

INCLEAN

DELIVERING SUSTAINABLE HYGIENE INFORMATION



2017

MEDIA KIT

 CONNECT  ENGAGE  INSPIRE



CONNECT



ENGAGE



INSPIRE

CONNECT

An integral part of a cleaning and hygiene industry communication portfolio, INCLEAN magazine is complemented by events; the e:clean emailed newsletter; incleanmag.com.au website; and other digital products. That cleaning and hygiene communication portfolio, built around INCLEAN, is supported by a broad range of The Intermedia Group's titles including Government News, Hotel Management and Australian Ageing Agenda.

ENGAGE

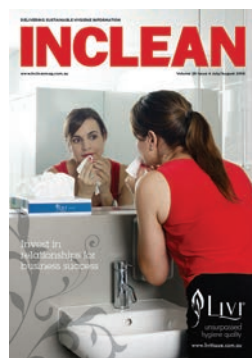
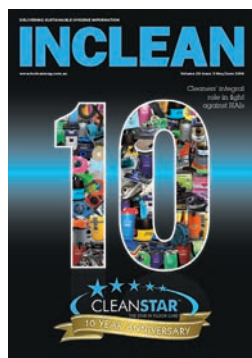
Appropriately tapping **The Intermedia Group's prodigious databases** – both print and digital – INCLEAN delivers the most cost-effective B2B marketing tool. INCLEAN is a powerful direct marketing vehicle that offers advertisers engagement to the cleaning industry.

INSPIRE

Over its 25 year publishing history, INCLEAN has tracked industry changes and moved with readership trends.

For most advertiser marketers, **distributors (cleaning product supply stores) are their first customers**. In recent years there has been a marked increase in the number of cleaning product supply firms and groups. Keen to capitalise on the cleaning and hygiene industry's growth, they have come from safety, industrial and hospitality industries.

Increasingly, outsourcing has taken hold across all industry sectors, **building service contractors (BSCs)** have become a pre-eminent reader segment.



Our alliances

INCLEAN is proud to be aligned with a number of local and international cleaning and hygiene industry bodies that prove to be valuable sources of end-user buyers as well as editorial content. They include:

- Australian Cleaning Contractors' Alliance
- Building Service Contractors Association of Australia
- Building Service Contractors of New Zealand
- Individual Cleaners' Association Australia & NZ
- Specialised Cleaning & Restoration Industry Association
- Executive Housekeeping bodies including PEHN and SEQPHA.
- International event organisers including Pulire and ISSA

Portfolio synergies nurture a deep mine of data

Day-to-day capturing of user buyers' names and contact details is ongoing at The Intermedia Group.

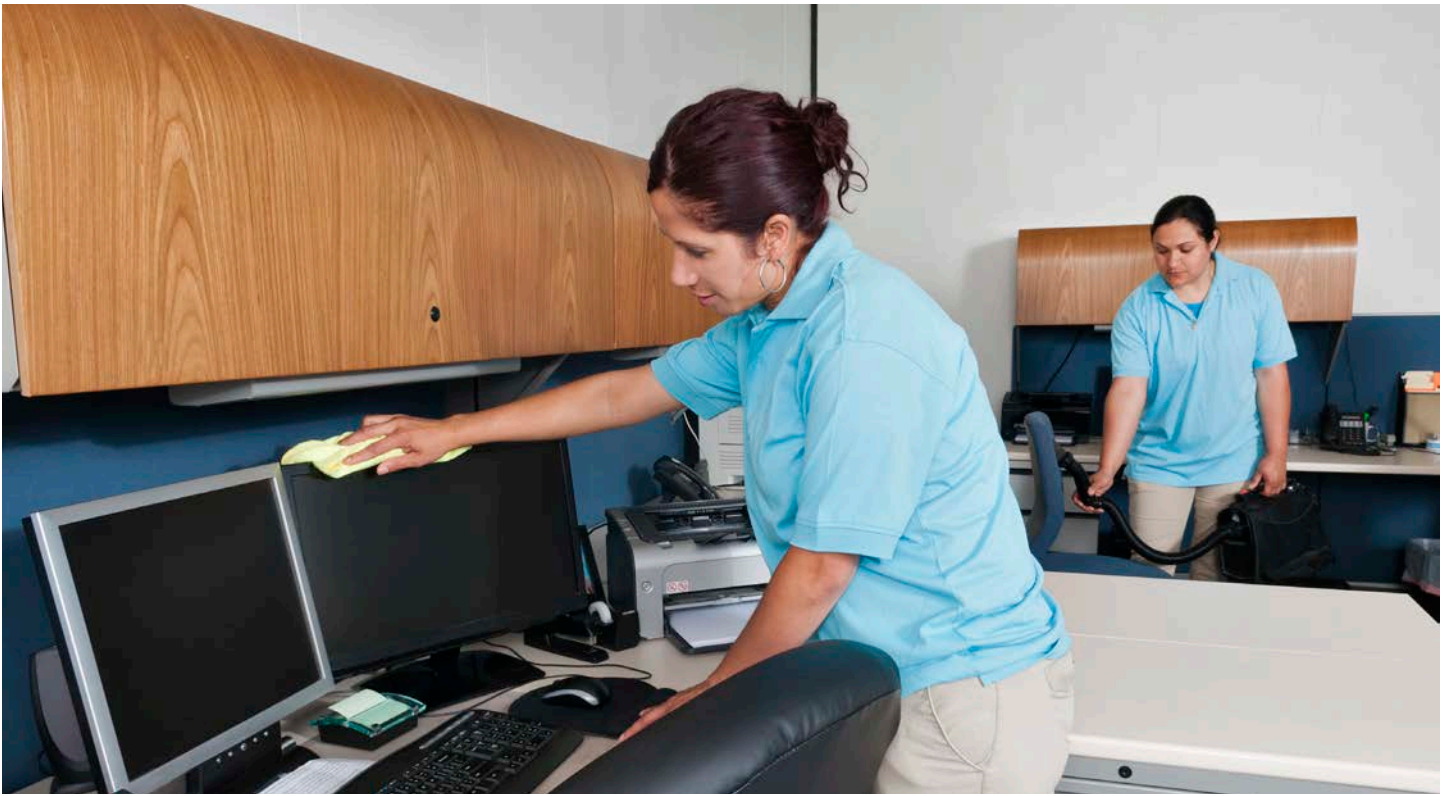
- All magazine mailings result in recipient feedback and new names
- Our team liaises with numerous industry bodies on a regular basis and ensures their member lists are reflected accurately in INCLEAN's mailing and email lists
- The ISSA Cleaning & Hygiene Expo and CleanNZ events are an extremely rich source of genuine cleaning and hygiene product buyers
- The incleanmag.com.au not only captures new magazine subscribers, it also generates fresh email addresses for the e:clean emailed newsletter and connects with young professionals

Recent INCLEAN market research, confirmed once again that INCLEAN magazine is the most popular source of cleaning and hygiene products and services information with contract cleaning and multi-service facility executives.

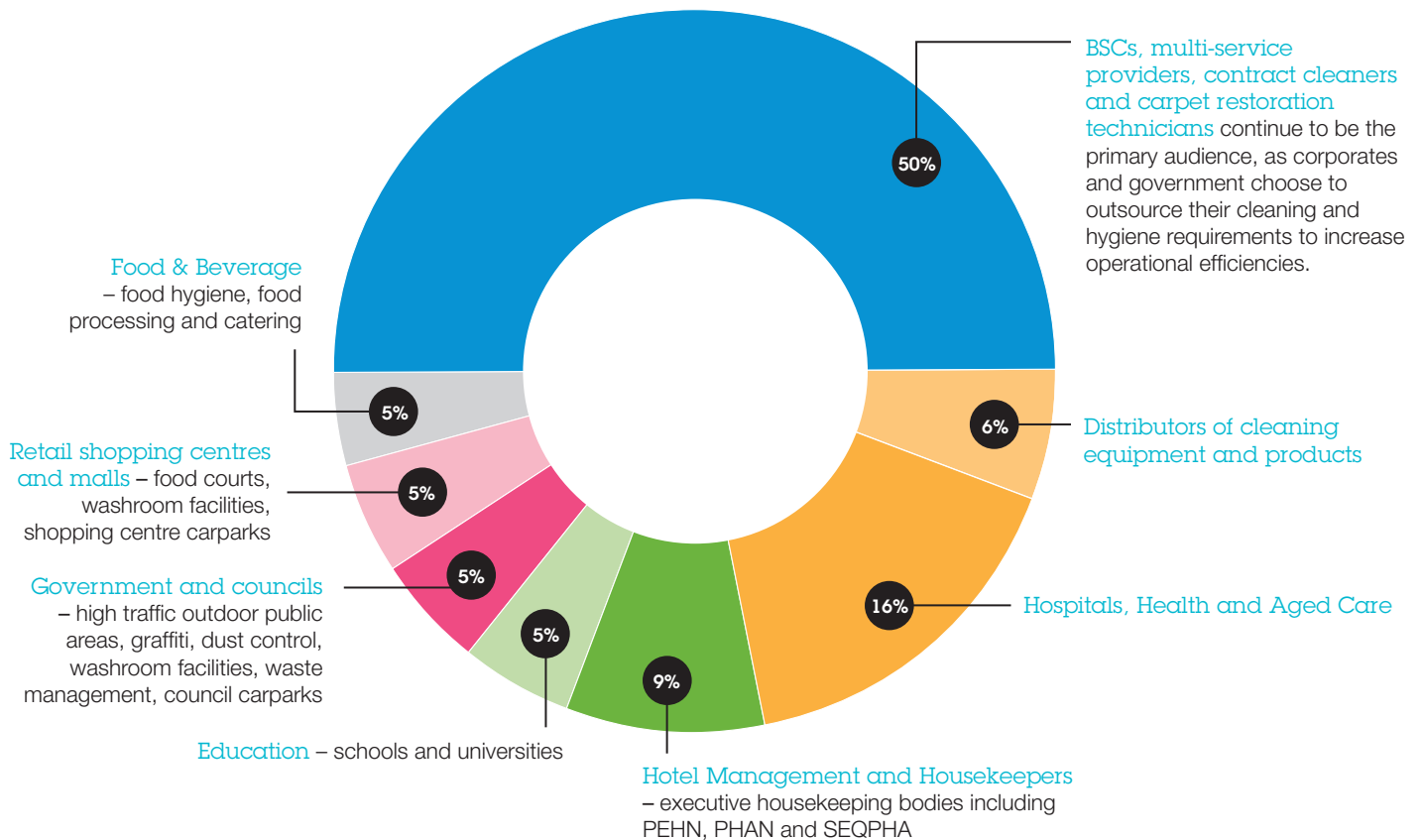
More than 60% said INCLEAN magazine was the number one information source, followed by the internet, trade exhibitions and local cleaning supply shops.

This latest research revealed that Products (77%), Technology (68%) and Marketing (50%) sections were the most popular with these executives, who are in positions of influence and/or responsibility for buying decisions.

The fact that INCLEAN Products and Marketing are among the highest rated sections underscores INCLEAN magazine being the preferred information source.



INCLEAN MAGAZINE'S READERSHIP



INCLEAN'S readership contains no wastage; the magazines are directed to the appropriate executive responsible for cleaning and hygiene. For example, our healthcare readers are typically 'hotel services managers' and 'cleaning managers', not those in management and clinical areas.

INCLEAN's minimum print run is 7,000 copies an issue but when there's a major industry event that number is increased. A 'controlled-

circulation' title, a significant percentage of the magazine's distribution is subscription-based. Average readership per issue, based on a 3.5 pass-on factor, is **some 25,000 potential buyers**. State by state circulation is in-line with state populations.

Advertisers are guaranteed of reaching BSCs, contract cleaners and distributors on an every issue basis with other segments targeted appropriately.

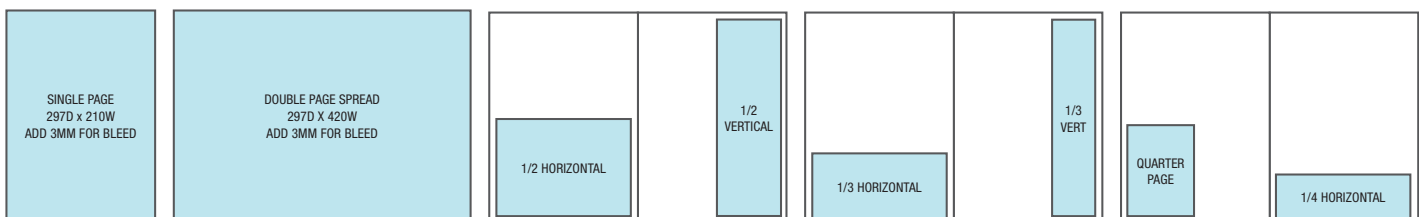
INCLEAN MAGAZINE DEADLINES 2017

Issue/Focus	Editorial Deadline	Advertising Booking	Advertising Artwork	Magazine Printed
January/February Focus: City Cleaning & IT	11 Nov 2016	24 Nov 2016	1 Dec 2016	6 Jan 2016
March/April Focus: Training & Purchasing	24 Jan 2017	3 Feb 2017	10 Feb 2017	9 Mar 2017
May/June Focus: Healthcare & Hygiene	7 Mar 2017	22 Mar 2017	28 Mar 2017	28 Apr 2017
July/August Focus: HR & Education	22 May 2017	31 May 2017	8 Jun 2017	6 Jul 2017
September/October Focus: Sustainability & Green Cleaning	24 Jul 2017	4 Aug 2017	11 Aug 2017	7 Sep 2017
November/December Focus: Retail & Hospitality	15 Sep 2017	28 Sept 2017	6 Oct 2017	2 Nov 2017

RATES (excludes GST)*

Page Rates	Casual	2x	3x	4x	6x
Double Page Spread	\$6,055	\$5,935	\$5,815	\$5,695	\$5,540
Full A4 Page	\$3,105	\$3,045	\$2,980	\$2,920	\$2,840
Half Page	\$1,940	\$1,900	\$1,865	\$1,825	\$1,775
Third Page	\$1,350	\$1,325	\$1,295	\$1,270	\$1,235
Quarter Page	\$1,025	\$1,005	\$985	\$965	\$940
Prime Positions	Casual	2x	3x	4x	6x
Front Cover Package 1 x Front Cover, 1 x DPS advertorial, 1 x FP	\$6,120				
Inside Front Cover – DPS	\$6,815	\$6,680	\$6,540	\$6,405	\$6,235
Inside Front Cover – Single Page	\$3,495	\$3,425	\$3,355	\$3,285	\$3,195
Full Page – Opposite Contents Page	\$3,495	\$3,425	\$3,355	\$3,285	\$3,195
Full Page – Opposite Editor's Page	\$3,495	\$3,425	\$3,355	\$3,285	\$3,195
Inside Back Cover – DPS	\$6,815	\$6,680	\$6,540	\$6,405	\$6,235
Inside Back Cover – Single Page	\$3,495	\$3,425	\$3,355	\$3,285	\$3,195
Outside Back Cover	\$3,725	\$3,655	\$3,580	\$3,505	\$3,410

Other Guaranteed Positions: +12.5%



File formats: Adobe Portable Document Format (PDF) – Please prepare all PDF's as specified by the 3DAP guideline. Visit www.3dap.com.au for details. Artwork is accepted on CD, DVD, USB Flash Drive or by email (up to 10mb).

Other formats: InDesign, PhotoShop and Illustrator are accepted as long as all fonts are included and all images are in CMYK mode. Illustrator files must have all images embedded and fonts converted to outlines/paths.

We do not accept adverts in QuarkXPress above version 6.5, Word, PowerPoint, Publisher or any Microsoft software.

Images: Minimum of 300dpi at 100% scaling. Line Art images minimum of 1200dpi at 100% scaling. All Images must be in CMYK mode. Image file formats should be PSD, TIFF or composite EPS and should not be compressed.

Maximum Ink weight of images to be no more than 300%.

Fonts: We accept Postscript fonts only. We do not accept True Type Fonts. PDF files are to have fonts embedded.

Bleed material: All bleed must be a minimum of 5mm with all marks offset at 5mm. Text to be a minimum of 8mm from edge of page.

Proofs: A coloured proof should be supplied with all ads. No responsibility will be accepted for reproduction of the advertisement unless a colour printout is sent with the disk as a frame of reference for the printer and all files saved as specified above.

TRIM SIZE (mm)	DEPTH	x	WIDTH
Full page (maximum text area 281x194)	297	x	210
Double page spread (max text area 281x404)	297	x	420
NON BLEED MATERIAL (mm)			
1/2 page vertical	270	x	90
1/2 page horizontal	135	x	185
1/3 page vertical	270	x	57
1/3 page horizontal	90	x	185
1/4 page square	135	x	90
1/4 page horizontal	65	x	185
BLEED MATERIAL (mm) (bleed to be a minimum of 5mm)			
DPS full	297	x	420
Full page	297	x	210
1/2 page - vertical	297	x	100
1/2 page - horizontal	150	x	210
Text to be a minimum of 8mm from edge of page			
All marks to be offset by a minimum of 5mm			

All magazine advertising material to be emailed to Magazine.Material@intermedia.com.au



www.incleanmag.com.au

www.incleanmag.com.au is an invaluable source of quality news and information, connecting manufacturers with distributors and resellers, and in turn with the ultimate decision makers and buyers of cleaning and hygiene products. With over 2200 unique visitors to the site each month, www.incleanmag.com.au proves to be an effective tool for marketers in the cleaning industry.

ONLINE E-NEWSLETTER E:CLEAN

The e:clean newsletter is emailed fortnightly to INCLEAN's online subscriber database, currently reaching 6000 online subscribers. Banner advertising across www.incleanmag.com.au and e:clean newsletter will serve to build awareness of your brand in the minds of INCLEAN's audience.

WHAT'S HOT SECTION

Advertorial article to appear on the homepage of incleanmag.com.au website and e:clean newsletter. These will link to a dedicated page which allows you to offer expanded information.

ELECTRONIC DIRECT MAIL

An eDM affords you the opportunity to distribute a personalised email marketing message to INCLEAN's online subscriber base (6000 contacts). It includes a combination of words and images linking back to your website.

eDMs are ideal for:

- product launches
- brand campaigns
- lead generation
- company profiles
- major announcements
- events
- invitations
- conference reviews

eDMs to the INCLEAN online subscriber base are limited to two per month.

ONLINE ADVERTISING RATES & SPECIFICATIONS

Banner Type	Dimensions (Width X Height)	Email Only	Web Only	Email & Web	Max File Size
Leaderboard	728 x 90 pixels	\$900 per month	\$1,145 per month	\$1,300 per month	50kb
Half page	300 x 600 pixels		\$1,270 per month		50kb
Medium rectangle	300 x 250 pixels	\$570 per month	\$1,000 per month	\$1,270 per month	50kb
Half medium rectangle	300 x 125 pixels		\$570 per month		50kb
What's Hot	Article: Catchy Headline up to 5 words • Summary text up to 30 words • Main body text up to 300 words • Company Contact details Feature image: 200x200pixels, max 50kb, jpg or gif • Article body: 1-3 images (max of 600pixels wide, max 50kb, jpg or gif) and company logo			\$830 per month	
EDM	HTML file, max 600px wide	\$2,000 per send			

IMPORTANT INFORMATION

- All advertisements have live links to the url supplied by the client.
- Click through and other metrics reports are available to advertisers on request.
- All standard advertisements are booked as run of site.
- All incleanmag.com.au advertising is booked for a minimum of 1 month
- Web files jpg, gif or swf. Email files: jpg or gif.
- incleanmag.com.au offers a convenient banner ad production service.
- Creative supplied by client can be changed weekly at 10% charge each banner, or fortnightly if creative is produced for the client by incleanmag.com.au
- Prices quoted are for "basic animated gif or jpeg ads" with up to 4 frame changes.
- Please contact incleanmag.com.au for information and costings on flash animated or more complex advertisements.
- All Flash ads must be supplied with a backup GIF file. Flash format advertisements cannot be accepted for email newsletters. Please supply an animated GIF in this instance. All flash formats and GIF file animation must finish or loop in no more than 15 seconds.
- Positioning can be on a "share of voice" basis dependant on existing bookings

Flash (swf) Instructions

1. Create new layer on top
2. Create white box covering entire banner - convert to button symbol
3. Set alpha to zero
4. Hardcode the URL into the FLA file

Simple script:

```
on(release){
  getUrl(url,"_blank");
}
```

Please note: not all email programs support animated files.

Please provide static gifs or jpgs for HTML email campaigns.

Online Ad Delivery, Deadlines and Queries

Send all ads by email to material@intermedia.com.au

AT LEAST FIVE WORKING DAYS PRIOR TO START OF THE MONTH IN WHICH THE AD IS TO RUN. Destination/landing page url must be stated on email. For questions about online ad production contact Tessa Marano on 02 8586 6169.

INCLEAN

HAS DIGITAL COVERED

By capitalising on our digital marketplace investments you can make your brand and products work even harder in the competitive B2B business environment



INCLEAN'S print and digital products support each other as well as tap the enormous strength of social media, which includes LinkedIn, Google + and Facebook

By involving your brand, products and services in our digital portfolio you are cost-effectively leveraging your marketing budget.

We are where you need to be.

Talk with INCLEAN'S national sales manager **Samantha Ewart** about how you too can have digital covered. Phone 02 8586 6106 or email sewart@intermedia.com.au

www.incleanmag.com.au



ABOUT THE INTERMEDIA GROUP



The Intermedia Group is Australia's leading independent business-to-business publishing company employing expert editors and sales staff across a broad range of business sectors, united by their passion for authoritative mastheads and engaging content.

The Intermedia Group portfolio comprises more than 70 media properties. These include market-leading magazines, websites and related digital assets, as well as more than 20 events and conferences held across the Asia Pacific region.

The Intermedia Group holds active and majority shareholdings in Time Out Australia, the country's most cutting-edge and comprehensive guide to life in the city, and Interpoint Events, one of the region's leading conference and exhibition organisers and the preferred event management partner for many industry bodies and associations.

www.intermedia.com.au