



*Promoting a healthy environment and a healthy environment industry*

[environmentdirectory.com.au](http://environmentdirectory.com.au)

List or be missed. Join [environmentdirectory.com.au](http://environmentdirectory.com.au) today.  
Create new business for tomorrow. Cost-effectively.

### **What is the environment directory?**

The Australian online environment directory at [environmentdirectory.com.au](http://environmentdirectory.com.au) is a comprehensive guide to environmental technologies, products and services that are available from companies operating in Australia. Established in 1998 by EIDN Pty Ltd, it receives 2,500 visitors a month from business, government and the research sector. The bulk of visitors, 87%, are from Australia, with the remainder from countries like the United States, China, India, United Kingdom, New Zealand, Canada, Indonesia, Malaysia, Singapore and Hong Kong.

### **Why list on environmentdirectory.com.au?**

If you have a need to publicise your contact details and let people looking for environmental products and services know about your business the environment directory is a cost-effective way to do it online.

The environment directory is the original and longest-running national Australian environment directory online today. It is:

- filled with concise, consistent, high-quality information – enabling users to search on key words for what they require and compare companies' capabilities before contacting them or visiting individual websites
- the directory markets itself – because it is so easy to find intuitively on the internet it appears consistently near the top of search engine results, as compared with other online directories inside the websites of associations or government bodies that can only be found if users know they are there already
- cost-competitive with print advertising in trade journals and magazines.

After 12 years of continuous operation, environment directory company profile pages are still higher on search engine results lists than many of the newer, larger, more cluttered directories. You can check this yourself by searching for your company name on Google or Bing.

### **List or be missed!**

Around 2,500 people a month visit this directory. The directory will help you expand your horizons by tapping into that share of the market that does most of its supplier research and purchasing online. Obviously, if your company is not *on* the environment directory it can't be *found* on the environment directory, so it is well worth maintaining a presence there.

### **Listing is most cost-effective**

The establishment fee for a company listing is \$180 (\$198 incl. GST). This is extremely cost-effective compared to other 'hit or miss', one-off, more expensive forms of advertising such as trade journals or magazines. The establishment fee includes editorial and web master assistance to establish your entry and listing on the directory for a year. Later years are charged at the rate of \$100 (\$110 incl. GST) a year.

### **How to list**

To list your company on the directory, simply prepare your company profile using the downloadable form provided and send it to Margaret Metz at [margaretmetz@pacific.net.au](mailto:margaretmetz@pacific.net.au). She will edit the entry according to the directory's house style and email you a booking and payment form to complete. Once payment has been received your profile will be put online. If you have any questions or would like to discuss anything, please feel free to call Margaret Metz on tel. (02) 4381 0473.