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SERVICES
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*PSF Journal is the **ONLY** publication read exclusively by marketing executives, business development managers, partners, chief operating officers and consultants of leading professional services firms.*

*All are influential, blue-chip decision makers. This is **OUR** audience. Here's how to make it **YOURS**.*

The Facts



March 2011 edition

Launched in 2008, *PSF Journal* is published by Editor Group, one of Australia's most respected editorial service firms, for the prestigious Asia-Pacific Professional Services Marketing Association (APSMA). It is designed by leading Sydney firm Folk.

Published on a bi-annual basis, *PSF Journal* provides unique access to the people responsible for growing the top professional services firms in the Asia-Pacific through the APSMA membership base and independent paying subscribers.

The accounting, law, engineering and other professional firms that *PSF Journal* readers work within or run include Arup, Blake Dawson, Deloitte, Ernst & Young, Freehills, GHD, Mallesons, PricewaterhouseCoopers and Sinclair Knight Merz. Collectively they control more than \$60 million a year in supplier spending.

There is no other publication dedicated to meeting the information needs of those making the marketing, business development, strategy and human resources decisions in the top accounting, law, engineering and other professional services firms in Australia, New Zealand and Hong Kong. ■

Editorial Profile

Recently redesigned and relaunched in a 28 page A4-size saddle-stitched format, *PSF Journal* addresses the key issues relevant to the daily business lives of marketing and business development executives as well as managing partners and chief operating officers at more than 270 professional services firms in the Asia Pacific region.

PSF Journal addresses these issues in a sophisticated and high-quality fashion to keep all readers abreast of emerging trends and best practice and to assist in their decision making. Incorporating in-depth features, case studies, incisive interviews with leading business figures, expert commentary and analysis and focused book reviews, each edition of *PSF Journal* is retained by recipients as an ongoing information resource. For advertisers, this means long-term exposure of your messages. ■

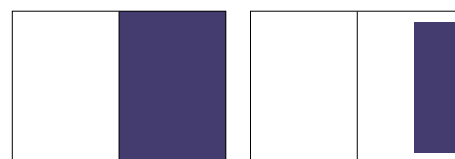
Why Advertise?

- Australia's only publication produced exclusively for marketing and business development executives in professional services firms.
- Delivered to all 1,700-plus members of APSMA, the peak body for professional services firms, *PSF Journal* reaches a highly targeted audience.
- Personally addressed and distributed to each reader.
- Choice of half-page or full-page display advertisements positioned alongside authoritative editorial coverage.
- Free listing as a supporter on both the APSMA and *PSF Journal* websites, including a link to your website or customised offers.
- Potential to integrate your advertising with a wider sponsorship relationship with APSMA.
- Cost-effective creative design support available for all bookings.

Rates & Bookings

There are limited spots in each edition of *PSF Journal*.

Full pages range from \$2,000–\$2,500, according to position, and half pages are priced at \$1,200 and assigned on a first-in, best-placed basis. Rates exclude Australian GST.



Full Page
(width x depth mm)
Trim: 210 x 297
Type area: 190 x 277
Bleed: 220 x 307

Half Page Vertical
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Type area: 88 x 267
No bleed

Contact Grant Butler at Editor Group to discuss your requirements and for ad specifications:

02 8912 9500
gbutler@editorgroup.com

About APSMA

APSMA is a not-for-profit association and the only industry body representing professional services marketers in the Asia Pacific region. With more than 270 member firms and a network of over 1,700 individuals in Australia, New Zealand and Hong Kong, its membership base spans the legal, accounting, engineering, business consulting, recruitment and architectural sectors.

Visit www.apsma.com.au

About Editor Group

Editor Group is one of Australia's leading editorial services and training firms. Founded by former *Australian Financial Review* journalist Grant Butler, it provides expert writing, editing, proofreading and video production services to a broad range of corporate and government clients in Australia and internationally. The firm also delivers business writing and proofreading training courses. Regular projects include articles, brochures, case studies, magazines, presentations, reports, speeches, tenders and websites.

Visit www.editorgroup.com

About Folk

Folk provides strategic brand consulting and creative services to a diverse range of blue-chip clients. Specialising in brand identity, print design, advertising, direct marketing, video, as well as various interactive mediums, it operates from a purpose-designed warehouse in Sydney's inner-west.

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