

>> 2012 media kit



FACILITY

Perspectives

integrating people . process & place

Official publication of The Facility Management Association of Australia Ltd



Published by



Advertising enquiries to:

Ph: 03 9274 4200 Fax: 03 9329 5295

E: media@executivemedia.com.au

In summary

Flagship publication for Australia's peak FM industry body, FMA Australia

Published quarterly: the only Facility Management publication with an official distribution

Premier specialist B2B magazine with quality coverage of cutting-edge issues and trends for the FM sector

Lands on the desk of all FMA Australia members in a range of industries: the most significant and influential decision-makers in the market

Read by facility managers, asset managers, architects, designers, engineers, and a broad range of allied professionals

The definition of facilities management revolves around the integration of people, business process and place in order to further business objectives - the very essence of Facility Perspectives, your first choice in facility management communications and marketing.

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Facility Perspectives leads the way

The Facility Management Association of Australia (FMA Australia) is the peak body for facility managers throughout Australia, representing professionals involved in all aspects of the facilities industry.

FMA Australia members manage a diverse range of facilities across Australia including major utilities, retail, industrial, high-rise office buildings, universities, hospitals, and a variety of other commercial and private premises. Facility managers are responsible for the management and ongoing maintenance of our built environment.

Facility Perspectives is the official quarterly publication of FMA Australia and has received widespread acclaim over the past five years. With national and overseas distribution to all FMA Australia members, *Facility Perspectives* has established itself as the 'must have' publication for all facility managers and the broader industry. *Facility Perspectives* has been at the forefront of providing editorial content to assist facility managers with implementing innovative, cost-saving and energy efficient initiatives within their own organisations.

Facility management (FM) is one of Australia's fastest growing and diversifying industries. With an annual turnover of more than AUD\$20 billion to GDP and 200,000 full-time employees (or equivalents), it is now one of Australia's major business sectors.

Facility Perspectives is the vehicle of choice to reach this lucrative sector and we look forward to discussing an advertising package to suit your needs.

>> 2012 features list

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March

Main features

Industry focus: Public works and local government
A look at informal workspaces
Retrofitting for green buildings
Repurposing abandoned buildings

Supporting stories

Carbon tax and its effects on the FM industry
Spotlight on access
ideaction12 preview
FM in New Zealand
Elevator maintenance
Storage
Fire safety audits

June

Main features

Industry focus: Hospitality
Full ideaction12 wrap up
Green buildings: Lighting
Occupational Health and Safety

Supporting stories

Education and training
Spotlight on cleaning
Young FMers
Relocation



September

Main features

Industry focus: Sports/entertainment facilities
HVAC

Green buildings: Energy
Artwork in facilities

Supporting stories

Careers in FM
Spotlight on outdoor lighting
The modern workplace – technology, social media, design
Emergency preparedness (alarms, warnings, signage, procedures)

December

Main features

Industry focus: Mining and remote locations
Hazardous materials in a facility (gases, chemicals etc.)
Green buildings: Water and waste
Public Private Partnerships and Tendering

Supporting stories

Providing amenities for workers – how much is too much/not enough
Spotlight on paints and flooring (interiors)
Planning and project management
Asset management



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Regular themes

>FM Industry News >Sustainability: Practical applications
>Case Studies >Maintenance & Essential Services >Technical Reports >Security >FM in Local Government >Interviews

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Advertising Rates

(inclusive of artwork & gst)

Double Page Spread <i>(including Industry Profile)</i>	\$5,494.50
Full Page	\$3,294.50
Half Page	\$2,194.50
Outside Back Cover	\$4,944.50
Inside Front Cover	\$4,394.50
Inside Back Cover	\$3,844.50
Position Loading	+20%
Discounts	
2 editions	5%
4 editions	10%

Double Page Spread



Bleed Size
440mm wide x 307mm deep
Page Size
420mm wide x 297mm deep
Live Area
370mm wide x 260mm deep
Gutter - 15mm

Full Page



Bleed Size
220mm wide x 307mm deep
Page Size
210mm wide x 297mm deep
Live Area
177mm wide x 260mm deep

Half Page



Vertical
85mm wide x 260mm deep
Horizontal
177mm wide x 125mm deep

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MECHANICAL SPECIFICATIONS

File types accepted:

- Advertisements must be supplied as press-ready high-resolution (300DPI) PDF files.
- Editorial must be supplied as a Microsoft Word file, not in the body of an email.
- Images to be supplied as high-resolution (300DPI) JPG or TIFF files. Images must not be embedded in Microsoft Word documents.

We do not accept:

- Photos, illustrations and logos as RGB pictures, JPEG compression, or embedded in Word documents.
- Images obtained from, or created for, websites.
- Software such as Corel Draw, Publisher, Microsoft Office applications; these files must be converted to PDFs.
- Spot colours (all colours to be CMYK).

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Facility Perspectives embraces Green Printing Initiatives



This publication has been printed using ECO-CLEAN print processes. Vegetable based inks and recyclable materials are used where possible.