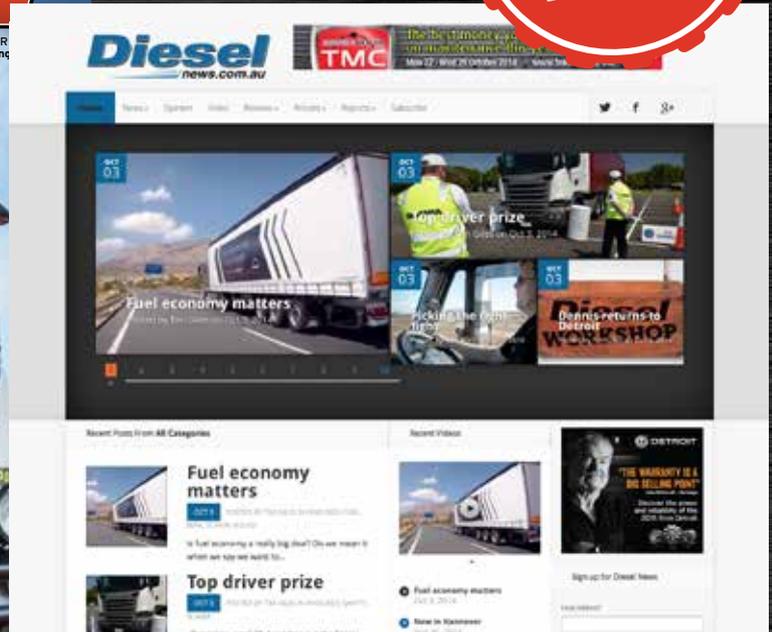


Diesel

Australia's Premier Truck and Trailer Magazine

Print
& Online
Media



PRINT AND
ONLINE
MEDIA INFO PACK 2016

Key facts

ESTABLISHED
2001

FREQUENCY
Bi-Monthly

CIRCULATION
13,780

PASS ON READER RATE
3.4 per copy

TOTAL READERS
46,852

ONLINE RESOURCE
www.dieselnews.com.au



OUR HISTORY

Diesel magazine was launched in 2001 and www.dieselnews.com.au in 2011. Both are written by industry stalwarts who truly understand and respect the needs, the products and processes required to run a successful transport business in tough economic and legislative times.

Our aims have always been to provide a publication that provides our readers and advertisers with the highest possible level of service coupled with an unmatched standard of reporting, linked to a quality publication with superior presentation and a depth of market penetration that leaves no sector untouched.

EDITORIAL PHILOSOPHY

We strive to deliver straightforward and honest reporting at all times, based on the experience and professionalism of our editorial staff and contributors. What's more, the aim is to cover every aspect of the trucking industry whether it be through our dedicated news pages, extensive feature articles, special reports or our specialist sections that cover the people, light commercials, trailers and ancillary products.

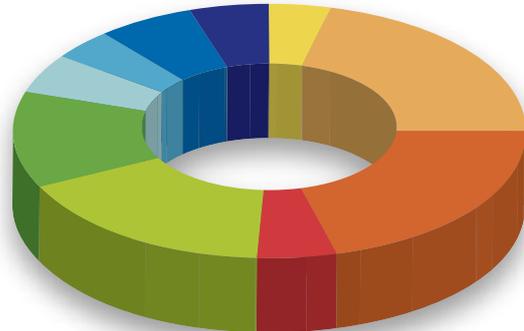
READERSHIP AND DISTRIBUTION

Our readers – those who guide and participate in the industry's fate and fortune are an immensely diverse group who are often hard to find and even harder to maintain when it comes to their reading matter. We are constantly working at improving what we believe is the best distribution mix of any in this sector.

As we all know decisions are made from the ground up, about not only the truck of choice but trailers, vans, axles, tyres, indeed all of the transport task, that's why DIESEL is being read in corporate boardrooms of national fleet operators and major equipment suppliers, to family owned companies who have from one to one hundred trucks, right through to operations managers, finance controllers and providers, the mechanics, dispatchers and drivers who keep trucks and freight on the move. There is sufficient information in every issue to cover their requirements.

Produced just six times per year to highlight the most critical events in the trucking industry, our rapidly increasing subscription list is coupled with distribution via a select group of newsagents, roadhouses and dealer networks that see more than 13,780 copies of Diesel distributed every issue.

DISTRIBUTION BY OPERATIONAL LEVEL



- Government - 5%
- Trailer & Body producer and supplier - 6%
- OEM's, dealers & truck service providers - 4%
- Operators 100+ units - 5%
- Operators 50-99 units - 12%
- Operators 20-49 units - 17%
- Operators 10-19 units - 5%
- Operators 5-9 units - 21%
- Operators 1-4 units - 21%
- Logistics & Warehousing 3PL / 4PL - 4%

STATE DISTRIBUTION



- O/S - 4%
- NT - 4%
- WA - 11%
- QLD - 23%
- SA - 6%
- VIC - 25%
- NSW/ACT - 27%



OPERATOR PROFILE

OPERATOR PROFILE

FINDING HEAVEN MOVING EARTH

BULK OPERATIONS

BULK OPERATIONS

QUBE'S QUADS

Working with bulk product for the mining industry in WA requires specialist equipment, but one operator is changing away from the traditional solutions. **TIM GILES** looks at the Qube operation in Geraldton.

The scale of road transport operations changes dramatically when you travel to Western Australia. Overall mass and axle masses both tend to be larger, and you can see road trains run into the middle of Perth. When you get outside of town, the trucks get even bigger, and the combinations longer. This is what we can hear for - to see the really big stuff out on public roads, finding the kind of trucks we can only dream of on the Eastern Seaboard.

This is the image the rest of the world has of the road transport industry in Australia. Massive prime movers hauling a long line of trailers at unimaginable weights across the vast wilderness of outback Australia.

One such operation is part of the Qube business and based with hauling minerals iron, sand and coal, ships in Geraldton. When we visit the local port some 400km north of Perth, it has a queue of bulk carriers mineral offhires waiting to come in and load their

cargo of minerals from the Geraldton hinterland and its various mining operations. Since Qube is acting as one of the port operators, the tugboat company has its own fleet of trucks hauling assorted minerals from far inland into the waiting bulk handling facilities. At the moment, the company runs 40 trucks out of Geraldton, all of them multi-combinations, with the mine site located about 100km inland from the port.

18 DIESEL, November/December 2015

19

Jan-Feb 16	
Booking Deadline	Wednesday December 2, 2015
Material Deadline	Wednesday December 9, 2015
To Print	Wednesday December 16, 2015
Onsale	Friday January 8, 2016
Mar-Apr 16	
Booking Deadline	Thursday February 4, 2016
Material Deadline	Thursday February 11, 2016
To Print	Thursday February 18, 2016
Onsale	Thursday March 10, 2016
May-Jun 16	
Booking Deadline	Thursday March 31, 2016
Material Deadline	Thursday April 7, 2016
To Print	Thursday April 14, 2016
Onsale	Thursday May 5, 2016

Jul-Aug 16	
Booking Deadline	Thursday June 2, 2016
Material Deadline	Thursday June 9, 2016
To Print	Thursday June 16, 2016
Onsale	Thursday July 7, 2016
Sep-Oct 16	
Booking Deadline	Thursday August 4, 2016
Material Deadline	Thursday August 11, 2016
To Print	Thursday August 18, 2016
Onsale	Thursday September 8, 2016
Nov-Dec 16	
Booking Deadline	Thursday September 29, 2016
Material Deadline	Thursday October 6, 2016
To Print	Thursday October 13, 2016
Onsale	Thursday November 3, 2016



Prime Creative Media will only accept material that adheres to the following information. Material that does not adhere to this criteria will be rejected.

FILE FORMATS

Adobe Portable Document Format (PDF) – Material must be supplied as a press ready pdf. All other formats will be rejected. Artwork is accepted on by email (up to 10mb) or through web ftp.

PROOFS

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

PRODUCTION CHARGES

If complete material is supplied then no additional costs will be incurred. Incomplete Material requiring production services (layout and design) will incur an artwork and design charge – POA. No guarantee can be given for the accuracy in setting hand written copy or for the quality of reproduction from unsuitable or previously screened illustration material. Copy should be supplied in type written form (saved on disk or emailed) and accompanied by pictures saved as either eps, tiff or jpeg files. Alternatively, original photographs or colour transparencies may be supplied.

AUTHOR'S CORRECTIONS

Minor changes are acceptable PRIOR to final material deadline but complete rewrites and extensive changes will incur full re-make charges.

INSERTS

All inserts need to be sighted and weighed to enable us to give an accurate quotation as to the cost of carrying the insert.

LOOSE INSERTS

Loose inserts must not exceed the trimmed dimensions of the magazine. If they do, they will be folded and a charge levied.

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 TIFF or composite EPS and should not be compressed. Maximum Ink weight to be no more than 300%.

FONTS

We accept Postscript fonts only, include both printer and screen fonts. We do not accept True Type Fonts. PDF files are to have fonts embedded.

BLEEDS

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.

QUICKCUT

Quickcut files are now accepted. Quickcut offers the most advanced digital advertising delivery system available. For further information please contact Prime Creative Media or go to the Quickcut website www.quickcut.com.au

COLOUR PRINTOUTS

Colour printouts will incur a nominal charge.

BOUND/STITCHED INSERTS

(4 or more pages) must be supplied untrimmed and folded, with a 10-15mm binding lap on the last page and a head trim of 5mm. If a bound insert in a saddle stitched publication is a single (A4) sheet then add additional 80mm flap is required for stitching. A minimum 100gsm stock is strongly recommended.

SIDE-STITCHED

Inserts requiring pre-collating on bindery lines will incur an additional charge.

NOVELTY OR GUMMED INSERTS

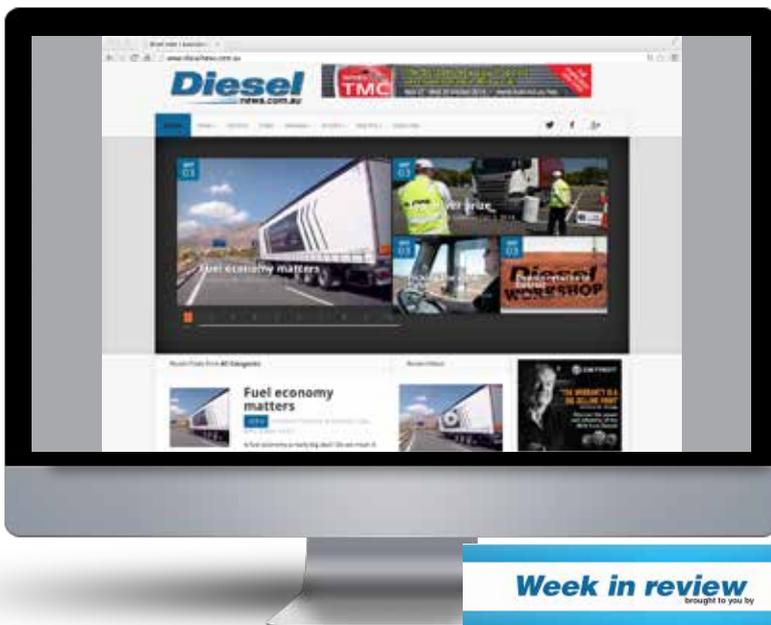
Inserts that carry some kind of novelty, affixed or glued to a page, must be presented to the publisher for inspection. Some contravene postal regulations, others present significant handling problems.

Online www.dieselnews.com.au



	Dimensions (width x height)	eNews	Web
eDM Exclusive to one client	HTML file, max of 600 pixels wide	\$4,995	
Week In Review eNews Banner	600x77 pixels (tablet) 320 x 100pixels (mobile)	Starting from \$1,100	NA
Web Banner - leaderboard top of page	728 x 90 pixels	NA	\$1,000
Web Medium rectangle - position 1	300 x 250 pixels	NA	\$800
Web Banner - leaderboard bottom of page	728 x 90 pixels	NA	\$750
Web Medium rectangle - position 2	300 x 250 pixels	NA	\$650
Web Medium rectangle - position 3 - home page only	300 x 250 pixels	NA	\$500
Web Banner - leaderboard page specific	728 x 90 pixels	NA	POA

Rates exclude GST. Rates current from 1 January 2016.



Over 15,000 industry decision makers receiving each week

Banner Advert

Week in review Diesel news.com.au

TOP STORY
Increase in Retiring Old Trucks

Truck registration statistics show the number of older trucks being retired has increased dramatically in the last quarter.

[READ MORE](#)

WITH FUSO AGILITY Conditions apply FUSO

OPINION
Sleepless in Singleton

There is no doubting the fact one of the biggest issues facing the trucking industry is fatigue.

[READ MORE](#)

EROAD Leaderboard
Promote healthy competition
Find out more - eroad.com.au

Who of the week? Bivy on the Bivy

"THE WARRANTY IS A BIG SELLING POINT"

DIESELNEWS.COM.AU

Offers a comprehensive news and information service delivered free to the web and direct to subscribers via emails sent weekly.

Designed specifically for the road transport industry, it is an ideal news and promotional source for the users and suppliers of trucks, trailers, associated services and ancillary equipment.

Dieselnews is the digital partner to Diesel magazine and similarly, provides a highly professional and instantaneous promotional platform able to complement existing magazine activity or as a stand-alone and immediate medium free of the long lead times associated with print publications.

Content is driven by senior industry journalists with original news stories and research. Unlike so many electronic news sites, Dieselnews is not simply a processor of press releases. Additionally the web has an extensive line-up of archived articles.

WHY DIESELNEWS.COM.AU?

- Industry and product news.
- Updated weekly.
- Access to archived articles and news stories.
- In depth reports on truck, trailer and ancillary equipment used by today's industry leaders.
- Diesel Workshop – a complete overview of the technical articles from each magazine issue
- Events diary, Show reports and much more.

eDMs

WHAT IS AN EDM?

Electronic Direct Mail provides your company or brand with the opportunity to distribute a personalised email marketing message to our newsletter subscriber database.

WHY SHOULD I USE AN EDM?

An EDM is ideal for distributing a large amount of content that includes a combination of words and images as well as links.

AN EDM IS IDEAL FOR

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

WHEN CAN I SEND AN EDM?

There is only one eDM opportunity per month providing your message with exclusivity and higher reader retention. Supply a zipped file of your html coding and images. The maximum width for material is 600 pixels. Alternatively, send through your text, images and a short brief and our production team can put your eDM together (production costs apply). Supply/submission of eDM material should be to trevor.herkess@primecreative.com.au

ONLINE SPECIFICATIONS

- 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 (excluding category banners).
- All dieselnews.com.au advertising is booked for a minimum of 3 months.
- Web and EDM files jpg or gif, max of 50kbs. No size restrictions for HTML5 files.
- dieselnews.com.au offers a reasonably priced 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 dieselnews.com.au
- Prices quoted are for "basic animated gif or jpeg ads" with up to 4 frame changes.
- Please contact dieselnews.com.au for information and costings on flash animated or more complex advertisements.

Problem viewing this page? [View in Browser](#)

News Header



Home | News | Reviews



Video of the week



Story of the week

Id estet hictae parum del et apis et, tem qui ressed

Ferae occum volorit hiciam ut ea disciendit eum ent, soluptur suntorumquis el magnit aribus voluptas sime diore eiu?

[Read More](#)

Industry issue of the week

Id estet hictae parum del et apis et, tem qui ressed

Ferae occum volorit hiciam ut ea disciendit eum ent, soluptur suntorumquis el magnit aribus voluptas sime diore eiu?

[Read More](#)



Facebook post of the week

Id estet hictae parum del et apis et, tem qui ressed

Ferae occum volorit hiciam ut ea disciendit eum ent, soluptur suntorumquis el magnit aribus voluptas sime diore eiu?

[Read More](#)

International News

Id estet hictae parum del et apis et, tem qui ressed

Ferae occum volorit hiciam ut ea disciendit eum ent, soluptur suntorumquis el magnit aribus voluptas sime diore eiu?



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