

Energy Safe Victoria's quarterly magazine

Communicating with industry and the public about energy safety

About energysafe

energysafe is published four times a year by ESV. It is distributed by mail and electronically, via direct email and our social media platforms, with current and previous issues available at www.esv.vic.gov.au/energysafe-magazine.

energysafe engages with and informs energy industry stakeholders about key issues across electricity, gas and pipeline safety. It delivers our readers authoritative articles on safety, technical and regulatory changes and vital industry news.

Through energysafe, ESV promotes our latest campaigns and key safety messages relevant to industry and the public, helping us maintain and enhance Victoria's energy safety record.

A new look

In 2019, energysafe was given a complete visual refresh. Articles are now easier to read and have a clear focus on key messages. Advertising and advertorial features are strategically located to complement stories and reach their intended audience. Advertising with energysafe provides organisations with the opportunity to target advertising campaigns to specific industry stakeholder groups.

Circulation

energysafe has a circulation of more than 30,000 copies. In 2021, ESV expects readership of energysafe to grow, as anyone can subscribe directly to receive energysafe via www.esv.vic.gov.au/subscribe.

energysafe is delivered directly to Victoria's licensed electrical installation workers, registered electrical contractors, licensed electrical inspectors and gasfitters. We also deliver a large number of copies to other electrical, gas and pipeline industry stakeholders, including training and assessment bodies.

The magazine is established as an effective communication tool across the energy safety sector in Victoria.



Advertisement rates, sizes and specifications

Advertisement rates

Cost per issue, full colour	Casual	x4 (20% discount)
Full page	\$3,000	\$2,400
Half page (horizontal)	\$1,800	\$1,400
Third page (horizontal)	\$1,500	\$1,200
Quarter page (horizontal)	\$1,200	\$960
Outside back cover	\$4,000	\$3,200
Inside back cover	\$3,500	\$2,800

Rates do not include GST. Book two ads in any 2020 edition for a 10% discount, three ads for a 15% discount or four ads for 20% off the casual rate above.

Design service – an ad design facility is available to advertisers. Quotes on request.

Advertisement specifications

Press-ready PDF (preferred format), Illustrator EPS (with outlined fonts) files.

File requirements

- » All artwork to be supplied CMYK.
- » All artwork to be supplied 300dpi at actual size.
- » All fonts must be made as outlines.
- » Important information must be kept a minimum of 10mm away from trim.

Any deviation from these specifications will result in a request for revised artwork.

Not acceptable formats

We do not accept the following file formats: QuarkXPress, Publisher, Word publishing programs (ie. MS Word), Pagemaker.

How and where to send ad artwork

All advertisements can be sent digitally to Anitra.Robertson@energysafe.vic.gov.au (up to 8MB in size).

Editorial submissions

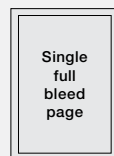
Energy Safe Victoria welcomes editorial submissions from industry and has final jurisdiction over the publication of all material. High resolution digital images may accompany material submitted for review.

1pp Full text	1pp Text and images
1100 words	up to 600 words
1/2pp Full text	1/2pp Text and images
400–600 words	200–300 words
1/4pp Full text	1/4pp Text and images
up to 250 words	up to 100 words

Magazine deadlines

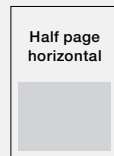
Autumn 2021 #61	Winter 2021 #62
Material deadline 19 Feb 2021	Material deadline 21 May 2021
Circulation date 3 Mar 2021	Circulation date 2 Jun 2021
Spring 2021 #63	Summer 2021 #64
Material deadline 20 Aug 2021	Material deadline 19 Nov 2021
Circulation date 1 Sep 2021	Circulation date 1 Dec 2021

Advertisement sizes



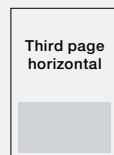
Single page (full bleed)

Trim size 297mm (h) x 210mm (w)
Full bleed 307mm (h) x 220mm (w)



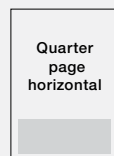
Half page (horizontal)

126mm (h) x 182mm (w)



Third page (horizontal)

85mm (h) x 182mm (w)



Quarter page (horizontal)

63mm (h) x 182mm (w)

Contact details

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