



ecogeneration



THE VOICE FOR AUSTRALIA'S CLEAN ENERGY INDUSTRY



7 REASONS TO ADVERTISE



1. *EcoGeneration* is the premier magazine for the Australian clean energy industry.
2. *EcoGeneration* offers a suite of products, including the printed and digital magazine and directory, e-news, maps, networking opportunities and events – it is your one-stop-shop for reaching the industry.
3. *EcoGeneration* is mailed directly to over 6,400 key players in the Australian clean energy industry.
4. The magazine is distributed at key clean energy events throughout the year ensuring additional value for your investment.
5. Magazine advertising remains the most effective way to market your products and services.
6. Quality editorial and design means your advert always makes the best impression.
7. Readers often refer to magazines multiple times, even saving them for reference, offering advertisers ongoing exposure opportunities.

“ *EcoGeneration* is a trusted resource for the industry. ”

A VOICE FOR AUSTRALIA'S CLEAN ENERGY INDUSTRY

EcoGeneration is the magazine for Australia's clean energy industry.

The magazine is the flagship of a range of products that span both print and online, giving you unparalleled access to this industry.

EcoGeneration is directly mailed to over 6,400 subscribers and the magazine is also distributed at a range of industry events throughout the year.



“EcoGeneration is read by decision makers in the clean energy industry and government.”

DEMOGRAPHICS



PRINT

Recognised as the premier source of information about the clean energy industry, *EcoGeneration's* subscriptions are growing strongly.

Readers include:

- Installers and designers of clean energy systems
- Large project developers and project service providers
- Consulting engineers
- Government employees
- Economists, financial and legal advisors
- Equipment and component manufacturers and suppliers
- Energy retailers and energy service providers
- Researchers and academics



CIRCULATIONS
AUDIT BOARD

Average Net Distribution 6,474

Period ending September 2011

ONLINE

EcoGeneration e-news
6,900 copies each weekly

SOURCE: Publishers own data.



CIRCULATIONS
AUDIT BOARD

March 2012

Page impressions (monthly): 20,168

Unique visitors (monthly): 8,574

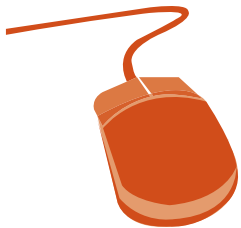
INTEGRATED MARKETING SOLUTIONS

MORE THAN JUST A MAGAZINE



Print advertising is a trusted way to build your brand and reputation

+



Online advertising can be immediate and measurable

+



Events allow you to make a direct connection with your customers



IN PRINT

EcoGeneration

EcoGeneration is the media leader providing quality coverage of the news, policy, projects and people that matter to the clean energy industry in Australia. Advertising in the magazine provides companies with the ideal forum to promote their products and services to a readership of key decision makers.

[Advertising rates](#) 🔗

[See also: Solar Australia](#) 🔗



Maps and wall charts

EcoGeneration produces a range of in-depth and informative posters that are distributed to subscribers as an insert in the magazine, including Australian maps, world maps and wall charts featuring clean energy projects, technologies and processes.

The posters are also available for sale in the *EcoGeneration* online shop. They are a highly useful tool for the clean energy industry, designed to be kept for a period of 12 months for reference and updated with new information annually.



Solar Map of Australia



Wind Map of Australia



Energy Efficiency Wall Chart

For further information on advertising rates for maps and wall charts, see page 12.



EDITORIAL SCHEDULE

	JULY/AUG 2012 CLEAN ENERGY WEEK EDITION	SEP/OCT 2012	NOV/DEC 2012	JAN/FEB 2013	MAR/APR 2013
DEADLINE:	25 May 2012	3 August 2012	28 September 2012	23 November 2012	8 February 2013
MAIN FOCUS:	Solar	Bioenergy	Asia-Pacific region review	Wind	Solar developments
TECHNOLOGY FEATURE:	Powered by the sea	Solar heating and cooling	Energy efficiency	Geothermal	Bioenergy
PROJECT FOCUS:	Gas	Delivering wind projects	Solar	Co- and trigeneration	Water
SPECIAL FEATURE:	Hydrogen	Industry events	Electric vehicles	Investment in renewables	Country in focus: North America

“ Multiple bookings also provide better advertising positioning and editorial options. ”

Every edition of *EcoGeneration* includes the very latest in industry news, projects, people and policy developments. The magazine also offers readers a behind the scenes look at some of the most successful companies operating in Australia, combining candid interviews with in-depth project profiles and expert analysis.

See our advertising rates [🔗](#)

EDITORIAL INFORMATION

Editorial

Articles and press releases relating to new products and technology are welcome. The Editor does not guarantee publication of material submitted.

Editorial material is preferred by email. The preferred format is Microsoft Word. Please contact the Editor to discuss any editorial options further. Press releases can be sent directly to:

query@ecogeneration.com.au

Photographs:

Digital: TIFF, EPS or JPG at a minimum of 300 DPI.

Images relating to the article should also be sent for consideration with captions to go with each image. Images should be sent in separate individual files and not part of any Word or other file/document.

Editorial Policy

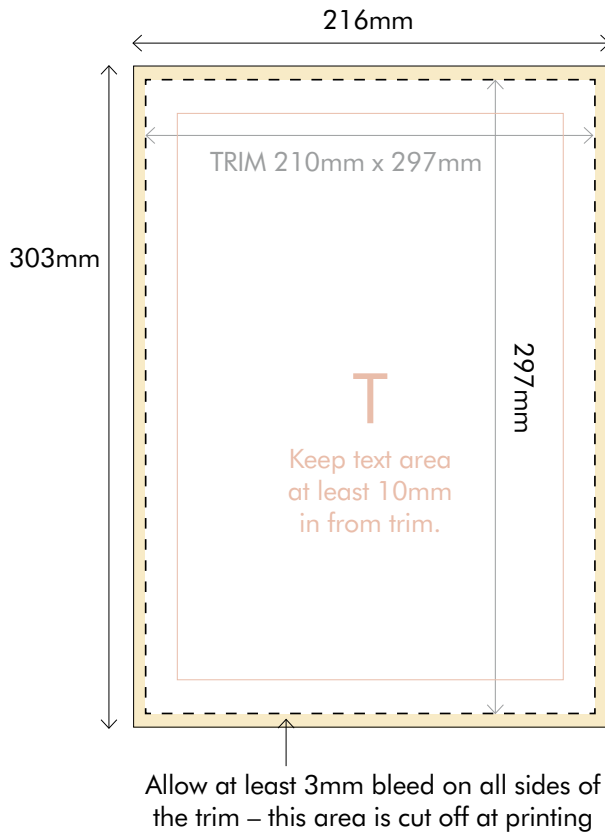
Unless explicitly stated otherwise in writing, by providing editorial material to Great Southern Press (GSP), including text and images, you are providing permission for that material to be subsequently used by GSP, whole or in part, edited or unchanged, alone or in combination with other material in any publication or format in print or online or howsoever distributed, whether produced by GSP and its agents and associates or another party to whom GSP has provided permission.



“ Full page advertisements are available from only \$2200. ”

ADVERTISING SPECIFICATIONS

All images submitted should be in CMYK with a minimum resolution of 300 DPI.



Advertising

Advertising rates are based on artwork being supplied on disk (preferably in print ready PDF, InDesign CS4, TIFF, EPS [with fonts converted to outlines]) by the advertiser or advertising agency. All full page ads require at least 3mm bleed on all sides.

Advertisement Design

We can design your advertisement if required.

Please provide:

- A high resolution logo
- High resolution images to be included in the ad
- Contact information to be included in the ad
- Any other key information you would like included

Our design team will then put together a proof and send back to you for approval.

✓ DO

- Supply a sketch outlining your basic design.
- Supply your ad text in your email, or as a word document.
- Remember to attach all relevant logos.
- All photos supplied need to be high resolution (300 DPI) JPEGs.

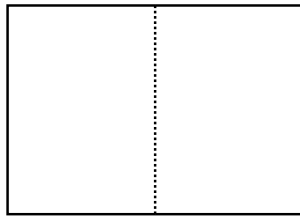
X DON'T

- Do not spend any time designing your ad in Word, Excel, Publisher or Powerpoint as we can not place these files in our design package.
- Do not supply us with photos or logos off the web – these are low resolution (72 DPI).

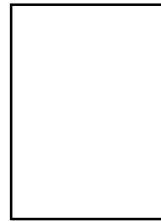
ADVERTISING RATES & SIZES

ECOGENERATION

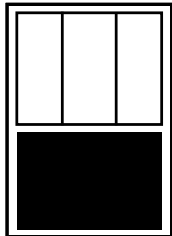
Prices per Insertion (all prices are inclusive of GST)



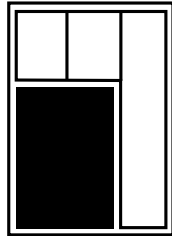
Double Page (Trimmed Size)
420mm x 297mm
Double Page (Bleed Size)
426mm x 303mm



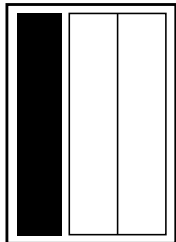
Full Page (Trimmed Size)
210mm x 297mm
Full Page (Bleed Size)
216mm x 303mm



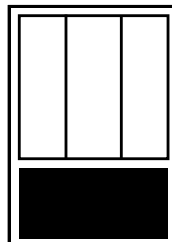
Half Page (Horizontal)
185mm x 125mm



Half Page (Island)
122mm x 185mm



Third Page (Vertical)
59mm x 267mm



Third Page (Horizontal)
185mm x 83mm

	6 TIMES	TWICE	ONCE
Outside Back Cover	\$2970	\$3564	\$3850
Inside Front Cover	\$2772	\$3300	\$3575
Inside Back Cover	\$2772	\$3300	\$3575
Page One	\$2640	\$3135	\$3300
Double Page Spread (Inside Front Cover / Page One)	\$4400	\$5225	\$5500
Double Page Spread	\$3520	\$4180	\$4400
Full page	\$2200	\$2607	\$2750
Half Page	\$1584	\$1870	\$1980
Third Page	\$1232	\$1463	\$1540

Colour: All adverts are full colour

Special Spot Colour: add \$440

Guaranteed early right-hand pages in *EcoGeneration* are subject to a 15% positional loading fee.

“ Multiple bookings provide excellent value and ensure extended exposure, particularly if you book all six editions. ”

ADVERTISING RATES & SIZES

WIND MAP OF AUSTRALIA & SOLAR MAP OF AUSTRALIA

Prices per Insertion (all prices are inclusive of GST)

1.



Single block (100mm x 70mm)	\$1375
Two blocks horizontal (205mm x 70mm)	\$2475
Two blocks vertical (100mm x 150mm)	
Three block horizontal (310mm x 70mm)	\$3712.50
Three blocks vertical (100mm x 230mm)	
Four blocks (205mm x 150mm)	\$4950

Other combinations available. Contact us if you require four or more blocks.
Colour: All adverts are full colour

2.



“ Don't forget that multiple blocks could be vertical or horizontal...” ”

ONLINE ADVERTISING

Reach your customers in a fast and targeted way with online advertising.



EcoGeneration website

The website has quickly become the portal for the industry. As the place to begin for industry information, magazine issues, the latest news, the *Clean Energy Directory* and more, this high-traffic, content-rich site presents excellent promotional opportunities. A limited number of premium positions are available, as well as zero-risk, highly measurable per click places. Check out the website www.ecogeneration.com.au



EcoGeneration e-news

Readers can keep in touch between issues of the magazine by receiving the regular *EcoGeneration e-news* delivered straight to their inbox. If you've got news that just can't wait, or want to reach readers directly and quickly, then advertising in *EcoGeneration e-news* will meet your needs. Sent fortnightly, the e-news currently reaches over 6,900 individual email addresses.

The lead banner in one issue is \$550, or cheaper if packaged with print advertising.



ONLINE ADVERTISING

Branding campaign

This package complements your print presence and establishes you as a leader in the industry. It includes leading positions across the website and newsletter and ensures that everyone knows who you are.

Product sales

Aimed at getting results, this option includes strategic placement of your advertising across the website and newsletter, as well as being able to include product stories on the site which will help drive traffic through product related searches, allowing you to reach an even wider audience of people looking specifically for the products you are supplying.

New product launch


Get out there fast with this time-sensitive option which will help you create a buzz, this includes strategic positions combined with a headline banner and a newsletter story about your product launch.

Event promotion

Holding an event? This option is catered to help you promote it. As well as strategically placed ads, you will also feature in the event listing and get a news story before and after the event.

Three, six or twelve month campaigns

Each of the above packages is available for a three, six or twelve month campaign. The longer the campaign, the more you save.



Online advertising can be
immediate and measurable

ONLINE ADVERTISING RATES

ECOGENERATION

PACKAGE	INCLUDES *	PRICE		
		3 MONTHS	6 MONTHS	12 MONTHS
Australia				
BRANDING CAMPAIGN	3 month web headline 2 issues e-news headline 1 issue e-news left top 3 issues e-news right 2 issues e-news left bottom 1 month web inline 2 month web right Dedicated online editorial coverage of your activities	\$3,300 You save: \$1,155	\$5,940 You save: \$2,970	\$9,900 You save: \$7,920
PRODUCT SALES	2 issues e-news left top 2 month web inline 3 issues e-news right 3 month web right 1 issue e-news left bottom 1 e-news article	\$1,980 You save: \$935	\$3,564 You save: \$2,266	\$5,940 You save: \$5,720
NEW PRODUCT LAUNCH	3 issues e-news right 3 month web right 2 issues e-news left bottom 1 issue e-news left top 1 e-news article announcing launch	\$1,650 You save: \$605	\$2,970 You save: \$1,540	\$4,950 You save: \$4,070
EVENT PROMOTION	3 issues e-news right 3 month web right 2 issues e-news left bottom 1 issue email left top 1 e-news article pre event 1 e-news article post event	\$1,650 You save: \$605	\$2,970 You save: \$1,540	\$4,950 You save: \$4,070

“ Combine with 6 x print ads and receive 15 per cent additional off. ”

* Inclusions based on 3 month campaign, 6 month campaign includes 2 x everything, 12 months campaign includes 4 x everything.

Prices are in Australian dollars and include 10% GST. International customers may not be required to pay GST and prices will be discounted accordingly.

ONLINE ADVERTISING PLACEMENT

ECOGENERATION

WEBSITE



	SIZE	PRICE per mth
Headline Banner Maximum of 4 ads on rotation – one displayed at a time	Leaderboard: 728 pixels x 90 pixels	\$550
Inline Banner Maximum of 4 ads on rotation – one displayed at a time	Full banner: 468 pixels x 60 pixels	\$330
Right Banners – up to 3 banners with 3 banners on rotation	Side squares: 250 pixels x 250 pixels (can be less than 250 high)	\$330
Background Banner – 1 ad on both sides	Background: 164 pixels x 472 pixels (X2)	\$1375

E-NEWS



	SIZE	PRICE per edition
Headline Banner – one displayed at a time	Leaderboard: 728 pixels x 90 pixels	\$550
Left Top (displayed directly after news article) – one displayed at a time	Full banner: 468 pixels x 60 pixels	\$385
Left Bottom (displayed directly after events news) – one displayed at a time	Full banner: 468 pixels x 60 pixels	\$330
Right Banners – up to 3 in one of two configurations	Side squares: 250 pixels x 250 pixels (can be less than 250 high)	\$385

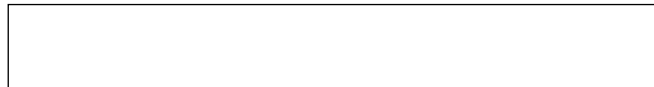
Combine any two units for a 5% discount
Combine and five units, or any one unit with any print advertising – 10% discount

Prices are in Australian dollars and include 10% GST. International customers may not be required to pay GST and prices will be discounted accordingly.

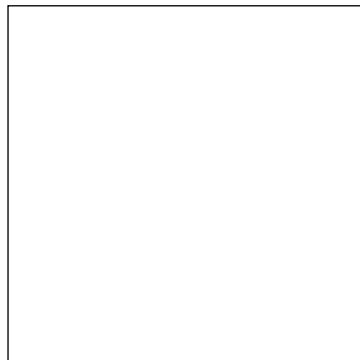
ONLINE ADVERTISING SPECIFICATIONS



Leaderboard | 728 pixels x 90 pixels



Full Banner | 468 pixels x 60 pixels



Side Square
250 pixels x 250 pixels
(can be less than 250 high)



Background
164 pixels x 472 pixels (X2)

Advertisement Design

We can design your advertisement if required.

Please provide:

- A logo
- Any images to be included in the ad
- Contact information to be included in the ad
- Any other key information you would like included.

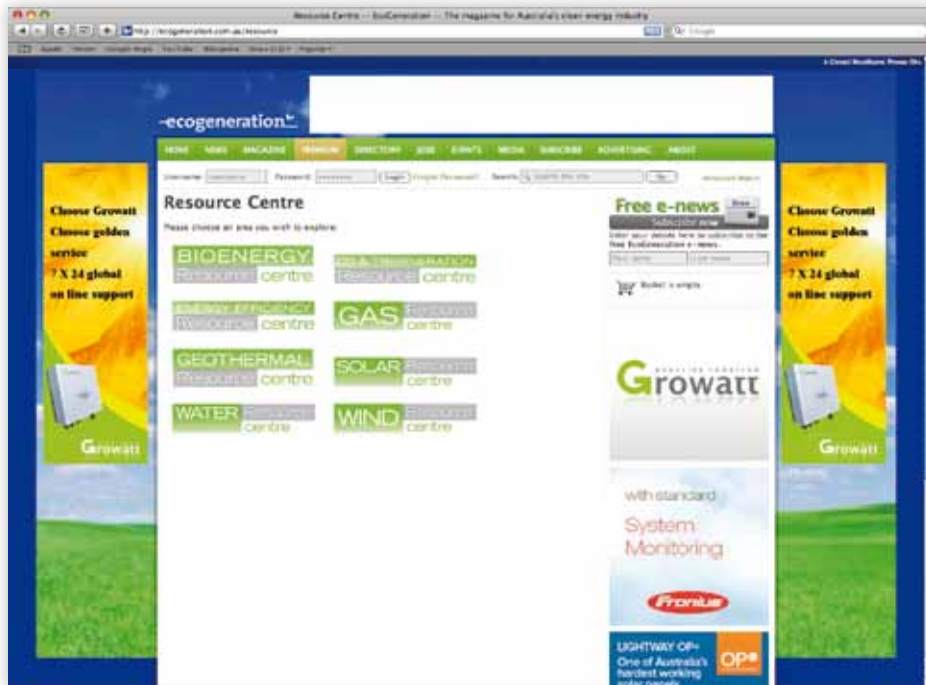
Our design team will then put together a proof and send back to you for approval.

PLEASE NOTE

- Ads for our websites can either be static jpegs, animated gifs or Flash swf files.
- Many email programs do not display animated gifs properly, therefore we do not support animation for e-news. Ads for our e-news can only be static jpegs.
- Files must be smaller than 50 KB.

RESOURCE CENTRES

ECOGENERATION



The new *EcoGeneration* Resource Centres are a highly targeted specific promotional opportunity for industry leaders.

The Resource Centres will be a central source of information for all articles and related links from extensive database of publications and products. This collection of information will be an invaluable resource for interested parties; due to the high volume of data available, readers linking to each resource centre will be significant.

Resource Centres are an information and research tool for industry professionals; they include:

- Specific articles focussed on a technology or sector
- Industry updates and relevant news
- An explanation and discussion on the topic
- Project and case studies.

RESOURCE CENTRES

ECOGENERATION

By sponsoring different resource centres you can specifically target those readers who are interested in your products and services; there is only one sponsorship opportunity per topic which creates a unique opportunity.

If you are an industry leader in your chosen field, sponsoring a Resource Centre is a great way to highlight this to the sector.

Your sponsorship can go for 3, 6 or 12 months and offers you exclusive branding including:

1. Logo branding at the top of the page
2. Logo and Company Profile banner on page
3. Lead articles on page
4. One e-news left bottom banner on our regular e-news.

The topics available in the Resource Centres are listed below as are the introductory rates:

EcoGeneration

TOPIC SPONSOR	3 month	6 month	12 month
Bioenergy	\$1,000	\$2,000	\$4,000
Energy Efficiency	\$1,000	\$2,000	\$4,000
Geothermal	\$1,000	\$2,000	\$4,000
Water	\$1,000	\$2,000	\$4,000
Co & Trigenation	\$1,000	\$2,000	\$4,000
Gas	\$1,000	\$2,000	\$4,000
Solar	\$1,000	\$2,000	\$4,000
Wind	\$1,000	\$2,000	\$4,000



GET THE VERY BEST

EcoGeneration Jobs is an online board for job advertisers to access qualified, experienced and engaged clean energy professionals.

EcoGeneration is an essential source for professionals in the clean energy industry, attracting an engaged and skilled professional audience. Its readership of clean energy professionals will ensure that you target suitable applicants every time.

Advertisers on *EcoGeneration Jobs* will get:

- Job ad(s) listed on the *EcoGeneration* website
- Job ad(s) featured in an issue of *EcoGeneration's* weekly e-newsletter
- Job ad(s) tweeted by @EcoGenMag
- Quick and easy access to *EcoGeneration's* job listing system.

EcoGeneration statistics:

- 8,500 unique audited visitors to the *EcoGeneration* website every month
- Over 6,900 audited e-newsletter subscribers
- 1,030+ dedicated Twitter followers.



Contact details

For further information, or to advertise your job listing, please contact Tim Robertson on 03 9248 5100.

PACKAGES	COST
One-off listing	\$99
5 ads	\$440
10 ads	\$770
Recruiter's Choice: Unlimited job ads	\$4400 per annum

Prices are inclusive of GST.



EVENTS

Connect with the industry

EcoGeneration magazine is distributed at the clean energy industry's major conferences, exhibitions, seminars and networking functions each quarter.

In 2012, *EcoGeneration* will travel to:

- Clean Energy Week
- ATRAA
- Australian Geothermal Energy Conference
- Energy Efficiency Council Conference
- Bioenergy Australia Conference
- Wind Farms Australia
- And many more.

Building on years of experience and dedication to the clean energy industry through *EcoGeneration* magazine, *EcoGeneration* events offer an interactive industry forum to promote clean energy solutions and gain valuable knowledge from the industry's best thinkers.

Events scheduled for 2012 include the *EcoGeneration* Master Classes in May and June held in capital cities of Australia, featuring the advice, insight and data needed to excel in the solar PV space, presented by solar industry expert Nigel Morris.

To learn more about the range of events attended by and produced by *EcoGeneration*, contact Tim Robertson on 03 9248 5100 or troberson@gs-press.com.au



Great Southern Press is a company built on partnerships with industry. We align the success of our business with the continued growth and expansion of the sectors we publish for. Our leading titles combine the highest production values, innovative design and quality journalism that are the hallmarks of Great Southern Press publications.

YOU MIGHT ALSO BE INTERESTED IN:



For further details, please contact us: Great Southern Press GPO Box 4967, Melbourne Vic 3001
T: 03 9248 5100 F: 03 9602 2708 E: query@gs-press.com.au W: www.ecogeneration.com.au

