



AINDT
Australian Institute for Non-destructive Testing

2026

MEDIA KIT



aindt.com.au



03 9486 9267



federaloffice@aindt.com.au

OVERVIEW

The Australian Institute for Non-destructive Testing (AINDT) is the peak industry body for services in relation to the science and practice of non-destructive testing and condition monitoring.

AINDT was founded in 1963 by a committed group of individuals who received support and backing from several prominent organisations. Over the last 60 years, AINDT has grown to become one of the leading technical societies in Australia with approximately 1,000 members.

We pride ourselves on offering our members the latest information on what is happening in the world of non-destructive testing and condition monitoring, both in Australia and overseas.

Our goal is to promote the discipline of non-destructive testing and condition monitoring as a profession and support our members with current news via our website, monthly e-newsletter and bi-monthly journal, the *Industrial Eye*.

As a result, our mediums are an invaluable tool for members wanting to keep up to date with industry standards, certification criteria, employment opportunities, and associated national and international events.

AINDT is able to offer your business the opportunity to directly engage our members and promote your company's products and services to a targeted and relevant audience.

WHY ADVERTISE WITH AINDT?



Targeted Reach: Access a dedicated audience of non-destructive testing and CM professionals.



Member Engagement: Connect directly with engaged, industry-specific professionals.



Industry Influence: Align your brand with the peak body for non-destructive testing in Australia.



Multimedia Exposure: Benefit from advertising across our digital platforms, social media and magazine.



Enhanced Visibility: Stand out in a specialised market—make sure your products and services get noticed.



Strategic Promotion: Position your products and services at the forefront of industry developments.



OUR AUDIENCE

AINDT connects with the core influencers and decision-makers—those endowed with the authority to select, purchase, and advocate for your products and services. Our reach extends across a broad spectrum of the non-destructive testing and condition monitoring sector, ensuring your message is seen and heard by those who matter most.

Our diverse audience encompasses:

- Industry professionals and top executives at the C-suite level, who drive strategic decisions and partnerships.
- Owners and managers of small-to-medium enterprises, who are pivotal in shaping industry trends.
- Young professionals and emerging talent dedicated to advancing their careers in non-destructive testing, representing the future of our industry.
- Academic and research institutions, including a variety of researchers and scholars focused on steel innovation, technology, and sustainability.
- Pioneers and thought leaders across all of Australia's industrial and manufacturing landscapes.
- Practitioners who perform inspections tests on a wide variety of structures.
- Experts who are responsible for designing, supervising and examining the tests performed by practitioners.
- Scientists who investigate the limitations of current techniques and develop new and improved techniques
- All members of the AINDT.



INDUSTRIES OF OPERATION



Fabrication



Petro
Chemical



Automotive



Research
& Education



Construction



Heavy
Engineering



Aerospace



Asset
Management

INDUSTRIAL EYE

Published bi-monthly, *Industrial Eye* is the official journal of the Australian Institute for Non-destructive Testing (AINDT). With an estimated readership of over 5,000 people, and an average open rate of 49% and click-through rate of 13% on its email distribution, AINDT’s journal is well above the industry averages of 29% and 2%—our audience is highly engaged.

This influential publication is not only emailed directly to our extensive list of members and subscribers, but it is also prominently featured on the AINDT website, amplifying the visibility of our advertisers to a broader prospective customer base.

AINDT's partnerships with key industry groups in condition monitoring, aerospace, asset management, and materials science significantly broaden the reach and distribution of *Industrial Eye*. These affiliations ensure that advertising with us places your brand at the centre of a diverse and professional community, enhancing your market presence and impact.

Industrial Eye is also distributed electronically to the American, British, Chinese, European, German, Indian, Japanese, Korean, Malaysian, New Zealand, Singapore, Russian, Asia Pacific, African, Pan American, and International NDT associations and their members.



5K
ESTIMATED
READERSHIP

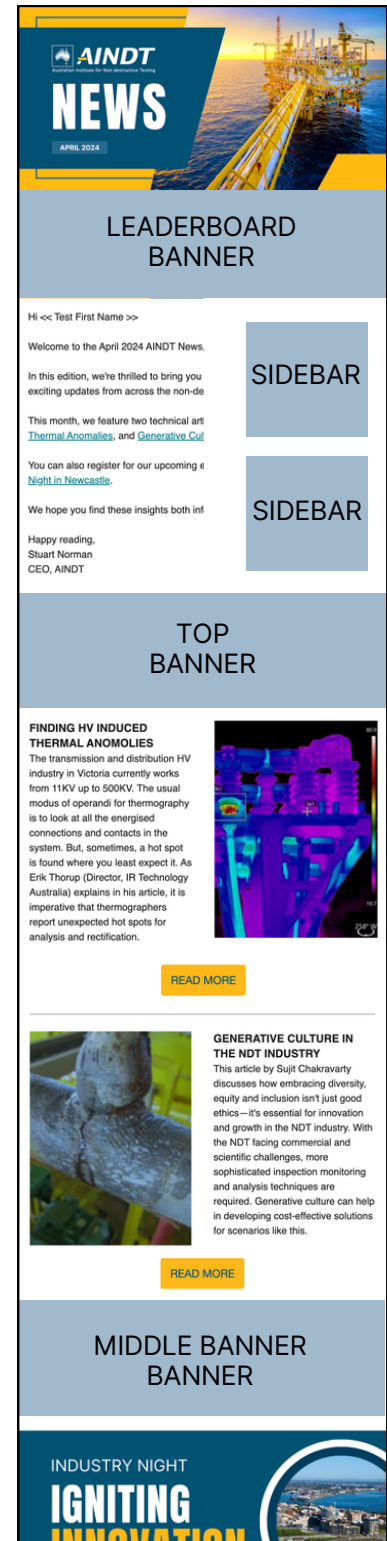
2026 PRODUCTION DEADLINES		
Issue	Booking Deadline	Artwork Deadline
January/February 2026	5 January 2026	30 January 2026
March / April 2026	15 March 2026	30 March 2026
May / June 2026	15 May 2026	30 May 2026
July / August 2026	15 July 2026	30 July 2026
September / October 2026	15 September 2026	30 September 2026
November / December 2026	1 November 2026	15 November 2026

AINDT ENEWS

Published 12 times per year, the AINDT's eNews provides broad reach at a low cost. AINDT eNews delivers the latest industry insights to over 3,500 subscribers. With an average open rate of 35.7% and click-through rate of 7%, AINDT's eNews is well above the industry averages of 29% and 2%—our audience is highly engaged.

Issues contain Federal Office news and events, certification updates and information, member profiles, the latest technical articles, state branch news and events, job postings and other timely industry updates.

2026 PRODUCTION DEADLINES		
Issue	Booking Deadline	Artwork Deadline
January 2026	1 January 2026	5 January 2026
February 2026	30 January 2026	2 February 2026
March 2026	26 February 2026	1 March 2026
April 2026	1 April 2026	5 April 2026
May 2026	29 April 2026	3 May 2026
June 2026	27 May 2026	31 May 2026
July 2026	1 July 2026	5 July 2026
August 2026	29 July 2026	2 August 2026
September 2026	26 August 2026	31 August 2026
October 2026	30 September 2026	4 October 2026
November 2026	28 October 2026	1 November 2026
December 2026	25 November 2026	29 November 2026



COSTS

AINDT members receive a 10% discount on all costs outlined below.

INDUSTRIAL EYE (BI-MONTHLY JOURNAL)				
Size	Casual	Two Editions	Four Editions	Six Editions
Back Cover	\$1,760	\$1,650	\$1,540	\$1,375
Inside Front Cover	\$1,760	\$1,650	\$1,540	\$1,375
Full Page	\$1,600	\$1,500	\$1,400	\$1,250
Half Page	\$900	\$830	\$750	\$700
Third Page	\$650	\$600	\$550	\$500
Quarter Page	\$530	\$480	\$450	\$400

All costs listed above are per insertion or edition, and are exclusive of GST.

AINDT eNews (Monthly Newsletter)						
Size	Casual	Two Editions	Four Editions	Six Editions	Eight Editions	Twelve Editions
Leaderboard	\$800	\$750	\$700	\$650	\$600	\$550
Skyscraper	\$600	\$560	\$520	\$480	\$440	\$420
Banner	\$500	\$470	\$440	\$410	\$380	\$350
Sidebar	\$350	\$330	\$310	\$290	\$270	\$250
Run of eNews	\$1,500	\$1,400	\$1,300	\$1,200	\$1,100	\$1,000

All costs listed above are per insertion or edition, and are exclusive of GST.

Job Adverts (1 x free advert per annum for Members)		
Size	Member	Non Member
Basic	\$150	\$300
Additional Month	\$100	\$200

All costs are per advert, and are exclusive of GST.

PACKAGES

Maximise your exposure and return on investment with one of our highly effective, comprehensive advertising packages. We are also happy to tailor a package that suits your needs.

PLATINUM PACKAGE

\$15,000 for Non Members
\$12,500 for AINDT Members

- 6 x full page inside cover adverts in Industrial Eye
- 2 x double-page spread editorials in Industrial Eye
- 1 x leaderboard advert in AINDT eNews for 12 months
- 12 x social media posts

SILVER PACKAGE

\$5,000 for Non Members
\$4,000 for AINDT Members

- 2 x full page adverts in Industrial Eye
- 1 x double-page spread editorial in Industrial Eye
- 1 x skyscraper advert in AINDT eNews
- 2 x social media posts

GOLD PACKAGE

\$6,000 for Non Members
\$5,000 for AINDT Members

- 3 x full page adverts in Industrial Eye
- 1 x double-page spread editorial in Industrial Eye
- 1 x leaderboard advert in AINDT eNews
- 3 x social media posts

BRONZE PACKAGE

\$4,000 for Non Members
\$3,000 for AINDT Members

- 1 x full page advert in Industrial Eye
- 1 x double-page spread editorial in Industrial Eye
- 1 x banner advert in AINDT eNews
- 1 x social media post

SPECIFICATIONS

Printed File Specifications

Supplied material must be Press Ready, PDF files. All PDFs must be high-resolution, 300dpi, CMYK files.

All PDFs must be supplied to the correct dimensions, printers marks and with all fonts embedded.

All ads require at least 5mm bleed on all sides.

The publication size / final trim size is standard A4 size 297mm (high) x 210mm (wide).

All body copy, headings and other text must be at least 0.5mm inside the trim size on all sides. All body copy must be at least 9pt font size.

Digital File Specifications

All files must be supplied as a PNG or GIF.

All files must be a Minimum 96 DPI in RGB.

A URL must be supplied along with digital file artwork.

How to Supply Files

Please email files to sally@wordly.com.au.

The Australian Institute for Non-destructive Testing (AINDT) reserves the right to reject artwork, or request that advertisers alter artwork, should the material supplied be considered of poor quality, misleading, false, derogatory, or is in any way misaligned with the AINDT's position or values.

For advertising bookings, contact:
sally@wordly.com.au



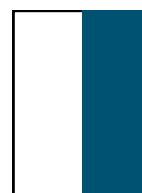
**Inside Covers
and Full Page**
297mm (high) x
210mm (wide)



**Double Page
Spread**
594mm (high) x
420mm (wide)



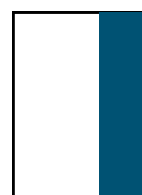
**Half Page:
Horizontal**
148.5mm (high) x
210mm (wide)



**Half Page:
Vertical**
297mm (high) x
105mm (wide)



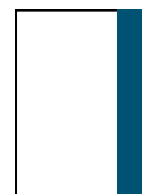
**Third Page:
Horizontal**
99mm (high) x
210mm (wide)



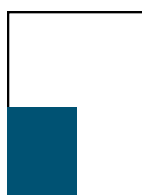
**Third Page:
Vertical**
297mm (high) x
70mm (wide)



**Quarter Page:
Horizontal**
75mm (high) x
210mm (wide)



**Quarter Page:
Vertical**
297mm (high) x
52.5mm (wide)



**Quarter Page:
Block**
75mm (high) x
105mm (wide)



Leaderboard
1200px (wide) x
300px (high)



Banner
1200px (wide) x
300px (high)



Sidebar
300px (wide) x
300px (high)



Skyscraper
300px (wide) x
900px (high)



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FURTHER INFORMATION

For further information, advertising bookings,
or to tailor a package that suits your needs,
please contact:

Sally Wood
sally@wordly.com.au



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