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TRAFFIC MANAGEMENT
ASSOCIATION OF AUSTRALIA

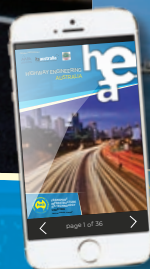


itsaustralia 
Intelligent Transport Systems



HIGHWAY ENGINEERING AUSTRALIA

MEDIA KIT 2024



TRANSPORT
INFRASTRUCTURE
ITS TECHNOLOGY

PRINT • DIGITAL • ONLINE

AUSTRALIA'S PREMIER ROADS & TRANSPORT INFRASTRUCTURE PUBLICATION

PROFILE

Highway Engineering Australia (HEA) magazine has been providing high quality, informative and relevant content covering all aspects of road and transport infrastructure planning, construction, management and maintenance from across Australia and around the world since 1968.

HEA delivers the latest in local and international news and features, including project features, technical papers and case studies on everything from infrastructure design, construction and management, through to pavement design, transport & logistics and, of course, all the latest from the world of ITS (Intelligent Transport Systems).

Published bi-monthly (6-issues per year), HEA is specifically targetted at Roads, Transport, Infrastructure and Civil Engineering professionals in both the public and private sectors, including:

- [Engineers](#)
- [Road and transport infrastructure design, construction and maintenance specialists](#)
- [Road safety specialists](#)
- [Asset managers](#)
- [Purchasing & procurement professionals](#)
- [Fleet & equipment managers](#)
- [Traffic management specialists](#)
- [ITS professionals](#)



DISTRIBUTION (PRINT AND DIGITAL)

Distributed in print and digital formats direct to subscribers, HEA is aimed at industry professionals throughout both the public and private sectors.

Together with the high quality print version, HEA is simultaneously published as a digital 'flipbook' for online viewing via ISSUU and as an 'Active PDF eBook' that works across a full range of devices, including: iPad®, iPhone®, Android® devices, tablets, laptops and desktops (Windows® and Mac®) - in fact, anything that can open an Adobe® PDF format document.

Produced with identical content to the print version, the digital version features live web and email links for articles and adverts.

TOPICS COVERED

- Transport Infrastructure Design, Construction & Rehabilitation
- Traffic Management & Planning
- Intelligent Transport Systems (ITS) Technology
- Road Safety Systems & Equipment
- Construction Materials & Methodology
- Pavement Technology
- Worksite Safety / OH&S
- Equipment Design and Performance
- Transport & Logistics Operations
- Bridge Design
- Construction Technology
- Project Management
- Asset Management & Maintenance
- Legislative Issues

INDUSTRY SUPPORT

HEA is proudly supported by a number of key associations and industry groups, including:

- [Roadmarking Industry Association of Australia](#)
- [ITS Australia](#)
- [AustStab](#)
- [Traffic Management Association of Australia](#)
- [Australasian Corrosion Association](#)
- [National Precast Concrete Association Australia](#)
- [iMOVE CRC](#)

Together with these key media partnerships, HEA is also an official media partner with numerous high profile conferences, exhibitions and other trade events.



AUSTRALIA'S PREMIER ROADS & TRANSPORT INFRASTRUCTURE PUBLICATION

READERSHIP (AS AT 30/11/23)

Average Reads per Issue: 48,623*

* Combined Print & Digital half-life (30-day) readership averaged over previous three issues.

* DOES NOT INCLUDE external library and research source subscriptions.

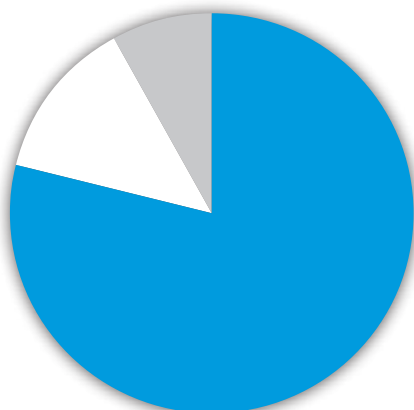
* DOES NOT INCLUDE ad hoc downloads and views through web landing page.

Readership numbers include direct print subscribers and digital subscribers (who access and/or download their issue of HEA via www.epcgroup.com/magazines/hea-magazine); together with digital distribution to all members and affiliates of our Media Partner organisations, including:

- ITS Australia
- AustStab
- TMAA (Traffic Management Association of Australia)
- ACA (Australasian Corrosion Association)
- NPCAA (National Precast Concrete Association Australia)
- RIAA (Roadmarking Industry Association of Australia)

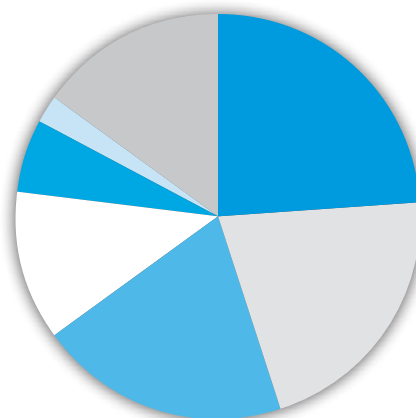
The magazine's readership is further bolstered by the fact that we are also a foundation publisher with the RMIT InformIT platform and EBSCO digital (with HEA available as a digital subscription from both). HEA is also licensed as an industry / learning resource through the National Library of Australia and all Australian state libraries (through the NED National eDeposit), as well as research and training institutions across Australia and around the globe.

HEA Readership (by Sector):



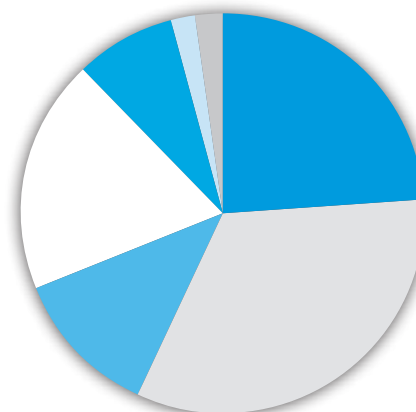
Private Sector	78%
State / Federal Government	14%
Local Government	8%

HEA Distribution by State:



NSW/ACT	24%	Western Australia	6%
Victoria	21%	Tasmania	2%
Queensland	19%	International	15%
SA/NT	13%		

HEA Readership (by Profession):



Engineers (Transport / Civil / Specialist)	29%
Construction Contractors and Specialist Sub-Contractors	33%
Project Managers / Project Consultants	10%
ITS Professionals	14%
Transport & Logistics Professionals	10%
Equipment / Material Suppliers	3%
Academics	1%



HEA ONLINE PORTAL (www.epcgroup.com/magazines/hea-magazine)

Average Visits per Month: 43,744*

** Averaged over the 6-month period 01/05/23 – 30/11/23*

** Includes an average of 6,755 unique casual visits per month (some 84% of which either download or view the current issue online).*

2024 FEATURES LIST

Together with regular news and feature sections from each of our Media Partners, HEA includes a range of special Feature Sections across the year, including:

JAN/FEB ISSUE

- Focus on Asphalt
- Road & Pavement Stabilisation
- Compaction Equipment
- Line Marking Feature
- Equipment Attachments
- Plant Hire Special
- Asset Inspection and Reporting
- Street Furniture
- ITS Special Feature
- Road Safety Feature

MAR/APR ISSUE

- Compaction Equipment Feature
- Traffic Management Equipment
- Worksite Safety
- Focus on Asphalt
- Road Safety & Barrier Systems
- Road Maintenance
- Stormwater Management
- ITS Special Feature
- Sustainable Roads
- Road & Pavement Stabilisation

MAY/JUN ISSUE

- Stabilisation Feature
- Road Maintenance
- Focus on Asphalt
- Road Safety Equipment Special
- Bridges in Focus
- Line Marking
- Construction Equipment
- Road Maintenance
- Street Furniture
- ITS Special Feature

JUL/AUG ISSUE

- Focus on Asphalt
- Paving Equipment
- Traffic Management
- Worksite Safety
- Asset Inspection and Reporting
- Construction Technology
- Compaction and Earthworks
- Lifecycle Engineering Special
- Pavement Recycling
- ITS Special Feature

SEP/OCT ISSUE

- Stabilisation Feature
- Pavers & Profilers
- Focus on Asphalt
- Road & Tunnel Lighting
- Line Marking Feature
- Passive Road Safety
- Survey Equipment Special
- Retaining Walls
- ITS Special Feature
- Stormwater Management

NOV/DEC ISSUE

- Worksite Safety
- Traffic Monitoring Equipment
- Asphalt Equipment & Technology
- Road Safety Systems
- Traffic Management Feature
- Asset Management Systems
- Stormwater Management
- Road Maintenance
- Bridges in Focus
- ITS Special Feature

AUSTRALIA'S PREMIER ROADS & TRANSPORT INFRASTRUCTURE PUBLICATION

ADVERTISING SIZES

DOUBLE PAGE SPREAD

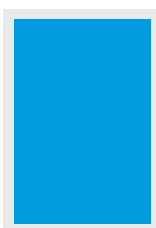


double page bleed

FULL PAGE

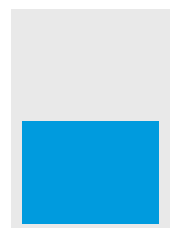


full page bleed

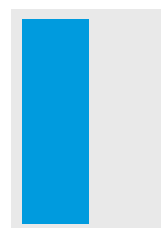


full page bordered

HALF PAGE



horizontal

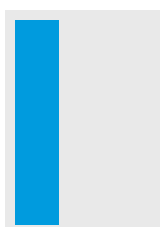


vertical

THIRD PAGE

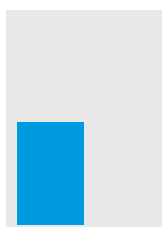


horizontal



vertical

QUARTER PAGE



block



horizontal

EIGHTH PAGE



horizontal

Advertising Sizes

Magazine Trim Size (mm)

Width Depth

210 x 297

Advert Sizes

Double Page Spread (inc 5mm Bleed)	430	x	307
Full Page (Inc 5mm Bleed)	220	x	307
Full Page (Bordered)	181	x	270
Half Page (Horizontal)	181	x	135
Half Page (Vertical)	88	x	270
1/3 Page (Horizontal)	181	x	90
1/3 Page (Vertical)	57	x	270
1/4 Page (Block)	88	x	135
1/4 Page (Horizontal)	181	x	66
1/8 Page (Horizontal)	88	x	66

Digital Banner Advert Sizes

Advert Type

	Desktop/Tablet	Mobile
Digital Leaderboard Ad	728px(w) x 90px(d)	320px(w) x 50px(d)
Digital MREC Banner Ad	300px(w) x 250px(d)	320px(w) x 50px(d)
Distribution Email Banner	728px(w) x 200px(d)	N/A

* Leaderboard and MREC Banner ads (both desktop and mobile versions) can be static (.jpg or .png format) or animated (.gif format) with a maximum 5-second cycle

* We require BOTH the desktop and mobile sizes for Leaderboard and MREC bookings

* Distribution Email Banner ads are STATIC ad formats only (.jpg or .png format)

MATERIAL SPECIFICATIONS

Preferred File Format

Press Optimised Adobe PDF with:

- All graphic content set as CMYK with a minimum resolution of 300dpi @ 100% size
- Line art as vector (preferred) or with a minimum resolution of 1200dpi @ 100% size
- Fonts as curves / outlines (preferred) or all fonts embedded (except for URL links - see note below)

Other File Formats

We can also accept materials in all other professional file formats, including: Quark Xpress, Adobe InDesign, Adobe Illustrator and Corel Draw. We accept files in both Windows® and Mac® formats.

Active URL Links in Adverts

PLEASE NOTE: Many PDF readers and other e-Reader programs will only auto-detect URL links in adverts when they are preceded by the either a **http://** or **https://** or **www**.

To maximise the effectiveness of your advert, please ensure that the full URL is included and the link is kept as TEXT in the artwork (e.g. NOT converted outlines /curves).

Artwork Design & Preparation

We can also assist with design and preparation of professional advert materials. Contact us on **1300 EPC GROUP** (1300 372 476) (International +61 3 5784 2210) or email: ats@epcgroup.com for more details.



Artwork Files (Up to 10Mb size) can be sent via email to: adverts@epcgroup.com



Artwork Files (Over 10Mb size) can be submitted via our WeTransfer™ FTP site: epcgroup.wetransfer.com



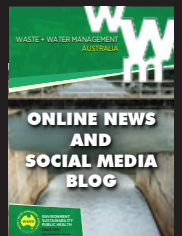
or via Dropbox with the link forwarded to: ats@epcgroup.com

OTHER EPC PUBLICATIONS

EPC Media Group publications and online news & social media blogs provide high quality, targeted media access to key Australian and International markets - reaching all levels of Government and the private sector, across a broad range of industries.



CEA
Construction Engineering
Australia



WWM
Waste + Water
Management Australia

ADVERTISING SALES

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ADVERTISING RATES (EXCLUSIVE OF GST)

Advert Size	Casual	3 Issues (per issue)	6 Issues (per issue)	12 issues (per issue)
Full Page	\$3100	\$2950	\$2800	\$2650
Half Page	\$2100	\$1950	\$1800	\$1700
Third Page	\$1700	\$1550	\$1400	\$1300
Quarter Page	\$1350	\$1250	\$1150	\$1050
Eighth Page	\$950	\$850	\$750	\$650
Double Page Spread	\$5200	\$4800	\$4400	\$4200

Premium Position Charges: Outside Back Cover +30% / Inside Front Cover +20% / Guaranteed RHP +15%
DIGITAL & PRINT INCLUDED: All prices shown are for both the DIGITAL and PRINT versions of the magazine.
 Adverts included in the DIGITAL editions should be formatted to include Web and Email links.

PUBLICATION DATES

Issue	Publication Date	Bookings By	Materials By
Jan/Feb 2024	January 31st	January 26th	January 29th
Mar/Apr 2024	March 29th	March 22nd	March 26th
May/Jun 2024	May 31st	May 24th	May 28th
Jul/Aug 2024	July 31st	July 25th	July 29th
Sep/Oct 2024	September 30th	September 24th	September 26th
Nov/Dec 2024	November 29th	November 25th	November 27th

WEB ADVERTISING RATES

A limited number of web-banner adverts are available on the main HEA online landing page on both the desktop and mobile sites. As the main portal for subscriber access to issue downloads, online viewing and news updates, the site attracts a significant amount of traffic each month. Our Web Banner packages also include additional featured news posts.

Leaderboard Banner Advert
1 month - \$1,500+gst
3 months - \$4,000+gst
6 months - \$6,000+gst
12 months - \$10,000+gst

MREC Banner Advert
1 month - \$1,200+gst
3 months - \$3,200+gst
6 months - \$4,800+gst
12 months - \$8,000+gst

Social Media & Blog Post Packages
We also offer a comprehensive range of digital advertising and marketing packages comprising online blog posts and social media advertising and blogs.
Call Tony Schmidt on +61 414 788 900 for options and pricing



**Editorial and Publishing
Consultants P/L**

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