

OWNER DRIVER

OWNERDRIVER.COM.AU

🌐 DEDICATED TO THE SUCCESS OF THE PERSON BEHIND THE WHEEL...

**AUSTRALIA'S
LARGEST
CIRCULATING
TRUCKING
PUBLICATION**

Delivered Monthly

Industry news and analysis,
business management tips,
driver profiles, road tests
and technical tips

Direct Daily

Daily breaking news @
www.ownerdriver.com.au

INTRODUCTION

EDITORIAL

Managing Editor

Greg Bush
gbush@acpmagazines.com.au

News Editor

Brad Gardner
bgardner@acpmagazines.com.au

Technical Editor

Gary Worrall
gworrall@acpmagazines.com.au

Victorian Correspondent

Tamara Whitsed
tamarawhitsed@bigpond.com

South Australian Correspondents

Di & Peter Schlenk
pdschlenk@internode.on.net

ADVERTISING

Account Manager- Transport

Nickols Szczepanski
nszczepanski@acpmagazines.com.au

Key Account Manager

Jo Whale
jwhale@acpmagazines.com.au

Executive Group

Editor in Chief - Graham Gardiner
Operations Manager - Carol McLarty
Executive Web Producer - Nigel Dearing
Marketing General Manager - Travis Godfredson
General Sales Manager - Sunday Ehigie
Chief Executive Officer - Keith Falconer

Published by:

Trader
BUSINESS
MEDIA
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Circulation 38,882
(CAB Audit September, 2010)
Largest circulating trucking
publication in Australia

A division of ACP Magazines
ABN 18 053 273 546
Level 2, 12 Browning Street
West End Q 4101 Australia
Fax: (07) 3166 2349

Australia's Leading Truck Publication

Owner//Driver was established in 1992 as a national newspaper 'Dedicated to the Success of the Person Behind the Wheel' – a purpose proudly printed on its front cover since the very first issue.

Its target is the people – male and female, big and small operators, long and short haulers, farmers, builders, taxi-truck drivers – who own or drive trucks and form the backbone of Australia's massive road transport sector.

Owner//Driver's tightly focused editorial, underpinned by its close relationship with this audience, reflects the special needs and characteristics of this target market.

Based on its hard-hitting coverage of the news and issues that effect the industry, and profiles of the characters and companies that contribute to its world-class reputation, to the best technical updates, truck and van tests, and columnists tackling the big issues about what really happens on the road, the monthly newspaper is a must-read.

This powerful market position is reflected in its position as the biggest-circulating truck publication in Australia. CAB audited, the monthly newspaper's circulation of 38, 613 is 40 percent greater than its nearest competitor.

Employing our own team of distributors working out of Brisbane, Sydney, Melbourne and Perth ensures **Owner//Driver** gets to the right places across Australia.

So when you want to get your message to the greatest number of truck operators across Australia, size matters. And **Owner//Driver** has the size that counts across Australia.



ADVERTISING

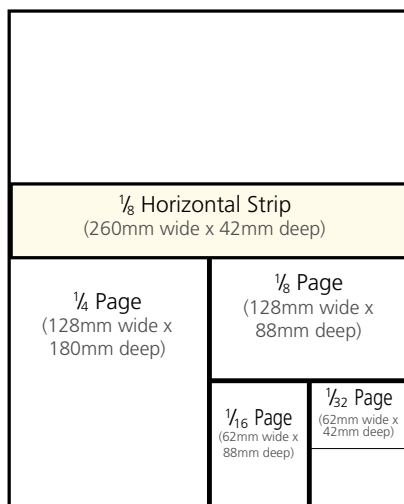
2010 DISPLAY ADVERTISING RATES & SPECIFICATIONS

Size	wxh (mm)	GLOSS			NEWSPRINT COLOUR			MONO		
		Casual	4 x	12 x	Casual	4 x	12 x	Casual	4 x	12 x
DPS (5mm bleed)	560X395	\$8,750	\$8,450	\$8200	\$7,800	\$7,650	\$7,500	\$5,150	\$4990	\$4,880
FP (5mm bleed)	280X395	\$5150	\$4,850	\$4,600	\$4000	\$3,900	\$3,700	\$2,600	\$2,550	\$2,470
1/2 V	130x373	\$3,550	\$3,500	\$3,450	\$3,300	\$3,225	\$3,150	\$2,140	\$2,090	\$2,030
1/2 H	260x180	\$3,400	\$3,350	\$3,300	\$3100	\$3050	\$3000	\$2,080	\$2,030	\$1,980
1/3 H	260x120	\$2,600	\$2,500	\$2,450	\$2,250	\$2,200	\$2,150	\$1,460	\$1,430	\$1,390
1/4 V	128x180	\$2,500	\$2,400	\$2,375	\$2,150	\$2,100	\$2075	\$1,400	\$1,370	\$1,340
1/4 H	260x90	\$2,250	\$2,200	\$2,175	\$1,925	\$1,875	\$1,850	\$1,250	\$1,220	\$1,190
1/8 strip cover	260x50	\$1,550	\$1,500	\$1,475	\$1,250	\$1,200	\$1,150	\$780	\$710	\$650

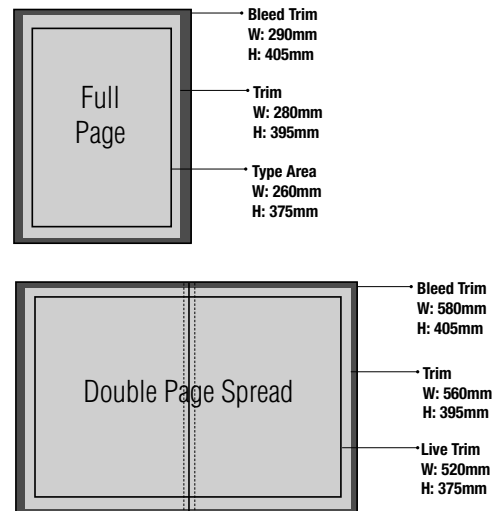
TRUCK DEALS ADVERTISING (USED TRUCKS AND TRAILERS - FOR DEALERS ONLY)

Size	MM (WxH)	NEWSPRINT			SPOT COLOUR			MONO		
		Casual	4 x	12 x	Casual	4 x	12 x	Casual	4x	12x
FP	280x395	\$2,400	\$2,300	\$2,220	\$1,400	\$1,325	\$1,250	\$1,175	\$1,150	\$1,100
1/2	260x180	\$1,300	\$1,200	\$1,150	\$750	\$725	\$700	\$650	\$625	\$575

Specifications for Classifieds



Specifications for Full Page & DPS



CLASSIFIEDS (TRANSJOBS/TRADE/CLASSIFIEDS)

SIZE	MM WxH	NEWSPRINT COLOUR	SPOT	MONO
1/4 page	128x180	\$740	\$530	\$380
1/8 page	128x88	\$390	\$290	\$210
1/8 strip	260x42	\$390	\$290	\$210
1/16 page	62x88	\$200	\$160	\$140
1/32 page	62x42	\$100	N/A	N/A

TRUCK DEAL CLASSIFIEDS (USED TRUCKS AND TRAILERS - FOR OWNER DRIVERS)

SIZE	MM WXH	NEWSPRINT COLOUR	SPOT	MONO
1/4 page	128x180	\$740	\$530	\$380
1/8 page	128x88	\$390	\$290	\$210
1/16 page	62x88	\$200	\$160	\$140

Add 10% GST to all above prices.

DEADLINES

2010/11 PUBLISHING SCHEDULE & ADVERTISING DEADLINES

Month / Issue	Feature	Material & Booking deadline	ON SALE
November 214	TBA	28/10/10	15/11/10
December 215	TBA	25/11/10	13/12/10
January 216	TBA	20/12/10	17/01/11
February 217	TBA	27/01/11	14/02/11
March 218	TBA	24/02/11	14/03/11
April 219	TBA	31/03/11	18/04/11
May 220	TBA	28/04/11	16/05/11
June 221	TBA	26/05/11	13/06/11
July 222	TBA	30/06/11	18/07/11
August 223	TBA	28/07/11	15/08/11
September 224	TBA	25/08/11	12/09/11
October 225	TBA	29/09/11	17/10/11
November 226	TBA	27/10/11	14/11/11
December 227	TBA	24/11/11	12/12/11

*To discuss your marketing plans and quotes contact
Nickola Szczepanski on 07 3166 2318 or at
nszczepanski@acpmagazines.com.au*

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Please ensure you're folder is labelled clearly with your Advertiser Name, Publication and issue number

Note:

1. Refer to our Terms & Conditions at <http://www.traderclassifieds.com.au/advtc.html>
2. Preferred positions. To confirm prices and positions available, please contact Nickola Szczepanski on (07) 3166 2318.
3. Inserts. Prices are subject to weight and strict postal regulations. Prices will be confirmed upon receipt of a sample. It is the client's responsibility to ensure a sample reaches the Advertising Manager for price confirmation prior to publication dates and that inserts are delivered to Trader Business Media's designated printer (see address and contact information above) by the booking deadlines as outlined in this brochure. Any folding required to meet postal regulations etc. will be charged separately. Please contact the Advertising Manager for further information.
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Account Manage
Nickola Szczepanski
07 3166 2318
nszczepanski@acpmagazines.com.au

Postal Address
Trader Business Media
PO Box 3712
West End Q 4101

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