



THE ULTIMATE GUIDE TO YOUR FUTURE

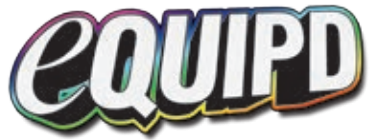
Year 10 is a time of transition. It is during this year of schooling that students must make important subject choices and decisions about their future career pathways. There are many directions that can be taken and study pathways can lead students through VET (Vocational Education Training) courses, apprenticeships, traineeships, and into higher education and into the workforce.

To find the most suitable direction for themselves, students need to have an understanding of their own strengths, interests, future goals and the opportunities available to them.

Schools throughout Australia recognise and understand the importance of students making informed decisions. State and territory Year 10 school curriculums include career and work-study courses and subjects.

The EQUIPD publication is a valuable interactive resource designed specifically for these courses.





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WHAT IS EQUIPD?

- A publication produced annually at the beginning of the school year
- Interactive handbook to assist all Year 10 students with their career-based or work-study courses specific to their state
- Used actively by teachers in the classroom and at home with parents
- Designed to appeal to Generation Z students to help them plan for their future
- Helps identify possible career choices
- Assists in making decisions on Years 11 and 12 subjects and VET courses
- Identifies pathways to Tertiary Education
- Helps students to recognise their goals



Printed format

EQUIPD IS PUBLISHED IN MULTIPLE PLATFORMS



Digitally as an ebook



QR code video links



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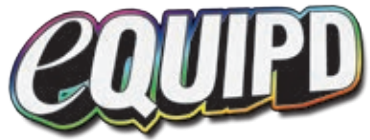
EQUIPD IS GOING NATIONAL!

EQUIPD magazine and interactive website (www.equipd.com.au) was launched in South Australia in 2010 and in the Northern Territory in 2011, and has proven to be an effective tool when used actively by teachers in the classroom, career advisors and at home with parents.

The positive response to this publication from around Australia has indicated that Year 10 students, teachers, career advisors and parents from the other states are missing out on this valuable resource; especially with the discontinuation of The Job Guide and My Future website.

The highly successful Year 10 student resource, EQUIPD is going national from 2016. Each state in Australia will now have its own published edition of EQUIPD.

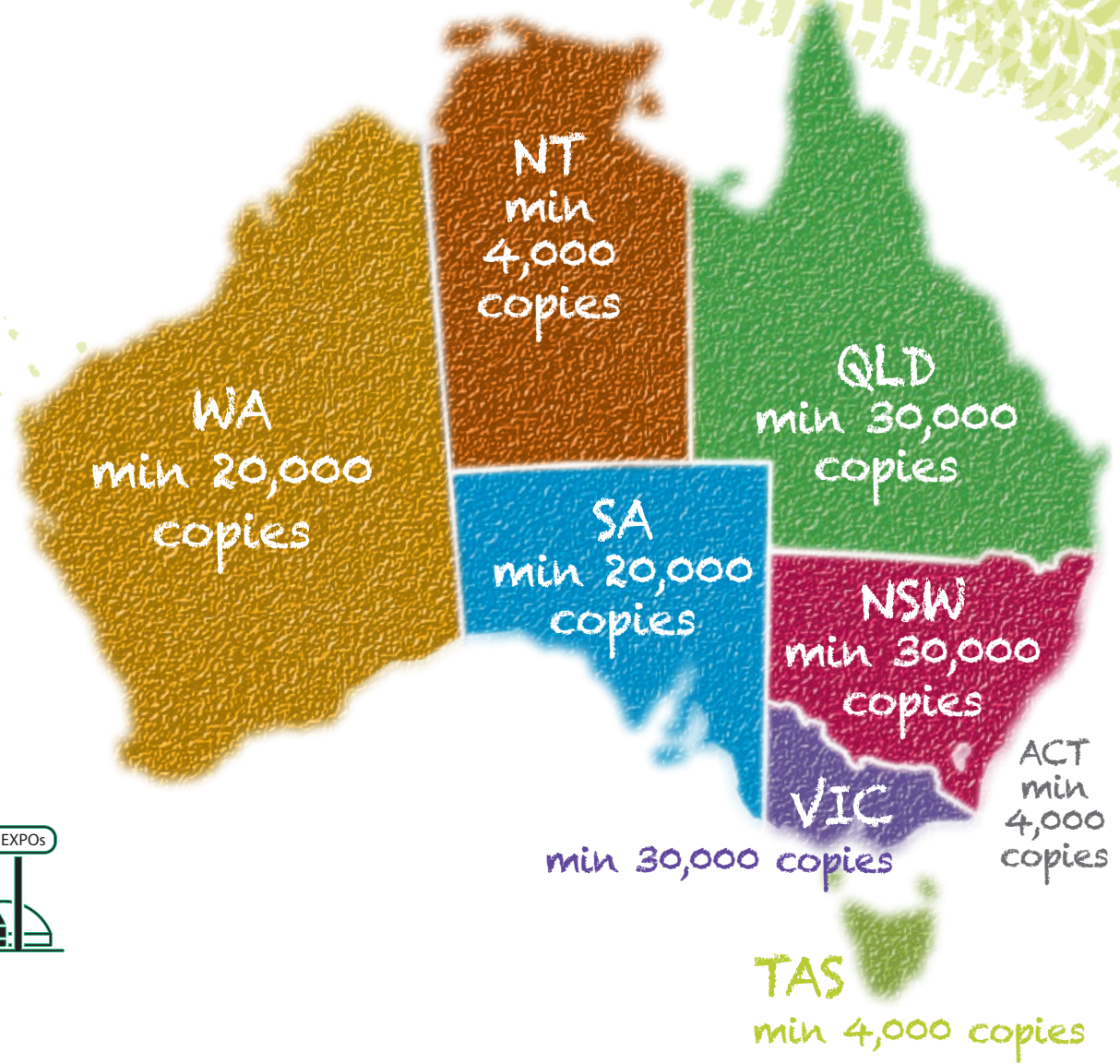
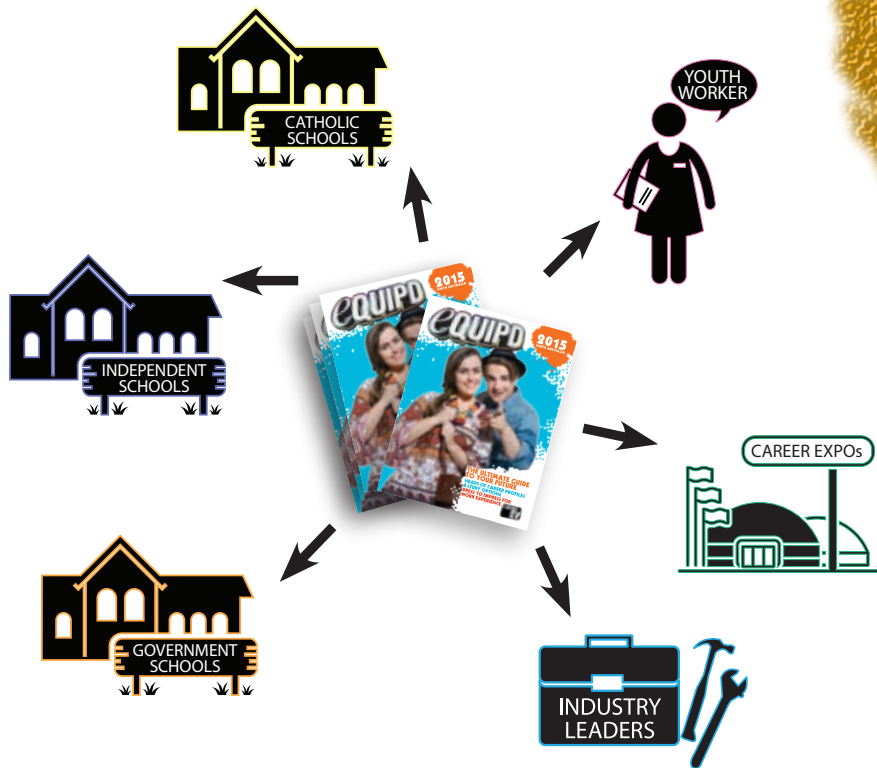


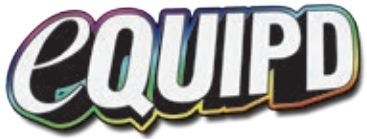


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DISTRIBUTION

EQUIPD is distributed at the beginning of each school year to Year 10 students, teachers, career advisors and industry leaders.





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EQUIPD ONLINE & DIGITAL

www.equipd.com.au

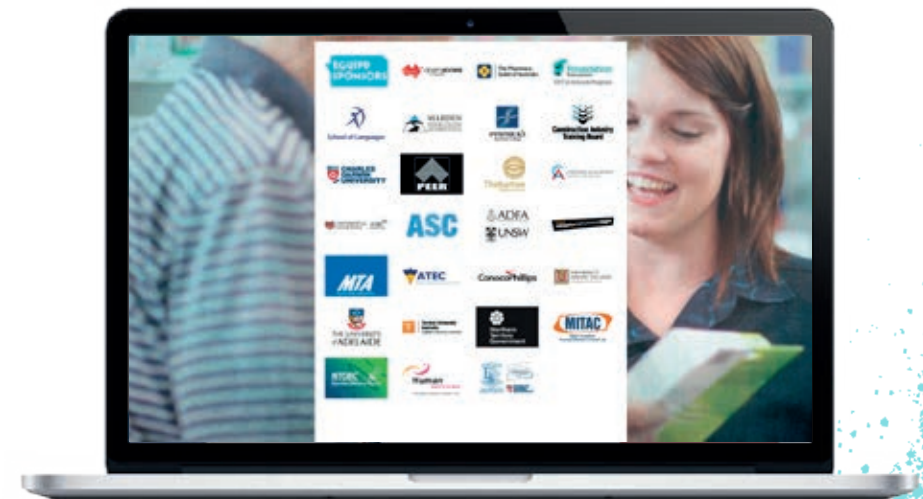
Digital downloadable versions of all current editions of EQUIPD are available online for teachers to use electronically in the classroom or for anyone to access at any time.

All sponsors' website links are included on the website.

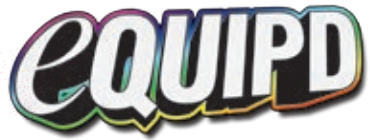
EQUIPD TV segment and sponsors videos are also on the website for easy access viewing and downloading.



Digital versions of EQUIPD are available online for teachers to use electronically in the classroom or for anyone to access.



All sponsors' website links are also included on the website.



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HOW DO SCHOOLS USE IT?



Within their career-based or work-study classes
In any work skills or 'career' related subjects

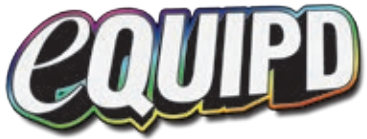


As a take home resource
to share with parents



In discussions with career
and course advisors





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HOW DOES EQUIPD WORK?

EQUIPD is a complete reference tool. We have done the hard work for students and teachers and created a one-stop shop for study options, career pathways and finding the best fit. Through interactive and practical editorials, EQUIPD helps students determine their likes, dislikes, strengths and limitations. Using EQUIPD allows students to reach a greater understanding of their personality and skills traits, which enables them to more thoroughly, investigate suitable study and career options.

The general editorial in EQUIPD helps students to:

- Plan their personal and learning goals for the future
- Make informed decisions about their personal development, education, and training
- Select subjects, courses, and other relevant learning pathways through and beyond school
- Explore personal and learning goals





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SPONSOR OPPORTUNITIES

The sponsor editorials and adverts in EQUIPD helps:

- Students to investigate possible career choices
- Students to make informed decisions about their choices
- Educational institutions to promote programs and courses
- Industry to promote their career pathways





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PROCEDURE FOR EDITORIAL

The publishing team at EQUIPD works closely with the sponsors to produce editorial that will most benefit students. The procedure for editorial is as follows:

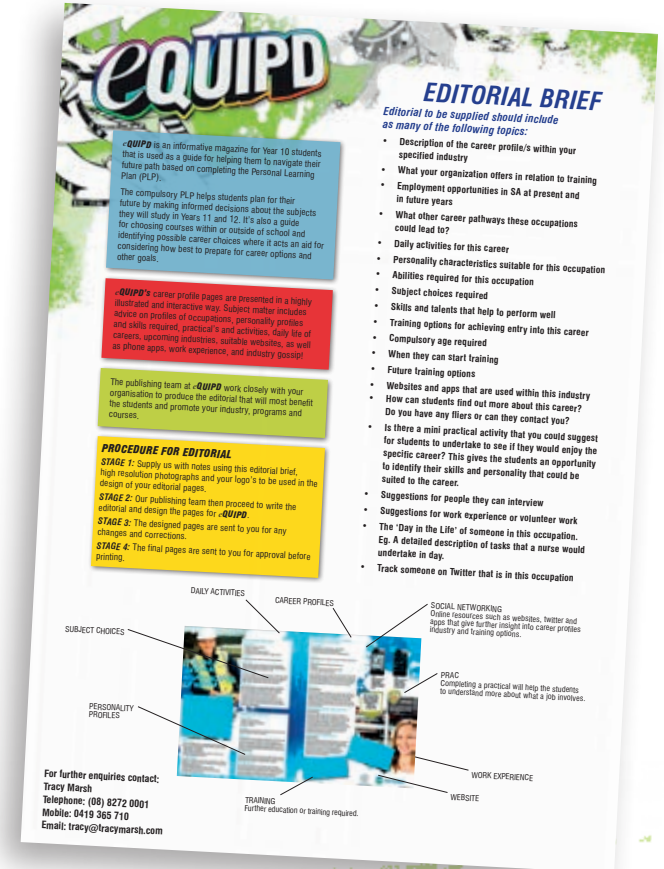
STAGE 1: On booking a package, an editorial brief is given to the client.

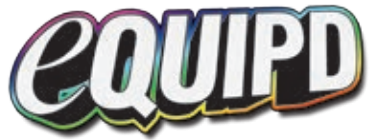
This brief contains questions and guidelines for completing the draft editorial.

STAGE 2 Our publishing team will then proceed to write the editorial and design the pages for EQUIPD.

STAGE 3: The designed pages are sent to the client for any changes and corrections.

STAGE 4: The final pages are sent to the client for approval before printing.





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QR CODE VIDEO

Exciting times for the team at EQUIPD as we start production of the QR code videos. This is a new era in publishing, that combined with our printed publications, emagazines and website, ensures EQUIPD is even more accessible and effective for communicating with students, teachers, career advisors and parents.

The use of QR code technology brings the editorial pages in EQUIPD to life. Sponsors have the option to include a QR code within their editorial, which when scanned using a Smartphone or tablet, directs readers to a 30-second video created by our team. The video link will also be featured on the EQUIPD website for all to view and incorporated into the EQUIPD TV segment viewed in schools.

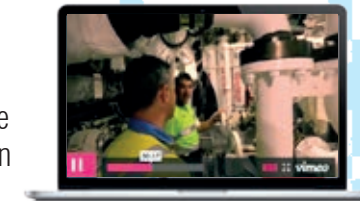


Sponsors of EQUIPD now have the opportunity to include a QR code within their editorial pages which, when scanned using a smartphone or tablet, directs readers to a 30-45 second video.



Your 30-45 second video will also be featured on the equipd.com.au website for all to view.

A 2-minute extended video will also be produced for you to use for your own promotions and on your own website.



Your 30-45 second video will be included in our EQUIPD TV segment to be used by teachers in the classroom for teaching career and work-study courses and subjects.





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TMI TRACY MARSH PUBLICATIONS

EQUIPD is published by international best-selling book and magazine publisher; Tracy Marsh Publications. TMP was established in 1983 and has published over three million books and periodicals for the Australian and international market. Previously working out of Sydney and San Francisco (USA), Tracy Marsh Publications is now based in Adelaide with a focus on educational publications.

WEBSITES

www.equipd.com.au

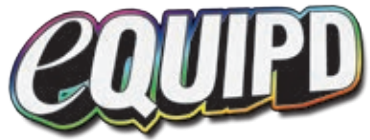
www.i-xplore.com.au

www.tracymarsh.com

www.formalsmagazine.com.au

CURRENT PUBLICATIONS INCLUDE...





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FEEDBACK

We use it as part of our Home Group and PLP Career Planning.

Pamela Rogers, Modbury High School, SA

We love using EQUIPD and are using it this term for PLP and as part of the subject selection process for our Year 10 students. We also directed students to the website during lesson time and for homework.

Louise Murphy, St Aloysius College, SA

I was visiting another organisation when I came across the Equipd magazine. I was wondering how I would be able to get copies of this magazine to give to clients (I work with young people aged between 15 and 25).

Carmel Hughes, Centa Care, SA

I have already seen it on student desks when I have gone to talk about careers in various High Schools in the NT.

Robyn Lacey, Regional HR Manager, Coles

A great publication

David Cannon, The Essington International Senior College, Darwin

Yay...WELL DONE TRACY and thank you I look forward to using it when it becomes available.

Grace Itzstein, Career Counsellor, All Saints' College, WA

It's not often we find a commercial resource developer so in tune with what teachers and students really need.

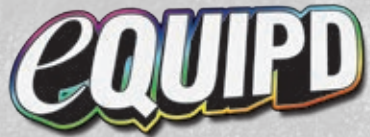
Helen Wildash, Executive Director, Department of Education, SA

We are extremely happy with the end result, and are handing it out to anyone who stands still ... well at least to the people we think need to see it. Well done, can't wait for the next edition.

Peg Miller, Institute of Chartered Accountants Australia

We have found it a useful resource for PLP and parents have commented that they enjoy it too.

Karolina Yeats, Xavier College, SA



ADVERTISING & EDITORIAL PACKAGES

(Prices are excluding GST)

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NEW SOUTH WALES, VICTORIA AND QUEENSLAND

PACKAGES	ONE ISSUE RATE
PLATINUM PACKAGE (8 pages) 2 x double page adverts + 4 pages of editorial	\$12,950
GOLD PACKAGE (6 pages) 1 x double page advert + 4 pages of editorial	\$9,950
SILVER PACKAGE (4 pages) 1 x double page advert + 2 pages of editorial	\$7,950
BRONZE PACKAGE (3 pages) 1 x full page advert + 2 pages of editorial	\$6,500
BACK COVER PACKAGE (3 pages) 1 x full page advert + 2 pages of editorial	\$8,950
DOUBLE PAGE	\$4,950
FULL PAGE	\$3,950
QR CODE VIDEO PACKAGE	\$2,500

WESTERN AUSTRALIA AND SOUTH AUSTRALIA

PACKAGES	ONE ISSUE RATE
PLATINUM PACKAGE (8 pages) 2 x double page adverts + 4 pages of editorial	\$9,950
GOLD PACKAGE (6 pages) 1 x double page advert + 4 pages of editorial	\$7,950
SILVER PACKAGE (4 pages) 1 x double page advert + 2 pages of editorial	\$5,950
BRONZE PACKAGE (3 pages) 1 x full page advert + 2 pages of editorial	\$4,950
BACK COVER PACKAGE (3 pages) 1 x full page advert + 2 pages of editorial	\$6,985
DOUBLE PAGE	\$3,950
FULL PAGE	\$2,950
QR CODE VIDEO PACKAGE	\$2,500

TASMANIA, ACT AND NORTHERN TERRITORY

PACKAGES	ONE ISSUE RATE
PLATINUM PACKAGE (8 pages) 2 x double page adverts + 4 pages of editorial	\$5,950
GOLD PACKAGE (6 pages) 1 x double page advert + 4 pages of editorial	\$4,950
SILVER PACKAGE (4 pages) 1 x double page advert + 2 pages of editorial	\$3,950
BRONZE PACKAGE (3 pages) 1 x full page advert + 2 pages of editorial	\$2,950
BACK COVER PACKAGE (3 pages) 1 x full page advert + 2 pages of editorial	\$4,985
DOUBLE PAGE	\$2,500
FULL PAGE	\$1,950
QR CODE VIDEO PACKAGE	\$2,500

DISCOUNTS

5% DISCOUNT FOR 2 EDITIONS

10% DISCOUNT FOR 3 EDITIONS

15% DISCOUNT FOR 4 EDITIONS

20% DISCOUNT FOR 5-7 EDITIONS

30% DISCOUNT FOR NATIONAL COVERAGE



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SCHEDULES

ISSUE	BOOKING DEADLINE	EDITORIAL DEADLINE	ARTWORK DEADLINE	PUBLICATION DATE
2016 Edition	31st July 2015	14th Aug 2015	15th Sept 2015	1st Feb 2016
2017 Edition	1st Aug 2016	15th Aug 2016	15th Sept 2016	1st Feb 2017

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