

HENDRY

essential matters is a free monthly online e-bulletin. It is editorially driven which focuses on the latest news and views on property issues, building and regulatory compliance issues, essential safety measures, emergency procedures, sustainability and facility management, including an annual industry events calendar.

essential matters is produced by the Hendry Group, a national firm of building surveyors and professionals, with a strong presence in the building and property industries. The Hendry Group's reputation as experts in their fields, ensures **essential matters** contains relevant and timely information and articles relating to real issues. All articles and editorials are produced by active industry professionals. **essential matters** reaches over 30,000 subscribers in the industry sectors described above.

Each issue of **essential matters** is sent directly to subscribers; additionally the **essential matters** website hosts the current issue.

Key Facts

Published: early each month
 Subscription: free and online
 Circulation: 30,000+ nationally
 Readership: building, construction, property, maintenance, facilities management, risk management, OH&S, emergency planning, architecture and sustainability

Advertising Opportunities

Tower Advertising

Tower advertisements: 170 pixels wide by 240 pixels high, GIF or JPG format and are to be static graphical images only, with active link to your brochure, website or email address if desired.

Note: Tower Advertisement order is rotated on each opening to maximise exposure.

Event Calendar

Event Calendar listing: List your Event, Conference, Seminar, Forum or Course with an active link.

Tower Advertising and Event Calendar events are also published on the Hendry Group **essential matters** website at www.essentialmatters.com.au for the life of your advertisement, see below for examples.

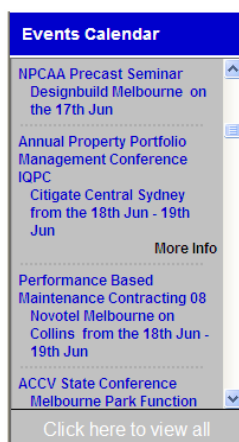
All artwork is to be undertaken by the client at the client's expense and provided by the material deadline.

Advertising Rates

rates 2008	casual	x2	x3
Tower Advertisement	\$950	\$1800	\$2600
Events Calender	\$200	\$350	\$475
Combined discount	\$1150	\$2100	\$3000

Note:

- all rates exclude GST.
- discounts are based on consecutive entries.



For more information on advertising contact Fiona Brown on 1300 730 564 or email salesadmin@netspace.net.au