

# BIG RIGS MEDIA GUIDE

2016

Get the Big Picture  
[www.bigrigs.com.au](http://www.bigrigs.com.au)





# INTRODUCING BIG RIGS



Australia's fortnightly national transport newspaper offers unparalleled reach and connection with a desirable and engaged market of transport industry professionals and their families.

## Truly one of a kind

Big Rigs is the only nationally circulated newspaper of its kind. It's a single industry, special interest, niche publication designed specifically to target the national transport sector. It has played a huge part in shaping and influencing the transport industry since the 1990s, as its dedicated readership is personally affected by the news and developments Big Rigs reports.

**Manager** Peter Hockings  
**Advertising** Sean Owens / Marie O'Reilly  
**Editor** Carly Morrissey  
**Sales Support / Distribution  
 & Subscriptions** Stacey Mcqueen

**Phone** 07 3817 1735  
**Fax** 07 3220 6456  
**Email** peter.hockings@bigrigs.com.au  
**Visit** www.bigrigs.com.au



LIKE THE TRANSPORT INDUSTRY,

**BIG RIGS**

GOES EVERYWHERE

**Big Rigs is nationally recognised as one of the transport industry's leading publications.**

Big Rigs is distributed fortnightly to over 3,000 regular drop points including leading truck stops, repair shops, parts dealers, fleet operators, tyre fitters, and truck outlets Australia wide. This much sought after, free publication is also available via subscription.

In addition to the fortnightly newspaper, Big Rigs has a fantastic website that's also proving a hit in the world of transport. We understand the marketing and communication challenges that face businesses targeting former niche audiences.

**Are you connecting with this large, affluent audience?**



# READERSHIP

Big rigs is keeping the transport industry informed on their platform of choice, whether it be the newspaper, website or social media.



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**>600,000** People Work In The Transport Industry In Australia

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- **29% more likely to have children** vs the metro average - 25% higher than the metro average
- **70% are married** or in a de facto relationship
- Average age **43 years**
- **4/5** are male

Print  
Circulation  
**28,175**  
Per Fortnight

Monthly  
Desktop UB  
**14,361**

Monthly  
Mobile UB  
**25,885**

Facebook  
Likes  
**8,715**

# READERSHIP INSIGHTS



## Cashed up and tech savvy

- The trucking industry saw **\$9.3 billion in household income** in 2012 - an overall increase of over 13% on 2010
- They have an average of **\$377,000 in investments**
- They have an average of **\$169,000 in superannuation**
- **8% more likely** to have a smartphone than the national and metro average
- Employment in the industry has **grown 20% over the last five years**
- **12% are intending to purchase property** within the next 12 months
- **60% own their home** - 11% higher than the metro average

## Truckies love their leisure

- **54%** are currently concerned about their weight
- **83% are intending to travel** within the next 12 months
- They are **1.5x more likely to enjoy outdoor activities** such as camping, fishing and boating vs the metro average
- **16% are regular smokers** - 60% more than metro residents
- They are **14% more likely to have consumed alcohol** within the last week than metro residents

# BIG RIGS

## NO STEREOTYPES

Big Rigs readers don't fit the stereotype; they're environmentally concerned, they're financially secure and they're working in a variety of non-freight sectors too!



### Today's trucking industry

#### Is Greener

Did you know it would take SIXTY of today's trucks to emit the PM (black soot) emissions of ONE pre 1996 truck?

#### Is In Demand

Industry forecasts for the Freight Task continue to show an increase in demand for road transport that is ahead of forecast economic growth.

#### Is Growing

Infrastructure Australia (2011) predicts that between 2010 and 2030, road freight will double. Employment in the industry has grown 20% over the last five years.

#### Trucks employed in non-freight sectors include:

- Emergency Services
- Mine Services
- Street Sweepers
- Airport Services
- Military
- Off-Highway Drilling Platform

## Display Advertising

Big Rigs' personal service and one-on-one client management takes the worry out of your advertising. Our media consultants will cater to your individual needs and offer tailored advertising packages to suit your budget. In conjunction with our creative team, Big Rigs can prepare your advertising copy to showcase your products and services to the Australian market in a way that ensures your message targets your intended market.

Big Rigs features different areas of the industry in every edition to offer clients the window of opportunity to highlight their business with editorial (feature list page 5). Advertising options also include inserts of catalogues and flyers, offering ease of distribution to your target market both nationally and to your specific geographical area.

The advantage of advertising in a free national newspaper is your clients don't have to pay to see your advertisement. With this kind of network, your ad is guaranteed to reach its target market.



## Rates & sizes

Ad Size Name	Height (mm)	Width (mm)	Casual Rate*
M12x12 (Double Page Spread)	380	551	\$8531.42
M12x6 (Full Page)	380	262	\$4265.71
M12x3 (Half Page V)	380	129	\$2132.86
M6x6 (Half Page H)	188	262	\$2132.86
M4x6 (Third Page H)	124	262	\$1421.90
M6x3 (Quarter Page V)	188	129	\$1066.43
M3x6 (Quarter Page H)	92	262	\$1066.43
M4x3	124	129	\$710.95
M3x3	92	129	\$533.21



## Big Rigs Website

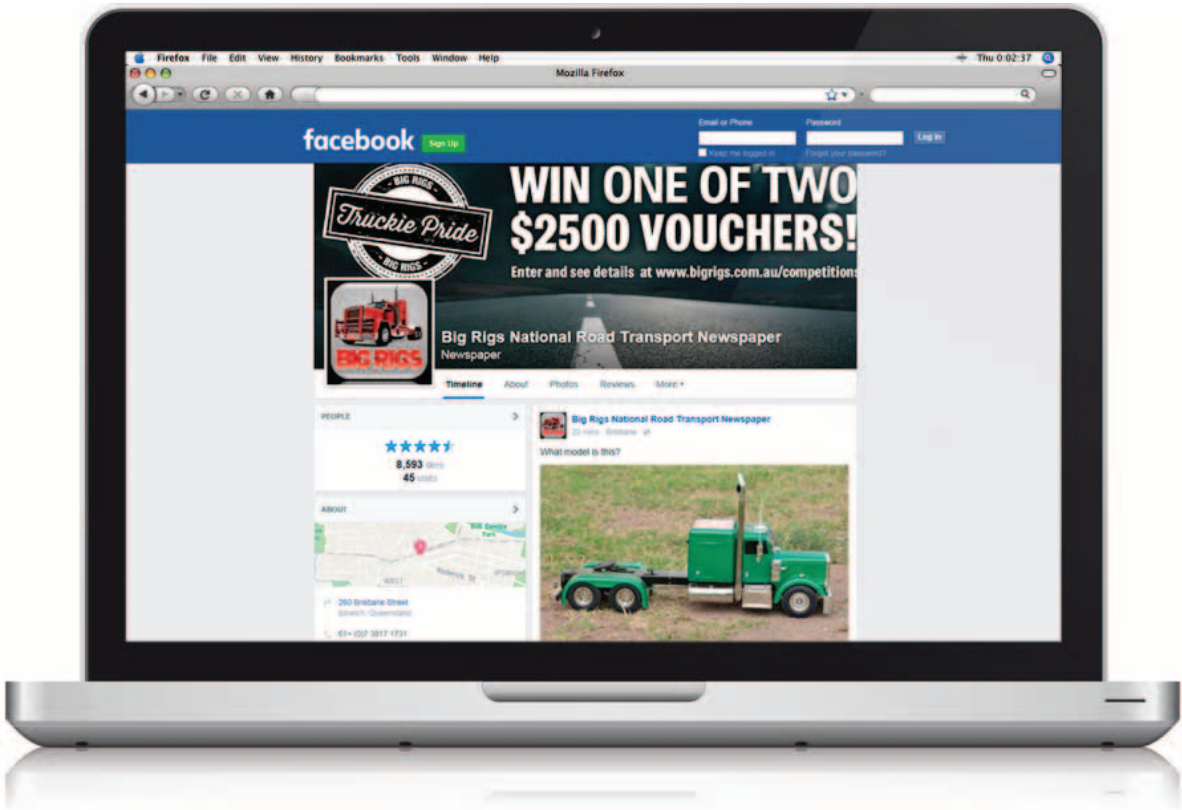
In addition to the fortnightly newspaper, Big Rigs has a fantastic website which makes us a must for industry news.

The Big Rigs website is proving a hit in the world of transport as it turns to the internet to keep up to date on the latest industry issues. While newspapers remain the preferred source of industry news, the Big Rigs team work hard to keep industry members informed on their platform of choice, whether it be the newspaper, website or social media.

### Monthly listings

Ad Space	Rate*
Leaderboard (728 x 90px)	\$90 CPM
MREC	\$90 CPM
Carousel	\$220 per month





## Big Rigs Social Media



Big Rigs National Road Transport Newspaper



@BigRigsnews



bigrigsnewspaper

## What you need to know

### Classifieds

Whether you're selling your business, equipment, running a public notice or looking for employees, Big Rigs can offer you Australia-wide advertising within the transport industry. Call us today for availability and discounted special offers.

### Deadlines\*

**Booking** 12pm Wednesday of the week prior to publication.

**Classified Booking** 2pm Friday of the week prior to publication.

**Copy** 2pm Thursday of the week prior to publication.

### Inserts

Big Rigs can insert and distribute your flyers and catalogues directly to the market through our publication. Contact us today for a specific quote including state breakdown options.

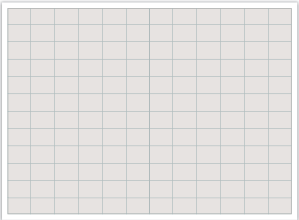
### Features

Big Rigs features add value to your advertising with great editorial, news and product information. In 2016, features will include **Keep It Cool, Light Rigs & Commercial, Trailers, Parts & Accessories, Driveline, Workshop Service & Repairs, Everything Liquid, EOFYS & Tax Time, and Brisbane Trucking**. For extra impact, most features are duplicated over the year. Readers won't want to miss our **2016 International Truck & Trailer Show preview** and wrap up, and the **Truckie Pride** campaign is set to reach new heights in 2016!

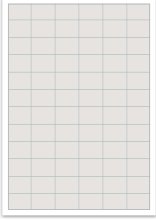
Talk to your advertising specialist today to be a part of these exciting feature opportunities.

# What you need to know

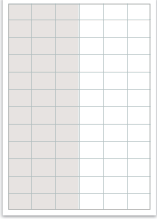
## Advertising Modules & Sizes



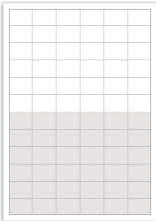
**M12x12**  
(Double Page Spread)



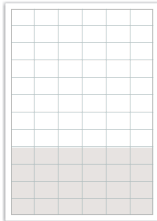
**M12x6**  
(Full Page)



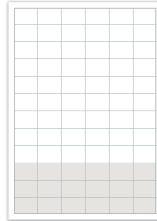
**M12x3**  
(Half Page V)



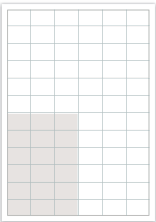
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(Half Page H)



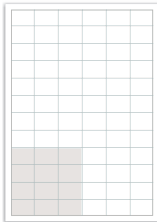
**M4x6**  
(Third Page H)



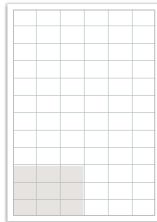
**M3x6**  
(Quarter Page H)



**M6x3**  
(Quarter Page V)



**M4x3**



**M3x3**

## Material Instructions

Material^ supplied electronically is to be emailed directly to your account manager. All advertisements are to be supplied as PDF, CMYK or MONO in JPEG format - failing that, EPS or TIFF format.

^Material specifications supplied upon request

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After trying various ways of advertising for a position vacant, we have found the most success through advertising in Big Rigs.

I guess it is because this publication is a free distribution and it aims directly at our industry. Other means of advertising prove to be much more expensive, and on placing ads we have not even had a response. Big Rigs is now our only means of advertising!

Helen & Chris Cogill, Sizer & Cogill Bulk & General Carriers

We are always pleased to have the Mack, UD and Volvo truck brands represented within the pages of your quality publication.

Mitchell Peden, Volvo Australia

