



IHEA

INSTITUTE OF HOSPITAL ENGINEERING, AUSTRALIA
SUPPORTING HEALTH FACILITIES MANAGEMENT

media kit 2007

THE AUSTRALIAN HOSPITAL ENGINEER



for enquiries contact

hospitalengineers@airah.org.au or

tel +61 3 8623 3000 fax + 61 3 9614 8949

www.ihea.com.au



CIRCULATION: 936* DISTRIBUTION: 100% Direct Mail

- ▲ *niche market*
- ▲ *unique access*
- ▲ *distributed quarterly*



Journal

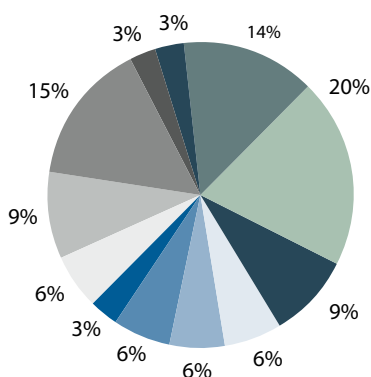
The Institute of Hospital Engineering Australia (IHEA) represents engineers, administrators, facility and project managers, designers, consultants and researchers across both the public and private health care sectors. The institute’s mission is to support members in their endeavours towards best practice in health engineering, and the Australian Hospital Engineer is an important part of that process.

The Australian Hospital Engineer is the official journal of the IHEA. It is distributed quarterly by direct mail to nearly a thousand readers throughout Australia and New Zealand. The Australian Hospital Engineer has unique access to the lucrative health care engineering market, which uses products and services ranging from beds to building service equipment and facility management to maintenance.

Editorial range

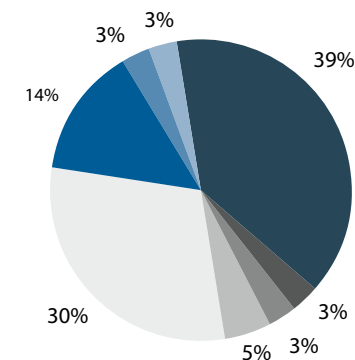
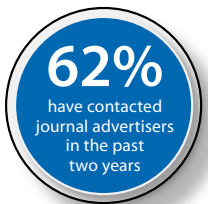
- ▲ Architecture and design
- ▲ Facilities management
- ▲ Fire safety
- ▲ Risk assessment
- ▲ HVAC
- ▲ Infection prevention and control
- ▲ Major project procurement (PFI)
- ▲ Training
- ▲ Water services
- ▲ Energy efficiency
- ▲ Communications
- ▲ Medical gases
- ▲ Plumbing and drainage
- ▲ Security

Readers



Sector

Health department	20%	Mental hospital	6%
Teaching hospital	9%	Aged care facility	9%
Discript hospital	6%	Private	15%
Regional hospital	6%	Consultancy	3%
Regional private	6%	Supplier	3%
Rural hospital	3%	Other	14%



Profession

Maintenance engineer	39%	Facility/proj. manager	6%
Hospital administrator	3%	Designer/consultant	14%
Manufacturer/supplier	3%	Research/educator	3%
Installer/contractor	3%	Other	3%

PUBLICATION DATES

	Booking Date	Artwork Deadline
APRIL 2007	13th March 2007	16th March 2007
JULY 2007	12th June 2007	15th June 2007
OCTOBER 2007	13th September 2007	14th September 2007
JANUARY 2008	4th December 2007	7th December 2007

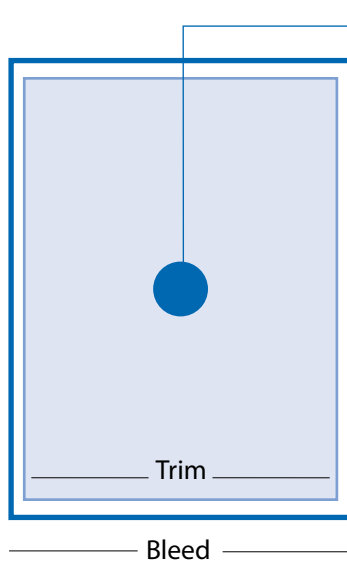
ADVERTISING RATES

GENERIC placement adverts	1 issue	2 issues	4 issues
FULL PAGE	\$1,950 +GST	\$1,800 +GST	\$1,660 +GST
HALF PAGE Horizontal	\$1,250 +GST	\$1,150 +GST	\$1,100 +GST
HALF PAGE Vertical	\$1,250 +GST	\$1,150 +GST	\$1,100 +GST
QUARTER PAGE	\$900 +GST	\$835 +GST	\$765 +GST
PREMIUM placement adverts	1 issue	2 issues	4 issues
INSIDE FRONT COVER	\$2,340 +GST	\$2,165 +GST	\$1,990 +GST
INSIDE BACK COVER	\$2,250 +GST	\$2,080 +GST	\$1,915 +GST
BACK COVER	\$2,450 +GST	\$2,270 +GST	\$2,085 +GST

▲ Agency commissions are included where applicable

▲ Rates are exclusive of GST

ADVERTISING SIZES AND TECHNICAL SPECIFICATIONS



	Trim area	+Bleed 3 mm
	Height x Width	Height x Width
Double page spread	297 x 420	303 x 426
Full page	297 x 210	303 x 216
Half page horizontal	148.5 x 210	154.5 x 216
Half page vertical	297 x 102.5	303 x 108.5
Third page vertical	297 x 70	303 x 76
Quarter page	148.5 x 102.5	n/a
Trim size of publication is 297mm deep x 210mm wide		

SUBMITTING ARTWORK

Advertisements are to be supplied in the following formats:

- A high resolution PDF file with embedded fonts
- An Adobe Illustrator file with fonts converted to outlines

File specifications

- Images used may be either .tiff, .eps, or .psd
- All images must be CMYK or greyscale, high resolution (300dpi @ 100%). (Do not use LZW compression when saving Photoshop files).
- Artwork **MUST** have 3mm bleed. (Except for Quarter Page Ads.)
- Appropriate files must be supplied via e-mail. file size limit for e-mail is 20MB. Files larger than 20MB please send on CD ROM with a colour proof supplied to: Artwork at AIRAH Level 3, 1 Elizabeth Street, Melbourne, 3000

Unacceptable formats

- Microsoft Word
- Microsoft Publisher
- Adobe Pagemaker
- Freehand
- Corel Draw
- Microsoft Excel
- Bromide or Laser

Mechanical data and advertising deadline

Publication printed sheet-fed offset at 150 line screen.

Copy must be received by the copy deadline published on the previous page.

All live elements must be within type area.

The publisher accepts no responsibility with material that does not adhere to the guidelines as stated.

ADVERTISING POLICIES

1. The publisher reserves the right to refuse advertising.
2. A \$75 late fee may be applied to ads arriving after the deadline.
3. Advertisers and advertising agencies assume liability for content of advertisement printed and also assume responsibility for any resulting claims made against the publisher.
4. Advertisers and advertising agencies are jointly and severally responsible for payment for all insertions.
5. The word "advertisement" shall be printed at the top of advertisements that, in the opinion of the publisher might be confused with editorial pages. Cancellations are not accepted and copy corrections not guaranteed after closing date.
6. The publisher will destroy materials if disposition instructions are not furnished by the advertiser within one year.
7. Requested positions are not guaranteed unless stated as a paid position.
8. All rates are based on artwork submitted in acceptable print ready formats. Any production work will be charged.
9. Payment due net 7 days of invoice date.

ALL ADVERTISING MATERIAL TO BE DELIVERED TO:
AIRAH
 Level 3, Elizabeth Street Melbourne 3000
 Tel: +613 8623 3011 Fax: +613 9614 8949
artwork@airah.org.au