



2012  
**Media Kit**  
New Exchange



WE ARE DELIGHTED TO BE PRODUCING A NUMBER OF HIGH QUALITY MAGAZINES AND DIRECTORIES IN 2012.

THESE PUBLICATIONS REFLECT ADAIR'S ROLE IN SERVICING AUSTRALIA'S LARGEST NETWORK OF INNOVATIVE ORGANISATIONS WITH NATIONAL FESTIVALS, BUSINESS EVENTS, RESEARCH PROJECTS, BENCHMARKING STUDIES AND ADVISORY SERVICES.

ADAIR COMMUNICATIONS IS THE HOLDING COMPANY BEHIND AUSTRALIAN INNOVATION (ALSO KNOWN AS AUSINNOVATION). WE PRODUCE QUALITY PUBLICATIONS, DIRECTORIES AND WEBSITES AS WELL AS BEING AUSTRALIA'S PRE-EMINENT INNOVATION EVENT MANAGEMENT, ADVISORY AND RESEARCH GROUP.

WE ALSO SPECIALISE IN WORKING WITH MEDIUM TO LARGE BUSINESS TO CREATE SUSTAINABLE INNOVATION SOLUTIONS.



## Magazines



### **New Exchange - Autumn 2012 Issue**

Quarterly magazine on Emerging issues, key players & mega trends driving change across business and industry sectors

**Main Feature: 2012 Australian Innovation Festival program**

Other Features: Visioning Australia, Healthcare and Medical Research, AFL Future - Developing a Global Code, Top 100 Inventions, Regional & International Perspectives.

Advertising Bookings: 21 March 2012

Artwork: 28 March 2012



### **New Exchange - Winter 2012 Issue**

**Main Feature: Creating the Knowledge Economy, Infrastructure and Future Cities**

Advertising Bookings: 15 June 2012

Artwork: 22 June 2012



### **New Exchange - Spring 2012 Issue**

**Main Feature: Leading Australian Entrepreneurs**

Advertising Bookings: 31 August 2012

Artwork: 7 September 2012



### **New Exchange - Summer 2012 Issue**

**Main Feature: The Global Sustainability Challenge**

Advertising Bookings: 23 November 2012

Artwork: 30 November 2012

## Websites

### **[www.ausinnovation.org](http://www.ausinnovation.org)**

Primary website in Australia for innovation events, festivals, articles, case studies, news and videos

**Advertising Bookings: current**

### **[www.bigXchange.com](http://www.bigXchange.com)**

Online business, community and information sharing platform for innovators, entrepreneurs, educators and others

**Advertising Bookings: current**

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# MAGAZINES

## The New Exchange

Autumn 2012 Issue

*The New Exchange* presents thought leadership articles that focus on major trends, keyplayers and emerging issues affecting economic and social change in Australia and overseas.



### Main Feature:

Visioning Australia in 2020

- Australian business and community leaders
- Local and international challenges.
- Key issues:
  - Creating the knowledge economy
  - Media and the new digital age
  - Education and skills development
  - Urbanisation and transportation
  - Opportunities in Asia Pacific region

### Main Feature:

Australian Innovation Festival 2012

### Other Features:

- Healthcare and Medical Research
- AFL Future: Building a Global Code
- Boston USA, global innovation centre
- Australia's Top 100 Inventions
- Columns:
  - Foresight; Technology Update
  - What's Hot, Up and Coming
  - International Profiles, etc

## Australia's Magazine of the Future

These factors which impact the future are explored in each issue:

- 
- Social - cultural, demographics, urbanisation
- 
- Values – savings, environmentalism, family, religion
- 
- Technology – enabler and driver within industries, i.e. IT and nanotechnology
- 
- Environment- natural resources, limits, physical environment
- 
- Economics – cycles, globalisation, finance, credit
- 
- Politics – regulation, global forces, regional alliances, immigration
- 

*The New Exchange is a quarterly magazine with a national circulation of 30,000 copies.*

***News agency distribution by Integrated Publication Solutions, wholly owned subsidiary of Fairfax Media Ltd***

Readership includes senior executives and business leaders; tertiary educators and research agencies; national industry and business associations; SMEs, innovators and entrepreneurs; Innovation festival networks; media partners; news agencies & subscription.

**Bookings:** 21 March 2012

**Artwork:** 28 March 2012



# WEBSITES

## **www.ausinnovation.org**

This current website is the official site of the Australian Innovation Festival, which attracts over 400,000 participants each year to the 650 events held throughout the country. This website is also the primary source of information for innovation events in Australia, articles, case studies, videos and related international news.

**Bookings:** Current

Principal partners include the Federal government, all State and Territory governments, 150 national industry associations, 23 associate festivals and leading corporate organisations. The 'Innovation Headlines' newsletter is distributed to more than 30,000 subscribers each week and is directly linked to this website.

In terms of "innovation festivals and events", www.ausinnovation.org consistently rates as **No 1 in the world**, according to both **Google** and **Bing**.



# WEBSITES

## [www.bigXchange.com](http://www.bigXchange.com)

The BigXchange is an online business, community and information sharing platform for innovators, entrepreneurs, educators, tertiary students, business leaders and others.

We encourage, innovators, entrepreneurs and others to be part of this major initiative, which will build personal skills, acquire related knowledge and help to access business networks for future benefit.

**Big** stands for **Business I Innovation I Growth** and this website will allow those using this site to share experiences and build business opportunities. This new website will take advantage of forum and blog technology to facilitate communication and discussion with those interested in the 4C's of innovation: creativity, connections, collaboration and commercialisation.

Future site enhancements include twitter feeds, private (encrypted) instant messaging, forum integration, site feedback, oauth (security based authorization module), iPhone applications, built-in mini blogs and other developments.

**Bookings:** Current





**DISTRIBUTION**  
**ADVERTISING RATES / DEADLINES**  
**COMPARATIVE RATECARD**  
**PRODUCTION GUIDELINES**



# DISTRIBUTION

The following Australian organisations are current partners and supporters of the Australian Innovation Festival. This network is also used to provide articles and distribute our publications.

## Principal and Associate Partners

Dept. of Innovation, Industry, Science & Research  
The Australian newspaper  
Australian Broadcasting Corporation  
Brisbane City Council  
Rio Tinto  
Australian Technology Park  
Australian Design Awards

Australia Post  
Media Monitors  
Rankin Design  
CSIRO Melbourne Airport  
INNOVIC  
Microsoft  
Australian Anthill

Deloitte  
AusIndustry  
Palamedia  
City of Perth  
City of Melbourne  
Cerebrum  
Brown Brothers

Innovation Xchange Network  
IP Australia  
National Press Club  
City of Adelaide  
WA Technology Park, Bentley  
Powerhouse Museum  
Westpac

## State and Territory Governments

ACT Chief Ministers Department  
TAS Economic Development

NSW DSRD  
NT Chief Ministers Department

VIC DIIRD  
WA DOIR

QLD State Development  
SA Economic Development

## Associated Festivals

Australian Science Festival (Canberra)  
Creative Gippsland Innovation Festival  
Hunter Central Coast Innovation Festival  
Limestone Coast Innovation, Mt. Gambier  
Mid North Coast Innovation Festival  
Rosemount Australian Fashion Week  
Energy Innovation Festival, Wonthaggi

City Smart Innovation Festival  
Agfest (Tasmania)  
5 Days Innovation on the Island  
Greenfest (Brisbane)  
Northern Rivers Festival  
Western Sydney Manufacturing  
Adelaide Sustainability Festival

Belmont Designedge  
AGIdeas Week  
Ballarat Innovation  
NW Expo, Broome  
Macquarie University  
Ironfest Lithgow  
Ideas Festival (Qld)

Illawarra Innovation Showcase  
Desert Knowledge Festival  
BEC Australia Innovation Festival  
VECCI Innovation Program  
AGIdeas Festival (Melbourne)  
National Manufacturing Week

## National Industry Associations

Australian Industry Group  
Institution of Engineers, Australia  
Australian Institute for Commercialisation  
Australian Vice-Chancellors Committee  
Australian Academy of the Humanities  
European Australia Business Council  
Innovative Research Universities Aust.  
Business Excellence Network  
Society of Manufacturing Engineers  
Australian Academy of Social Sciences  
Australian India Chamber of Commerce  
Institute of Chartered Accountants Australia  
Australian Institute of Company Directors  
Institute of Public Administration Australia  
Meetings Industry Association of Australia  
Australia Israel Chamber of Commerce  
Aust. British Chamber of Commerce  
Technology Parks & Incubators Association  
Society of Manufacturing Engineers  
Swiss Aust. Chamber of Commerce  
Australian Science Teachers Association  
Hong Kong Australia Business Association  
Assoc. of Manufacturing Excellence  
Royal Australian College of Surgeons  
Australian Singapore Chamber of Commerce  
Business Higher Education Roundtable  
Irish Australian Chamber of Commerce  
French Australian Chamber of Commerce  
Italian Aust. Chamber of Commerce & Industry  
Small Enterprise Association of Australia

ACCI  
Ausbiotech  
CEDA  
ACS  
AVCAL  
FASTS  
SEA Australia  
EABC  
AMCHAM  
KCA  
AATS&E  
Standards Australia  
FINSIA  
CPA Australia  
BEC Australia  
Group of Eight Limited  
AMTIL  
ATP Innovations  
The Warren Centre  
Fresh Innovators  
AIMM  
ASET  
Australian Water Assoc.  
ACMI  
Aust. Wireless Assoc.  
CAE Australia  
YEO  
Curriculum Corporation  
Science Industry Aust.  
AFMA

British Council  
ATUG  
AITD  
AMI  
AIIA  
RAIA  
AVCAL  
ANZBC  
AHRI  
AIMIA  
AEEMA  
AGDA  
GS1 Australia  
AIA  
AIM  
ARMS  
ASX Australia  
Design Foundation  
MBA Australia  
ASFA Limited  
ACBC  
ABW  
Global Foundation  
SPAA  
IFSA  
CeBIT  
FEAST  
GDAA  
Museums Australia  
AMIRA International

Agribusiness Assoc. of Australia  
Australian Technology Network  
Business Council of Australia  
AIPS - Tall Poppy Campaign  
Industry Capability Network  
Aust. Science Communicators  
Young Achievement Australia  
Professional Teachers Assoc.  
ANZA Technology Network  
Aerosol Association of Australia  
Aust. National Schools Network  
Alternative Technology Assoc.  
Family Business Australia  
Electronics Industry Association  
TIE - The Innovators Experience  
Australian Institute of Export  
Aust. Businesswomen's Network  
Australian American Association  
Inventors Association of Australia  
National Farmers Federation  
Design Institute of Australia  
Australian Davos Connection  
Trans Tasman Business Circle  
Aust. Academy of Science  
CRC Association  
IP Research Institute of Australia  
Business Educators Australasia  
German Aust Chamber of Industry  
Australian Business Foundation  
TAFE Directors Association

## Federal Government Departments and Agencies

Australian Business Arts Foundation  
Dept. Agriculture, Fisheries and Forestry  
Aust. Film, Television & Radio School  
Dept. of Education, Training & Workplace Relations  
Dept. of Innovation, Industry, Science and Research  
Rural Industries Research & Development Corporation  
Dept. Broadband, Communications & Digital Economy

AusIndustry  
Invest Australia  
Austrade  
ANSTO  
Desert Knowledge Aust.  
NH&MRC  
CRC Program

CSIRO  
IP Australia  
Questacon  
Australia Museum  
ABS  
Innovation Australia  
Enterprise Connect

Australian Research Council  
Dept. Foreign Affairs & Trade  
National ICT Australia  
Australian Technology Showcase  
Biotechnology Australia  
Aust. Broadcasting Corporation  
Australian Sports Commission



# ADVERTISING RATES / DEADLINES

## Options for Covers and Content Pages

Content Pages	x1	x2	x3
• Full Page	\$ 9,900	\$8,900	\$6,900
• Half Page	\$ 5,000	\$4,500	\$3,500
• Double Page Spread (2pages)	\$ 14,850	\$13,850	\$12,850

## Covers

• Inside Front Cover Spread	\$ 23,760	\$21,760	\$19,760
• Inside Front Cover (single page option)	\$ 11,880	\$10,880	\$8,880
• Back Cover	\$ 12,375	\$11,375	\$9,375
• Inside Back Cover	\$ 10,890	\$9,890	\$7,890

**Note:** Eligible for 10% discount for early bird bookings – one month prior to deadlines.

**Note:** Advertising rates above exclude GST

## Online Advertising

Promotion	Monthly	Quarter	Half Year	Full Year
Email sponsored links [each]	\$1,000	\$2,500	\$4,500	\$6,000
Top Banner [100%]	\$6,000	\$15,000	\$21,000	\$30,000
Column [100%]	\$4,000	\$12,000	\$18,000	\$25,000

## Deadlines

	Bookings	Artwork
The New Exchange – Autumn 2012 Vision 2020 Feature: <b>Australia Innovation Festival 2012</b>	21 March 2012	28 March 2012
The New Exchange – Winter 2012 Feature: <b>Creating the Knowledge Economy</b>	15 June 2012	22 June 2012
The New Exchange – Spring 2012 Feature: <b>Leading Australian Entrepreneurs</b>	31 August 2012	7 September 2012
The New Exchange – Summer 2012 Feature: <b>The Global Sustainability Challenge</b>	23 November 2012	30 November 2012

## Readership Breakdown

- Senior executives and business owners – directly linked to National Industry Associations.
- Senior public servants – linked to Federal, State and Territory government agencies.
- Tertiary educators and research - linked to Australian universities and TAFE institutions.
- SME's, innovators and entrepreneurs – Australian Innovation Festival existing supporters.
- Overseas readers – through existing Austrade offices and our International Leaders series.

# COMPARATIVE RATECARD

PUBLICATION	RATE (full page)	CIRCULATION	READERSHIP	CPM	DEMOGRAPHIC
<b>The New Exchange - Autumn 2012</b> Feature: Australian Innovation	\$9,900	30,000	117,000	\$84.62	35-54, corporate, ITC, govt. leaders, business owners, senior executives
<b>The New Exchange - 2012 Issues</b> (Winter, Spring, Summer Editions)	\$9,900	40,000	156,000	\$63.46	35-54, corporate, business owners, govt agencies, senior executives
<b>BRW</b>	\$15,000	43,004	167,000	\$89.82	47, high income earners \$178,000
<b>AFR</b>	\$16,848	87,702	265,000	\$63.57	44, 74% M 26% F, senior business executives, \$80,000+
<b>AFR Boss</b>	\$15,050	97,496	177,000	\$85.02	44, leaders and high achievers, \$204,000
<b>The Deal</b> (The Australian)	\$15,595	142,000		\$30.63	50+, M, Professionals and managers, \$50,000+
<b>Time</b> (Australia)	\$20,407	72,000	267,000	\$76.43	25 -49, 59% M 41% F, full time Professionals, managers and white collar workers
<b>Company Director</b>	\$7,100	21,690	32,535	\$218.22	52, AICD (Australian Institute of Company Directors) members, decision makers
<b>Qantas Air</b>	\$16,000	40,000	N/A	\$57.14	Top 0.4%, high investors Frequent flyers, business
<b>Virgin Blue Voyeur</b>	\$10,500	73,448	350,000	\$30.00	25-49, \$98,000+, frequent flyers
<b>The Weekend Australian magazine</b>	\$23,686	307,000	868,000	\$27.29	50+, 52% M, 48% F \$50,000-\$80,000
<b>Good Weekend</b>	\$38,155	639,599	1,734,000	\$22.00	35-50+, 48% M 52% F, \$60,000+
<b>Harvard Business Review</b>	\$40,043	235,000	495,688	\$80.78	47, 74% M 26% F, \$266,000, senior (\$115.65 AUD) mgt.
<b>The Atlantic</b>	\$58,235	450,000	1,444,500	\$40.31	51, 56% M 44% F, \$75,000+, (\$59.18 AUD) influentials
<b>Vanity Fair</b>	\$137,360	1,075,000	3,107,000	\$44.20	39, 21% M 79% F, \$69,000 (\$63.21 AUD)
<b>Wired</b>	\$69,320	650,000	1,587,000	\$26.80	35, professionals/managers, (\$38.30 AUD) \$75,000-\$100,000
<b>Fast Company</b>	\$76,980	750,000	2,030,000	\$37.92	25-54, 64% M 36% F, \$150,000, (\$54.22 AUD) successful, educated



# PRODUCTION GUIDELINES

## Specifications: The New Exchange

**Double Page** (trim) 410 x 276mm  
(bleed area) 420 x 286mm

**Full Page** (trim) 205 x 276mm  
(bleed area) 215 x 286mm

**Half Page** -horizontal 170 x 120mm

## Specifications: All other publications

**Double Page** (trim) 420 x 297mm  
(bleed area) 430 x 307mm

**Full Page** (trim) 210 x 297mm  
(bleed area) 220 x 307mm

**Half Page** -horizontal 178 x 124mm

**Half Page** -vertical 86 x 254mm

## Acceptable Formats

**Artwork:** Adobe Acrobat (PDF) -  
Please prepare all PDF's as specified by  
the 3DAP guideline. Visit [www.3dap.com.au](http://www.3dap.com.au)  
for details. Artwork is accepted on CD,  
zip disk or by email (up to 15mb).  
InDesign, Photoshop and Illustrator  
are accepted as long as all fonts are  
outlined and all images are in  
CMYK mode.

**Logos:** EPS only.

**Images:** Minimum of 300dpi at 100%  
scaling. All Images in CMYK mode,  
uncompressed TIFF or composite EPS.

**Materials supplied other than to  
specifications may incur an  
additional production charge.**

## Artwork Delivery

### By Mail:

### Adair Communications Pty Ltd

Suite 11, 27 Kensington Road  
South Yarra VIC 3141  
Australia

### By Email: (15 MB max)

Send artwork and ad materials to:  
[info@ausinnovation.org](mailto:info@ausinnovation.org)

### Editorial by email:

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### International Leaders of Innovation

**POWERING THE IDEA OF A VENTUROUS AUSTRALIA**

We have certainly had a timely spotlight on our national innovation capabilities and performance over the past year. First we had a Green Paper on Innovation. Venturous Australia was released in September 2008. The government's White Paper, Powering Ideas: An innovation agenda for the 21st Century, was issued almost nine months later on 12 May 2009 in conjunction with the Federal Budget. That Budget included major measures to put substantive momentum behind the longer-term directions spelled out in Powering Ideas.

Analyzing the thematic content of Powering Ideas and Venturous Australia shows that there has been a substantive shift in the terms of the innovation agenda since the previous government's major statement, Setting Australia's Agenda in 2006. Against the backdrop of the three documents undertaken by the Intelligence and Defence from the Intelligence Committee shows that in 2009 the focus was primarily on the role of government in supporting research and innovation. By 2009 the focus has shifted to government's role within the innovation system. This indicates that the widespread discussion and inclusion of the 2009 review process does appear to have changed the innovation agenda in Australia and there are substantive measures to implement these new directions in the recent Budget.

In promoting innovation for success, we need to bring two things to mind. First, let us never forget or gloss over the reason why innovation must always remain top of mind. Innovation is not an end in itself. It is crucially important because it is the wellspring of economic productivity, industry competitiveness, and community wellbeing.

Second, we must be focused on our research, innovation effort and capabilities on what matters, and how matters. There are four main themes behind the Venturous Australia report. The bottom line of the innovation agenda revolves around these four drivers of desirable outcomes:

- 1. The nurturing of entrepreneurial firms and innovator workplaces through a market-facing innovation policy framework.
- 2. Investment in Australia's talent pool through education and training, including life-long learning.
- 3. The promotion of open information flows and of freedom to operate, and
- 4. The re-orchestration of Australia's innovation system.

There are key roles for governments in promoting these objectives. These include:

- 1. Investment in the infrastructure to support innovation.
- 2. Well-targeted market design and regulation that nurtures a climate of innovation.
- 3. Multistakeholder building and the promotion of institutional resilience in the face of global change, and
- 4. The preservation of our national capabilities.

A well functioning innovation system is more than the sum of its parts. It is the interaction and collaboration with the system that create value. This highlights the point that we need clarity about the areas and financial risks of the different contributions to innovation outcomes. We also need to have regard to the interconnections with the system. We need to move beyond assisting the merits of collaboration to a greater emphasis on the practice of effective collaboration, especially when it comes to developing solutions for many of the major national and global challenges confronting us.

Reflecting on the past year, and then looking ahead, reminds us that there is unfilled business. In fact, the business of innovation is never finished. With hindsight, we can see just how far the innovation agenda has come and how far it has to go. With strategic foresight we need to keep reflecting and expanding our understanding of the major challenges that do not go away. The global warming, energy, future, food security and population health. As our understanding of these challenges deepens, we need to keep pushing our search for innovative and good solutions.



Dr. Terry Collier chaired the Review of the National Innovation System which resulted in the report, Venturous Australia, in 2008.