



_media pack

**RABQSA media
information pack 2007**

1.0 magazine editorial profile

1.1 about emomentum

RABQSA's online magazine, **emomentum**, is the international publication for personnel and training certification.

emomentum is designed to give readers an edge, by providing information on personnel and training certification trends and updates, business management, organizational improvement, international quality trends and risk management principles and practices. **emomentum** aims to ensure you are on top of the latest global techniques in Customer Focus, Empowerment, Change Management, Accreditation/Certification and a broad range of business related fields.

Acting on feedback from you, our readers, we have also incorporated case studies from around the world and additional technical articles catering for the very industries we certify.

1.2 media information

RABQSA's new approach to certification and professional development, and our expansion into new markets including healthcare, service, education, and more are just the beginning of the direction we are headed. By contributing to **emomentum**, you are aligning yourself with an organization with a respected reputation in the field of professional certification - and you gain exposure to thousands of decision making professionals.

With its sleek new design and a fresh and exciting direction, **emomentum** magazine is innovative, industry focused and internationally experienced, perfectly encapsulating what RABQSA International is all about.

Published five times per year and appealing to an intelligent and broad-minded spectrum of professional readers, **emomentum** features expertly written articles from our professionals around the world. It is a magazine our readers look forward to seeing again and again and one that is kept as future reference material.

emomentum supports activities involved in improving the competence of professionals and their services. **emomentum** is unique among the certification industry publications, it is a combination of both an interesting and topical industry magazine and a collectable well beyond its time of publication.

The magazine also covers international industry events and annual conferences. This particular exposure gives our advertisers the added benefit of extended distribution and maximizes their presence in relevant environments.

3 reasons why **emomentum** can offer you positive solutions

_innovative brand

emomentum is a powerful online brand and was perceived to be one of the most innovative industry magazines

_industry audience

The **emomentum** audience is very diverse, both geographically and demographically

_international reach

emomentum is a global leader in online audience. **emomentum** reaches over 10,000 professionals directly and 50,000 indirectly through pass along and library services

successful e-momentum advertisers

- NQI
- SAI Global
- NCS International
- The PIC Group
- IQPC

2.0 magazine readership profile

2.1 emomentum circulation

Published five times a year in PDF format, emomentum reaches more than 10,000 subscribers throughout the World.

With a pass-along rate of five, there are more than 50,000 qualified readers, across a spectrum of management positions ranging from:

- Managing Directors;
- Operations Managers;
- Technical mangers
- Trainers and educators
- Auditors, inspectors and officers
- National Service Managers and Risk Managers;

and within industries such as:

- Aged Care;
- Aerospace;
- Environment;
- Occupational Health and Safety;
- Food production;
- Information security;
- Government and regulators;
- Disability Services; and
- Conformity assessment

2.2 information services

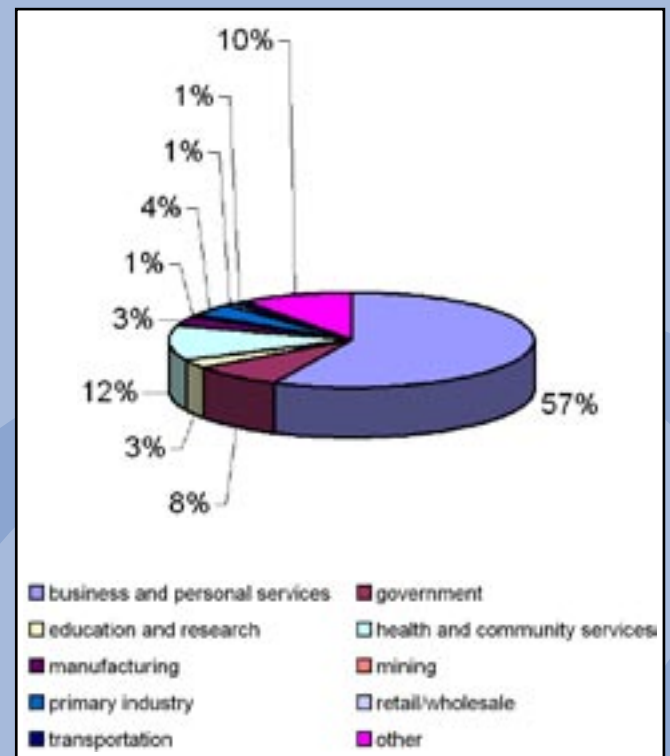
RABQSA has also developed a subscriber database for its publications and media releases, available through our website.

The database allows readers to subscribe and unsubscribe and will collect targeted information about specific industry sectors and the types of information readers wish to receive from RABQSA.

The aim is to ensure subscribers only receive the information they want from RABQSA, when they want it. We also hope to tailor media and information specific to their certification or industry sector, providing subscribers with more value from RABQSA.

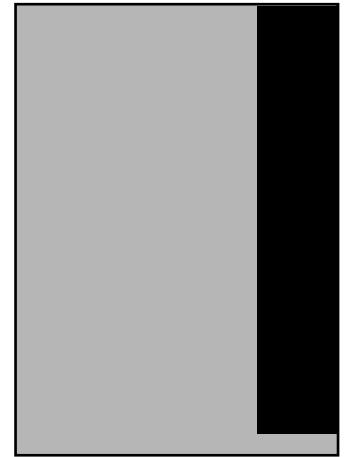
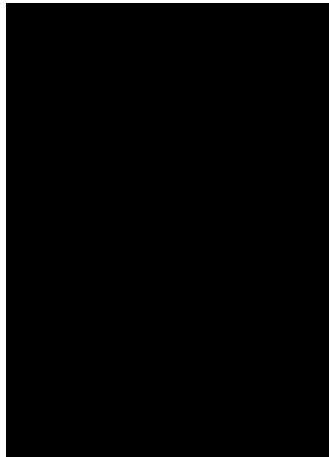
RABQSA circulates more than just emomentum, we send out Certification Updates, Training Provider Advisories, News Releases, Event Notices, Job Vacancies and customer surveys. Each month more than 8,000 people from around the world access and download our information services media.

reader industry group



3.0 magazine advertising

rates



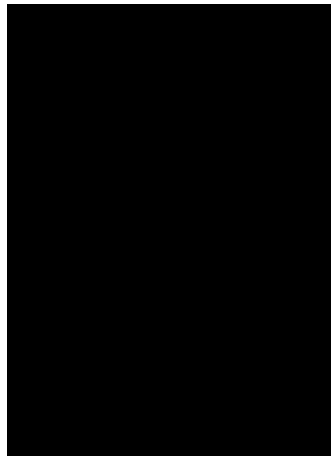
CASUAL	\$1,875.00	\$1,250.00	\$1,000.00
2 ISSUES	\$1,650.00	\$1,125.00	\$900.00
3 ISSUES	\$1,500.00	\$1,000.00	\$800.00
4 ISSUES	\$1,250.00	\$875.00	\$700.00
5 ISSUES	\$1,125.00	\$750.00	\$600.00

EMPLOYMENT OPPORTUNITY ADVERTISEMENT \$330.00

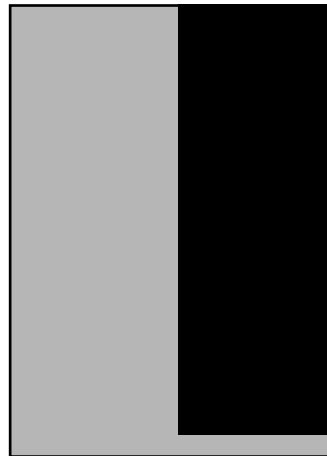
A 50% payment is required from companies that have no trading history with RABQSA. Terms of all other accounts are strictly 30 days. Design by RABQSA \$150.00 per hour.

**To reserve your advertising space now or
to forward artwork, please contact
emomentum@rabqsa.com**

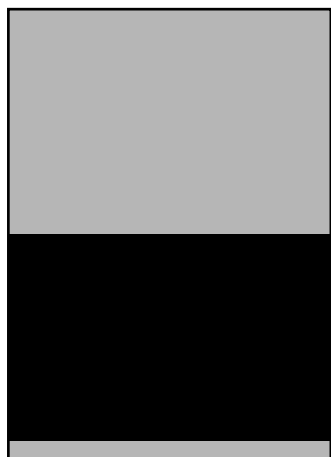
sizes



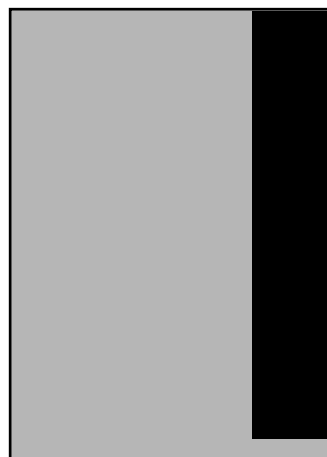
210 x 297 mm



102 x 282 mm



210 x 133 mm



53 x 282 mm

All static artwork supplied must be a web optimized PDF, JPEG or GIF format at 72 DPI in RGB mode.

4.0 magazine edition plan

feb-mar

the big 3

Quality, Environment and Safety. A closer look at these three key industries.

publication date friday, february 16

submission deadline friday, february 9

apr-may

tapping in on training

Highlighting the Training industry, featuring Training Providers.

publication date friday, april 20

submission deadline friday, april 13

jun-jul

spotlight on six sigma

Examining this notorious system and discussing it's influence on industry.

publication date friday, june 15

submission deadline friday, june 1

aug-sep

quality vs quantity

A broader look at popular Management Systems and their place in today's economy.

publication date friday, august 17

submission deadline friday, august 3

oct-nov

the three i's

Innovation. Industry. International. A year in review, examining innovative breakthroughs, evaluating industry economy and appraising the international market.

publication date friday, october 19

submission deadline friday, october 5

5.0 internet advertising

5.1 bulk email projects

RABQSA International has a database of over 8000 certified professionals worldwide. RABQSA have made available the opportunity for companies to reach our clientele directly, via bulk email distribution.

The most commonly utilized form of bulk email advertising has been employment opportunities and event publications.

The process is as follows:

- Your company emails a document (Word Document is satisfactory) with the text you wish to appear in the PDF template
- RABQSA emails your company an Advertising Booking Form for your company to sign and return via fax
- Upon receipt of your fax, RABQSA prepares a draft of the PDF
- RABQSA emails to your company the draft for approval
- Your company approves the draft and approves RABQSA to proceed
- RABQSA prepares a distribution list (according to your company's preferred demographic)
- RABQSA bulk emails your advertisement in PDF format

cost

\$660.00

THIS COST DOES NOT INCREASE OR DECREASE DEPENDING ON THE NUMBER OF EMAIL RECIPIENTS, PAGES IN YOUR PDF DOCUMENT, ETC

5.2 employment opportunities

RABQSA International have now opened an "EMPLOYMENT OPPORTUNITIES" page in the "CUSTOMER SERVICES" section of our website, www.rabqsa.com

PDF documents created by your company may be emailed to RABQSA and posted to the employment page.

cost

\$660.00

6.0 contact

All media enquiries may be directed to
RABQSA International Marketing Coordinator:

Nicole Thompson
nthompson@rabqsa.com
+61 2 4728 4608





www.rabqsa.com