cooling and Fans
- Packaging, Wrapping and Labelling
- Motors and Drives
- Pollution Management
- Solar and Emergency Lighting
- Machine Building

NOVEMBER

- LED Lighting
- Alcohol and Drug Awareness Safety Feature
- IT Hardware and Software
- Fasteners and Adhesives
- Workplace Hygiene

2022

FEBRUARY

- Materials Handling
- Industrial Doors, Products and Accessories
- Electronics
- AUSPACK Preview
- ARBS Preview

APRIL

- Preview NMW and Austech 2021
- Workplace Health & Safety Show Preview
- Welding and Cutting Technologies
- Pollution Control
- Industrial Lighting
- Machine Building

JUNE

- Materials Handling
- Energy Efficiency
- Packaging Equipment, Packaging & Labelling
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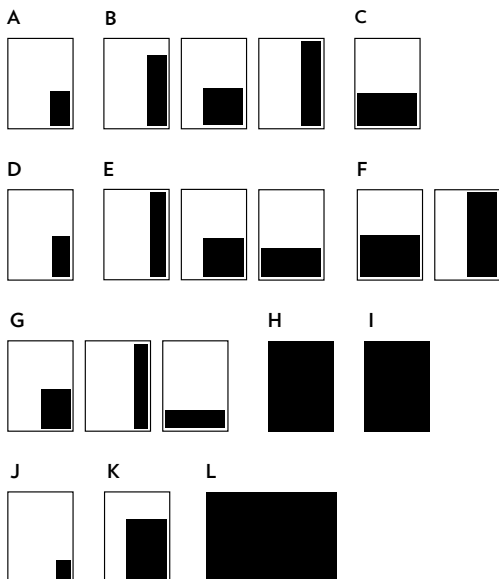
OCTOBER

- Cooling and Fans
- Packaging, Wrapping and Labelling
- Motors and Drives
- Pollution Management
- Solar and Emergency Lighting
- Machine Building
- Electronex Exhibition Preview

NOVEMBER

- LED Lighting
- Alcohol and Drug Awareness Safety Feature
- IT Hardware and Software
- Fasteners and Adhesives
- Workplace Hygiene

*Please Note - Features listed for exhibitions and trade shows are based on the best information that we had at the time that this media kit was printed. All exhibitions will be subject to laws relating to COVID-19 at the time that each show is planned.



A	1/6 Front Cover	74mm (w) x 133mm (d)
B	Third Page Front Cover	74mm (w) x 267mm (d) / 151mm (w) x 133mm (d) / 74mm (w) x 310mm (d)
C	Half Page Front Cover	231mm (w) x 133mm (d)
D	1/6 Inside Page	74mm (w) x 155mm (d)
E	Third Page Inside	73mm (w) x 320mm (d) / 152mm (w) x 155mm (d) / 230mm (w) x 100 mm (d)
F	Half Page	230mm (w) x 155mm (d) / 113mm (w) x 320mm (d)
G	Quarter Page	113mm (w) x 156 (d) / 53.25mm (w) x 320mm (d) / 230mm (w) x 75mm (d)
H	Full Page	245mm (w) x 340mm (d) + 3mm bleed
I	Back Cover	245mm (w) 340mm (d) + 3mm bleed
J	Flash Ads single	54mm (w) x 66mm (d) / double 113mm (w) x 66mm (d)
K	Junior Page	170mm (w) x 230mm (d)
L	Double Page Spread	490mm (w) x 340mm (d) + 3mm bleed

2021 MAGAZINE DEADLINES

ISSUE	Advertising	Editorial	Final Copy	Publish Date
February	9.2.21	9.2.21	11.2.21	25.2.21
April	6.4.21	6.4.21	12.4.21	21.4.21
June	2.6.21	2.6.21	4.6.21	17.6.21
August	21.8.21	21.7.21	28.7.21	9.8.21
October	17.9.21	17.9.21	27.9.21	5.10.21
November	29.10.21	29.10.21	5.11.21	15.11.21

PREFERRED MEDIA FOR REPRODUCTION:

- Adobe Acrobat with all fonts embedded
- PDF files that contain no spot colours
- Microsoft Word text and separate scans of pictorial matter plus layout requirements for internal production

Please also note that all pictorial content should be supplied in CMYK and at a minimum of 300dpi. Additional production charges may be incurred.

MAGAZINE ADVERTISING RATES

PRINT PRICING

All rates quoted on this page exclude GST. All rates in Australian dollars. Advertisers outside of Australia must pay in Australian dollars and GST is NOT payable companies outside of Australia.

INSERTS

Times by 19 x (per thousand)

\$350 up to 10 grams

\$400 up to 20 grams

\$450 up to 30 grams

\$500 up to 40 grams

Heavier weights need to be quoted

Fly Sheet

Industry Update Mailing Address Sheet

Each IU Cover sheet offers clients a prime advertising space. Included: square section on front and full reverse side

A4, 4 colour \$3077 *4 colour \$4095 plus tax

FRONT COVER WRAP AROUND

Trim, fold and saddle stitch onto outside IU Magazine (at head)

A6 Size flat 210mm (w) x 148mm (d) + 3mm bleed

Folded size 105mm (w) x 148mm (d)

Double Page flat 490mm (w) x 340mm (d) + 3mm bleed

Folded size 245mm (w) x 340mm (d)

Colour and stock CMYK (double sided) at 150gsm (gloss art)



A6 front cover wrap around \$7,770. Production costs to print wrap around \$1,500

*All rates are plus 10% GST

	Program	1 edition	2 – 3 editions	4 – 5 editions	6 editions
Front Cover Ads	1/6 Page	\$3,950	\$3,750	\$3,450	\$2,950
	1/3 Page	\$5,050	\$4,750	\$4,450	\$4,150
	1/2 Page	\$8,560	\$7,700	\$6,900	\$6,600
	A6 front cover wrap around \$7,770				
Standard Ads - Inside Magazine	1/6 Page	\$2,450	\$2,250	\$1,850	\$1,650
	1/4 Page	\$2,850	\$2,550	\$2,250	\$1,850
	1/3 Page	\$3,150	\$2,850	\$2,550	\$2,050
	Half Page	\$4,200	\$3,780	\$3,300	\$2,950
	2/3 Page / Junior Page	\$4,850	\$4,350	\$3,950	\$3,550
	Full page	\$6,600	\$5,950	\$5,550	\$4,650
	Double page spread	\$12,000	\$11,000	\$10,000	\$8,000
	Flash single ads	\$550	\$450	\$350	\$350
Flash double ads	\$650	\$550	\$450	\$450	

*Back Cover add 10% loading to full page rate. Cover and Premium ads are payable 60 days prior to publication. *10% agency rebate on net rates *Rates are in Australian Dollars only

**INDUSTRY UPDATE MANUFACTURING VIDEOS:
MORE THAN 1,300,000 IMPRESSIONS AND 613,000 VIEWS
IN THE FIRST TWO YEARS**

THE REVOLUTION IN TRADE MEDIA

Industry Update launched its manufacturing video channel in August 2017 and the industry's response has been phenomenal.

As a new trade media concept for the manufacturing industry, the videos provide high-impact exposure that gathers very high response rates for advertisers.

The channel is hosted by one of Australia's best known and trusted news and sports journalists, Tim Webster, who presents the content in a 6pm nightly news format, providing massive credibility and instant recognition.

The channel programming has expanded since launch, and now combines product news with case studies and documentary programmes.



Quick Bite Videos

These videos run for about 15 seconds and are a quick and easy way to reach buyers through online advertising and social media.

Just \$777.00 plus tax per video.

PRODUCT VIDEOS

HOW PRODUCT VIDEOS WORK

- Filmed in a 6pm nightly news broadcast style, creating a high level of integrity for clients' products and services
- Videos run maximum of one minute per video and are sold as four x one minute videos in a Video Pack
- First released in the IU e-newsletter, IU website and on the IU YouTube page. Videos released over 4, 8 or 12 weeks options
- Tim's 40 years experience and well known voice ensure unbeatable delivery of content. Tim is the best-known journalist to the manufacturing demographic
- Television quality production
- Advertisers may use their videos anywhere once they have been released on IU media platforms.



PRODUCTION REQUIREMENTS

The production process is very straight forward and requires very little input from advertisers.

- Advertisers only need to provide four-to-five bullet points for each video as Industry Update editorial staff will write the scripts
- Provide photography stills and/or video as overlay

PRODUCT VIDEOS	CURRENT MAGAZINE ADVERTISER	NON MAGAZINE ADVERTISER
1 x Video Pack of 4 x 1 min	\$5,700	\$6,700
2 x Video Pack of 8 x 1 min	\$9,700	\$10,700
3 x Video Pack of 12 x 1 min	\$12,500	\$15,500

Rates + 10% GST

CASE STUDY VIDEOS

Our brand new case study videos and testimonial videos run for two to three minutes each. These videos are different to our standard one-minute product videos.

Potential buyers want to know more before they make purchasing decisions and they want to learn more about you and your business. And they want to discover this vital intelligence from the comfort of their office.

Industry Update Case Study Videos and Testimonial Videos are the answer! Our unique video business is the revolution in the delivery of information and technology to help your potential, current and past customers to learn more about dealing with your business. People really care about and the experience of others and if they are happy customers.

Industry Update will film an interview with you and your customer on location at your customer's premises. This is particularly helpful if your business has recently made an installation or similar that we can film and show in detail.

There are many options of what we can do in Industry Update Case Study Videos and Testimonial Videos, and the sky truly is the limit!



CASE STUDY VIDEOS	CURRENT MAGAZINE ADVERTISER	NON MAGAZINE ADVERTISER
1 x Video of 3 minutes	\$4,700	\$5,500
2 x Video of 3 minutes	\$7,900	\$9,500
3 x Video of 3 minutes	\$12,000	\$13,500

Rates + 10% GST

*Tim Webster available as host on request. Additional expenses apply.

Additional expenses may apply to Case Study Videos & Documentaries due to filming on location. Expenses outside of the Sydney metro area include airfares, car hire or cabs, meal expenses and airport transfers. We will always seek your approval before booking airfares and attempt to get the best price, but keep in mind that if we are unable to complete filming in one day on an interstate shoot then airfare change fees may apply. Further, if additional days are also required to complete filming each additional day is due and payable by the client at \$950.00 plus tax per day. If required, hotel costs are also payable by the client and we will do our best to achieve the lowest rates and save money for each client.

NEW DOCUMENTARY VIDEOS

With ever increasing demand, Industry Update has expanded its video offerings to include short format documentaries for our manufacturing audience. Covering any area from Workplace Safety to Automation and Materials Handling, we can produce a documentary that delivers the strongest possible message as to why your product or service is an industry leader.

Our documentaries run in a 10-minute format, which can be combined with additional documentary videos to create a series. We will reach out to the experts and officials of your industry so they can be interviewed as a spokesperson. Having an unbiased third party commenting on your behalf ensures maximum credibility and gives a unique edge over your competitors.

You will need to provide us with a topic for the documentary. The Industry Update writing team will then research the given topic and investigate an angle to showcase your product or service. We film on location anywhere within Australia with an Industry Update reporter to meet your clients and visit your facilities.

**For pricing and availability, please contact
Scott, Dom or Glyn on 02 9439 1288**

HOW THEY WORK

- Filmed on location anywhere within Australia.
- Included interview with a spokesperson from the industry.*
- On-location shoot with Tim Webster or an Industry Update reporter.**
- 10-minute documentary format suitable for online publishing and distribution.
- Scripts are written by Industry Update and approved by you prior to filming.



*Interview with Industry Expert is subject to availability and approval.
**On-Site shoot with Tim Webster is subject to pricing and availability.

MANUFACTURING PRODUCT CARDS

Today people are **bombarded with electronic e-newsletters and information**, many are deleted without consideration. It is harder than ever to get noticed in today's busy world. Businesses need to stand out!

Industry Update Manufacturing Product Cards arrive on the reader's desk as an individual pack, separate to the magazine, wrapped in clear plastic. As the **product cards are unique they grab people's attention immediately**, guaranteeing rapid response from readers leading to new sales.

Product cards are **great for promoting** new products, special offers, services, company name or address changes

PREFERRED MEDIA FOR REPRODUCTION:

- Size: 210mm (w) x 99mm (d) + 3mm bleed all round
- Adobe Acrobat with all fonts embedded
- PDF files that contain no spot colours
- Microsoft Word text and separate scans of pictorial matter plus layout requirements for internal production

Please also note that all pictorial content should be supplied in CMYK and at a minimum of 300dpi. Additional production charges may be incurred.

PRODUCT CARDS 1 Pack per year

1 Card	\$3,528 per card	Front card \$4,000
2 Cards	\$2,976 per card	
Set 13	May 2021	

STAND OUT & INCREASE SALES

with our exclusive product cards

ASK US ABOUT OUR PACKAGE DEALS

Past advertisers have reported hundreds of responses from Industry Update product cards with one safety advertiser reporting **OVER 1,000 RESPONSES!!**

“With rising costs and shrinking budgets making sure we have bang for our buck is an absolute necessity to continue to partner with any publication.

Ansell used Jet interactive to monitor ROI with Industry Update. Through this service we managed to generate solid leads that we have traced back to revenue.

By using services like this we have happily continued to partner with Industry Update as our premium media partner.

- David Nicholls
Marketing Manager, Ansell Healthcare

Product Cards are mailed to Industry Update Magazine subscribers. They are mailed as an individual pack and not with the magazine.



12,785 Monthly Visitors
Thousands of Suppliers and Products
9,755 Newsletter Subscribers

MOBILE RESPONSIVE

The Industry Update website is mobile responsive, offering a customised browsing experience no matter what device our audience is using. Our adaptive layout ensures easy access to key features of the site from desktops, laptops, tablets and phones.

VISUAL OVERHAUL AND SIMPLIFIED SEARCH

In 2015 Google made significant changes to the way it interacts with portals like industryupdate.com.au and Industry Update Media immediately amended the way that we structure our site.

Google was less interested in the quality of the listings content and was far more concerned with editorial credibility, with a strong reliance on unique text. As such, Industry Update immediately focused all our attention on every single detail which Google recommended.

Over the last few years those changes have proved to be very fruitful for industryupdate.com.au with our daily traffic increasing from about 2,000 visitors to 12,785 monthly daily. Over the 12 months from October 2018 to September 2019, industryupdate.com.au Google Analytics record massive growth in traffic volumes to an incredible 2,911,795 annual page views.

Industry Update Manufacturing Magazine is the market leading publication in print products available to Australian manufacturing readers and now industryupdate.com.au extends our clients reach to the international market.

POSITIONING ITSELF AS A TRUSTED ONLINE NEWS PORTAL

Industry Update Magazine gained its No. 1 position by delivering the most relevant in-depth content to help build the largest, most engaged readership in the market. industryupdate.com.au takes this strategy into the future by providing the same level of quality content to our readers online and comfortably moves into its new role as market leader in delivery of industry news online. industryupdate.com.au features new online-only content including:

- Feature video interviews with industry leaders.
- Interactive guides on topics like workplace OH&S and marketing etc
- Online leadership through in-depth feature series on critical content.

Quality content means quality traffic: our strategy is intended to encourage key decision makers in various sectors of industry to engage with content more deeply and come back more regularly. A greater level of engagement gives advertisers more opportunities for effective, targeted promotion of their products.

NEW HIGH IMPACT IMMERSIVE ADVERTISING

Our Portal's new immersive ads give advertisers the opportunity to create highly targeted, powerful visual imprint on all visitors to industryupdate.com.au.

Immersive advertising takes centre stage on the Industry Update site. If you really want to send a message to decision makers in the manufacturing industry then Immersive is the right choice! Immersive ads include the top banner, left and right side skyscrapers and MREC. Just \$5000.00 plus tax per month. Our in-house creative team will work with you to design interactive / immersive advertising campaigns, including:

- Masthead – high impact static ads integrated into our site portal masthead for maximum exposure
- Immersive ads - Full header ads combining immersive home page graphics with interactive components
- Custom competition and survey pages
- Email campaigns to communicate directly with our engaged audience
- Video and banner ad light-boxes

SEO INVESTMENT

industryupdate.com.au ranks highly on highly targeted/ niche Industry, Manufacturing and Business and Finance search terms on Google. The portal has been developed to optimise content for search so that users on Google are pulled directly to your product / company profiles on industryupdate.com.au.

REPORTING AND MEASUREMENT

The portal includes a comprehensive live reporting centre to help advertisers measure the impact and value of their investment. Just log on and get your stats 24/7!

INDUSTRY UPDATE SEARCH ENGINE

Industry Update Online Packages have been created to give advertisers maximum exposure by creating profiles that include:

- Introduction about your company
- All contact details
- Unlimited* upload of products, editorials, case studies and videos available on some packages.
- Products and news items from your listing will be featured in our twice-weekly e-newsletter
- Upload text that has not already been used elsewhere online. This will ensure that Google will index your content. Please note that only changing a word or two will not be sufficient. You must rewrite your information so that it sounds at least a little different. We understand that this is time consuming and we are able to assist with editorial writing services. Please ask your account manager about this service.

- The ability to self-schedule products to be advertised in our bi-weekly e-newsletter on dates of your choosing

The Industry Update Manufacturing News & Search Engine is very different to our competitors! We have deliberately taken a different approach because we have a very different view about trade media and the people who use trade media products. As such, we believe our products engage the reader more effectively than our competitors! Please take a close look at all Industry Update Manufacturing Media Products and see what you think!

**Unlimited upload restricted to Diamond advertisers and major magazine advertisers that buy print and online services from Industry Update Manufacturing Media*



^All rates plus GST

SPONSORED CONTENT

Whilst industryupdate.com.au prefers not to have any sponsored (paid editorial) we have decided, due to enormous popular demand, to create a small section on our website for sponsored content.

The section appears on in yellow on our homepage.

Sponsored Content will not appear in the magazine at this stage.

Each article below, max of 600 words and up to 2 pictures

No. of Articles per year	1-2	3-4	6+
	\$1,500 ^{ea}	\$1,100 ^{ea}	\$700 ^{ea}

PACKAGES	Gold	Platinum	Diamond
Branding – Your brand (logo) is displayed on Industry Update	Yes	Yes	Yes
Online Statistics	Yes	Yes	Yes
Priority Placement – of supplier listings in directory categories	3rd	2nd	1st
Newsletters (2, 3 and 4 news items a month and logo inclusions)	4	6	unlimited
Content – Publish product listings, reviews, news releases, feature articles & events.	60 items	200 items	unlimited
Multiple Category Listing	6	12	unlimited
Video – product demonstrations &/or company announcements	3	6	unlimited
Featured New Products Page	Yes	Yes	Yes
Yearly	\$2,200 [^]	\$4,000 [^]	\$7,000 [^]
Rates for magazine advertisers	\$1,870 [^]	\$3,200 [^]	\$5,000 [^]

^All rates plus GST

Please also note the specs below must be followed accurately. Material provided incorrectly cannot be used and the ad will not be placed.

BANNER ADS

On rotation with up to 2 other advertisers for top banner

WEBSITE AD RATES		Share of Voice			
		33%	66%	100%	
A	Top Banner	\$1,500	\$2,000	\$2,500	+ GST per month
B	Left Skyscraper	\$1,500	\$2,000	\$2,500	
C	Right Skyscraper	\$1,500	\$2,000	\$2,500	
D	Top MREC	\$1,500	\$2,000	\$2,500	
E	Lower MREC	\$1,200	\$1,400	\$1,600	
F	Bottom Leaderboard	\$1,200	\$1,400	\$1,700	

IMMERSIVE

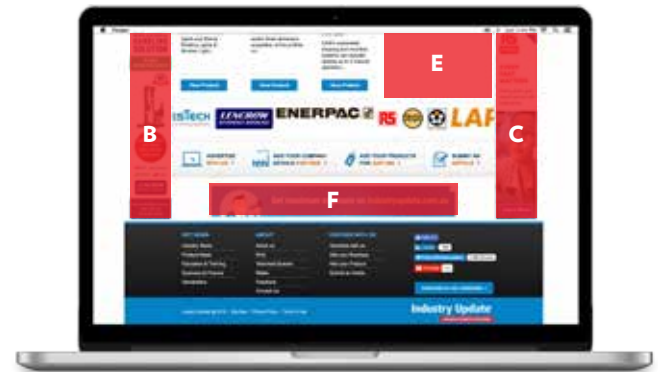
Immersive Advertising: Rate is \$3,500.00 for one week. Immersive is multiple banner ads on the homepage at one time. The positions are A,B & C.

WEBSITE BANNER SPECS – jpeg, gif or png. Maximum file size 1mb.

A	Top Banner	960px (w) x 90px (d)
B	Left Skyscraper	120px (w) x 600px (d)
C	Right Skyscraper	120px (w) x 600px (d)
D	Top MREC	300px (w) x 250px (d)
E	Lower MREC	300px (w) x 250px (d)
F	Bottom Leaderboard	960px (w) x 90px (d)



Scroll top of home page



Scroll bottom of home page

EDM – EMAIL BLASTS

EDM's, also known as an Email Blasts, are an effective and legitimate marketing method to get your information to the Inbox of potential buyers – fast!

By using the registered, well known and trusted manufacturing media brand Industry Update, you will have far more chance of getting your message delivered to readers of Industry Update Manufacturing Magazine.

How it works:

- Supply your content and we will email to our e-newsletter Industry Update mailing list
- Readers who have opted out of 3rd party emails do not receive our Email Blasts.
- 2 emails blasts per month (Ensures people do not get bored and stop reading)
- 11,000+ of our subscribers will receive your content
- Industry Update Email Blasts are not spam!

If you would like to see how effective an Email Blast can be, please contact us today!

Rate: \$4000 + GST

EDM SPECS

The pictures need to be a maximum width of 600px and no more than 15Mb
Must be .html format



E-NEWS RATES AND SPECIFICATIONS

INDUSTRY E-NEWS

Stay Up To Date between editions and Industry Update Magazine. It has never been more important to be informed with vital industry news.

Key Features and Benefits

- Delivered directly to your Inbox
- Most up-to-date News
- Case Studies/Technology Articles
- Latest Products
- Manufacturing Videos

Published twice weekly to our circulation of 11,500 each mailing.

1 day is \$350, 2-day pack is \$595 and a 4-day pack is \$896.

For more frequent mailings please contact us.

E-NEWSLETTER AD SPECS – jpeg, gif or png.
Maximum file size 5mb. 600px (w) x 60px (d)



Subscribe to Our Twice Weekly e-Newsletter

MEET THE TEAM



SCOTT FILBY
Founder and Director



IAN MOORE
Acting Editor



ANNAMARIE REYES
Writer



JULIET NELSON
Production Manager



LYN SLIGAR
Accounts Receivable



MICHELLE ALCOCK
Finance & Accounts



NICOLE CHARLES
Administration



DOMINIC TUSA
Advertising Sales Manager



GLYNN SMITH
Sales Manager



MATTHEW LAM
Designer



TRACY FILBY
Circulation & Data Manager

DOWNLOAD OUR MEDIA KIT

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