



**Shipping Australia Limited**  
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REF: SAL13037

### **Call for offers to publish the Shipping Australia Magazine**

Shipping Australia Limited is inviting interested publishing organisations to present creative and financial offers for the publication of the Shipping Australia magazine. The initial period is for the fiscal year, 1 July 2013 to 30 June 2014, with two subsequent one year options that could be exercised with the agreement of both parties and appropriate financial adjustments. The aim is to maintain the publication of a high quality shipping industry magazine, in print and on the web, supported by print and web advertising revenue to provide the best financial return to Shipping Australia Limited and a win-win cooperative arrangement with the successful publisher.

The successful publisher will market advertising and receive advertising revenue for the magazine, SAL desk diary, SAL Web pages and, in addition, within a proposed "Signal" electronic newsletter (to be distributed at least 24 times per annum) noting that SAL retains final approval of all advertising to ensure compliance with company policies.

#### **Scope of Work**

- The production, layout, printing and distribution of four quarterly copies of our full colour magazine (up to 40 pages of editorial content – incl. ads) plus the SAL Annual Review (up to 90 pages editorial content incl. ads) on high quality paper.
  - The Annual review is normally combined with a quarterly magazine
  - SAL Distribution list approx. 3500 domestic plus 200 international (surface mail)
  - Magazines to be published in summer, autumn, winter and spring editions
- Supply of 600 copies of a bound A4 Customised 2014 SAL desk diary by 15 November, 2013
- Electronic copy of each magazine, in web ready online readable format, to be provided to SAL within 1 week of magazine printing.

#### **Expressions of Interest**

Intending respondents should register their interest with Mr Bryan Sharkey [bsharkey@shippingaustralia.com.au](mailto:bsharkey@shippingaustralia.com.au). Examples of previous magazines are available at [www.shippingaustralia.com.au](http://www.shippingaustralia.com.au) sample hard copy will be provided on request only.

## Submission of Offers

Offers are to be made in writing and should include consideration of the following matters:

- A summary of financial offer including fixed and/or variable revenue streams to SAL payable in four equal instalments at the time of publication of each magazine.
- A financial breakdown of anticipated advertising revenue, advertising rates, production costs and magazine sizes
- Details of your proposed publishing team, their background and experience.
- A draft production schedule for four magazines and we would suggest such a schedule should allow for the fact that SAL's magazine committee is composed of part-time members so the input should be concentrated in time-clusters (prior to publication of each magazine) rather than spread over the whole year.
- Offers may include new publishing initiatives within the magazine's context or also for our website, proposed electronic newsletter, and the SAL diary (such as mobile device application).
- Consideration of the implications with respect to revenue and costs of increasing our print run to 5,000 copies per issue. The purpose of this being to increase influence here and overseas and your suggestions in this respect should include financial calculations of how the related cost increases of doing this would be met.

Note: The magazine, diary and website advertisements could be considered as one package, or as separate items with different royalty revenue streams to SAL including the publication of an e-newsletter "signal" on a regular basis.

Expressions of interest should be addressed to Mr Bryan Sharkey [bsharkey@shippingaustralia.com.au](mailto:bsharkey@shippingaustralia.com.au)

The above matters are for consideration in an offer and whilst desirable, no offer will be rejected on the basis that not every item above has been addressed. We would also encourage you to consider other initiatives. SAL reserves the right to consider other innovative items contained in offers in deciding the successful applicant.

Offers are to be received by close of business on Friday 17 May 2013.

Having received your offer, we may contact you for further information if any point is unclear and reserve the right to negotiate with one or more potential publishers in order to achieve a reasonable outcome.

Yours sincerely

Rod Nairn, AM  
**Acting Chief Executive Officer**