

# INCLEAN

MAGAZINE

delivering sustainable hygiene information



CLEANING'S VITAL ASSET MAINTENANCE ROLE...



**MEDIA KIT**

More than just a B2B magazine, INCLEAN is committed to providing a total communications portfolio for marketers of cleaning equipment, chemicals and accessories. This package delivers frequency and impact, reaching a wide range of influential service providers and in-house buyers.

Recognising that business-to-business marketing requires more than industry magazines and direct marketing, INCLEAN'S Communications 2010 Portfolio incorporates: INCLEAN, a high-quality specialist business magazine; a high profile Internet site; e:clean, a regular email industry newsletter; and supporting initiatives including the Technical & Management Folio.

INCLEAN offers its clients the opportunity to participate in, and benefit from, a prodigious marketing portfolio. It is specifically targeted at purchasers of cleaning and associated service products.

**INCLEAN Magazine**

Published bi-monthly, it reaches building service contractors, multi-service providers and key institutional sectors including healthcare, education, retail centres, hospitality, government and food processing. It has a circulation of 8,000 plus.

**INCLEAN'S Technical & Management Folio**

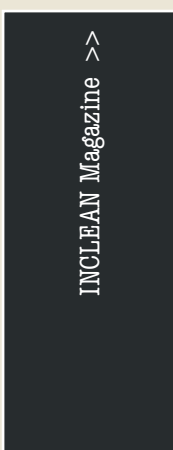
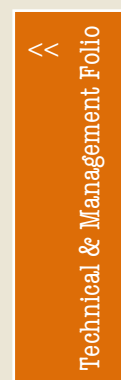
Mailed with INCLEAN magazine, the Folio provides a valuable source of technical and management knowledge.

**INCLEAN'S www.incleanmag.com.au**

INCLEAN'S Internet pages are constantly updated and provide a valuable link for those seeking news, features, products, brands and suppliers.

**INCLEAN'S e:clean**

Enthusiastically received by the Australasian cleaning industry, as the news breaks, the e:clean carries the message. This emailed newsletter has a 9,000 plus readership.



www.incleanmag.com.au >>



Distribution  
built on committed  
database research

Database  
synergy across the  
communications portfolio

INCLEAN magazine continues to provide the very best readership profile and high-quality editorial content. The paid subscription level is a reflection of how much the magazine is valued by its readers. INCLEAN magazine's paid component of its total distribution continues to grow and is now one of the highest of any Australian industry title.

By developing new mailing lists, and prospecting for our advertisers, we also drive our subscriptions. Those mailing lists include facilities' managers and multi-service providers, which are now among the largest cleaning operators in Australasia.

Naturally there is great synergy between the various Communications 2010 Portfolio products. INCLEAN'S clients can capitalise on that synergy.

- E-mail databases for the e:clean and other marketing activities are enlarged daily
- INCLEAN'S Internet site constantly generates new subscriptions
- The Technical & Management Folio adds value and boosts subscription levels

## INCLEAN'S 2010 deadline schedule

Issue/Focus	Editorial	Advertising Booking	Advertising Material
<b>February/March 2010</b> <i>Published 2nd February</i> <b>Focus: IT &amp; Pulire Asia</b>	4th January 2010	4th January 2010	15th January 2010
<b>April/May 2010</b> <i>Published 9th April</i> <b>Focus: Training &amp; Purchasing</b>	5th March 2010	5th March 2010	19th March 2010
<b>June/July 2010</b> <i>Published 2nd July</i> <b>Focus: Healthcare &amp; Interclean Amsterdam</b>	17th May 2010	17th May 2010	11th June 2010
<b>August/September 2010</b> <i>Published 10th September</i> <b>Focus: Human Resources</b>	2nd August 2010	2nd August 2010	23rd August 2010
<b>October/November 2010</b> <i>Published 19th November</i> <b>Focus: Green Sustainability</b>	11th October 2010	11th October 2010	1st November 2010

## INCLEAN'S advertising rates

**Full page 4 colour** ..... \$2,600 + gst  
**Half page 4 colour** ..... \$1,700 + gst  
**Quarter page 4 colour** ..... \$850 + gst

Please ask about other size advertisement prices.

**Inserts:** Price on application. In most cases the rate for a 2 or 4-page A4 loose insert equates to about 23 cents per recipient.

**Contract rates:** 3 insertions: less 10%; 5 insertions: less 15%.

**INCLEAN**  
MAGAZINE

... an environment that encourages readership

# Material requirements

Advertisements should be supplied on CD or DVD. Electronic files can be in either Mac or PC format.

## PDFs: Preferred method

Advertisements can be supplied via email as high-resolution PDF files.

PDFs must be:

- Saved/exported as Press Ready.
- CMYK.
- All fonts are to be embedded.
- Save as PDF Version 1.4. Include any bleed.
- DO NOT use PDFWriter to create PDFs as these are not suitable for publication.
- DO NOT use security options on PDFs.

## File formats accepted

Native files can be supplied in the following programs:

- Quark Express 6.5 (Mac)
- Adobe InDesign 2.0 (PC) and CS for (Mac)

Fonts, all graphics and photographs and associated files are to be supplied as well as the native file with a colour hard copy of the advertisement. Please see illustrations below re bleed.

We **DO NOT** accept Corel Draw or PageMaker files. Adobe Illustrator, Photoshop and Freehand files need to be supplied as either EPS or TIFF files with all fonts converted to outlines or curves. All graphics and photographs must be CMYK or greyscale and sized to 300dpi resolution. DO NOT use RGB for any colour.

## Material data and dimensions

### Full-page trim:

297mm deep x 210mm wide

### Full page bleed:

303mm deep x 216mm wide

### Half page vertical:

270mm deep x 88mm wide

### Half page horizontal:

124mm deep x 180mm wide

### Half page 'triple':

165mm deep x 135mm wide

### Quarter page 'square':

124mm deep x 88mm wide

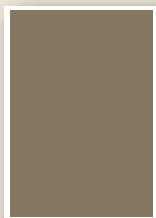
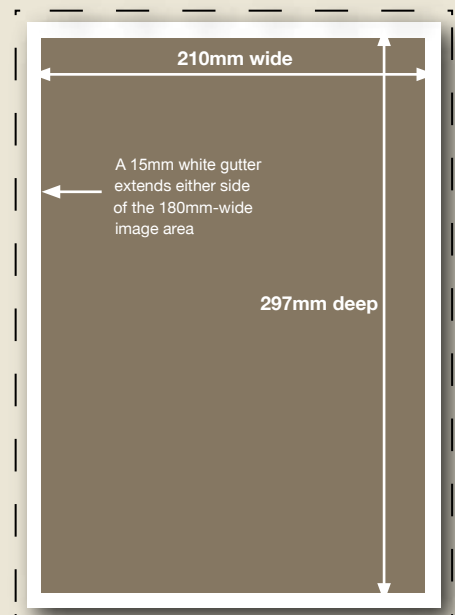
### Quarter page horizontal:

62mm deep x 180mm wide

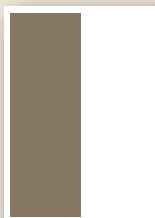
### Quarter page vertical:

270mm deep x 42mm wide

Full-page bleed  
3mm **BLEED**  
on each side  
= 303mm deep  
x 216mm wide



Full Page



1/2 page vertical



1/2 page horizontal



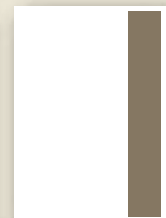
1/2 page triple



1/4 page square



1/4 page horizontal



1/4 page vertical