

MARKETING KIT 2018



The Content

iTnews has been the leading news site for Australian IT business decision makers for more than 18 years, servicing the who's who of IT professionals that demand trusted, factual and authoritative coverage of the sector.

WHAT ITNEWS STANDS FOR...

iTnews attracts key technology decision makers – such as CIOs, CSOs, enterprise architects and infrastructure specialists – across a wide range of verticals, with a strong focus on financial services, government, mining and resources, health, FMCG and retail, science and research and telecommunications sectors. This dedicated IT title is the ideal platform to advertise to those hard to reach personnel with enterprise level purchasing power, as well as engaging with key executives responsible for long term business investment strategies.

THE EDITORIAL TEAM



Allie Coyne News Editor

Allie is a Sydney-based journalist and the news editor of iTnews. Coyne started on iTnews in 2013 after almost two years running the website of technology channel publication CRN.

Coyne won best new journalist in the 2013 Microsoft IT Journalism Awards, and was named best business technology journalist at the same awards in 2015 and again in 2016



Ry Crozier Journalist

Ry Crozier has worked in the technology sector for 16 years, both as a journalist and as a technical PR specialist.

Crozier re-joined iTnews in 2015, after previous stints as a journalist at the

University of New South Wales and Electronics News.



Juha Saarinen Journalist

Covering the technology sector since the mid-1990s for publications around the world. He has been writing for iTnews since 2010 and also contributes to the New Zealand Herald, the Guardian and

Wired's Threat Level section. He is based in Auckland, New Zealand.



Steven Kiernan Editorial Director

Steven Kiernan is the Sydney-based editorial director of iTnews and CRN. Steven has more than a decade of experience in business publishing in Australia and Europe and oversees

the strategic direction of Nextmedia's business-to-business IT portfolio.



Justin Hendry Journalist

Justin joined iTnews in June 2017 after writing for technology publisher and research house Intermedium. Hendry specialises in government IT, including digital government, cyber security and

procurement developments across the public service.



Glenn Rees Business IT's editor-in-chief,

Glenn Rees has more than 25 years' experience as an editor, publisher, journalist and writer covering technology and business. Before joining Business IT, Glenn was a writer

and content strategist for leading enterprises in the IT, telecommunications and financial sectors. He previously spent 20 years in senior editorial roles on the marquee technology titles published by ACP (now Bauer Media), and he has also been a journalist on a national business magazine.

Portfolio of content

iTnews newsletter

Twice daily

Website

Thousands of unique users

Live events

Including roundtables and briefings

CIO of the year Benchmark awards

The iTnews awards

iTnews has won 8 prestigious news and journalism awards over the last 5 years. This has been made possible by our relentless pursuit of the breaking stories.



2017

BEST TITLE ITNEWS

BEST NEWS COVERAGE ITNEWS

2016

BEST BUSINESS TECHNOLOGY JOURNALIST

ALLIE COYNE

2015

BEST NEWS COVERAGE ITNEWS

BEST BUSINESS TECHNOLOGY JOURNALIST

ALLIE COYNE

2014

BEST BUSINESS TECHNOLOGY JOURNALIST

BRETT WINTERFORD

2013

BEST NEWS COVERAGE ITNEWS

BEST NEW JOURNALIST

ALLIE COYNE

The Numbers

iTnews is the trusted news site for IT professionals and CxOs with an eye on the technology issues.

**AVERAGE
MONTHLY PAGE
IMPRESSIONS**

Australia.
Google Analytics:
July-Sept 2017

712,710

**AVERAGE
MONTHLY
NEW USERS**

Australia.
Google Analytics:
July-Sept 2017

183,363



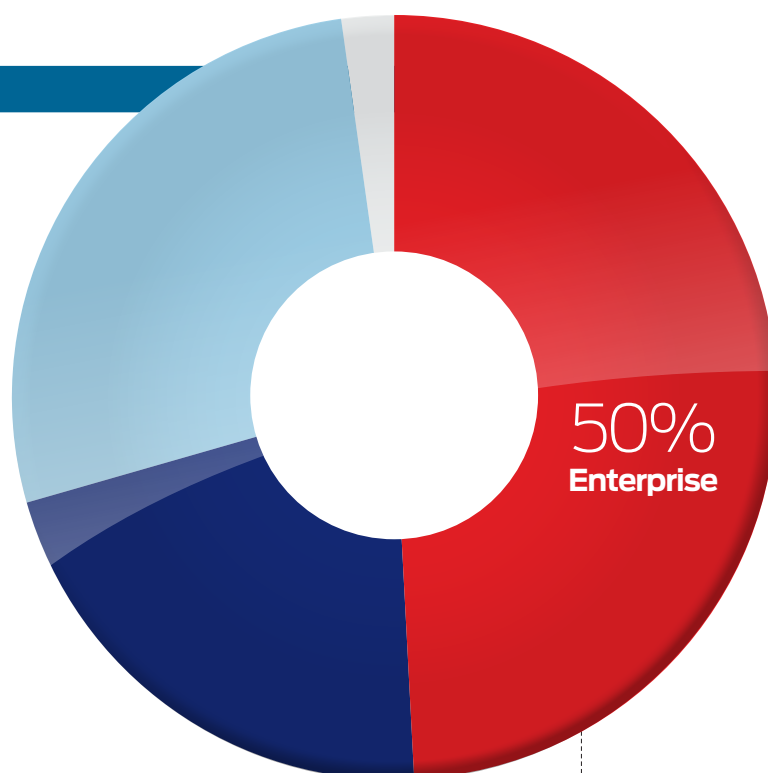
The Audience

iTnews attracts key technology decision makers – such as CIOs, CSOs, enterprise architects and infrastructure specialists – across a wide range of verticals.

COMPANY SIZE

How big are the companies where our readers are employed?

COMPANY SIZE	% OF TOTAL
Enterprise (500+)	50%
Mid Market (50-499)	21%
SMB (1-49)	27%
Other	2%



PARTICIPATION

The events iTnews readers are most interested in attending?

PARTICIPATION	% OF TOTAL
Roundtable/seminars	28%
Virtual conference or interactive webinars	36%
Conference and exhibition	37%
Meetups/networking drinks	27%
No interest in attending events	28%
Other (please specify)	4%

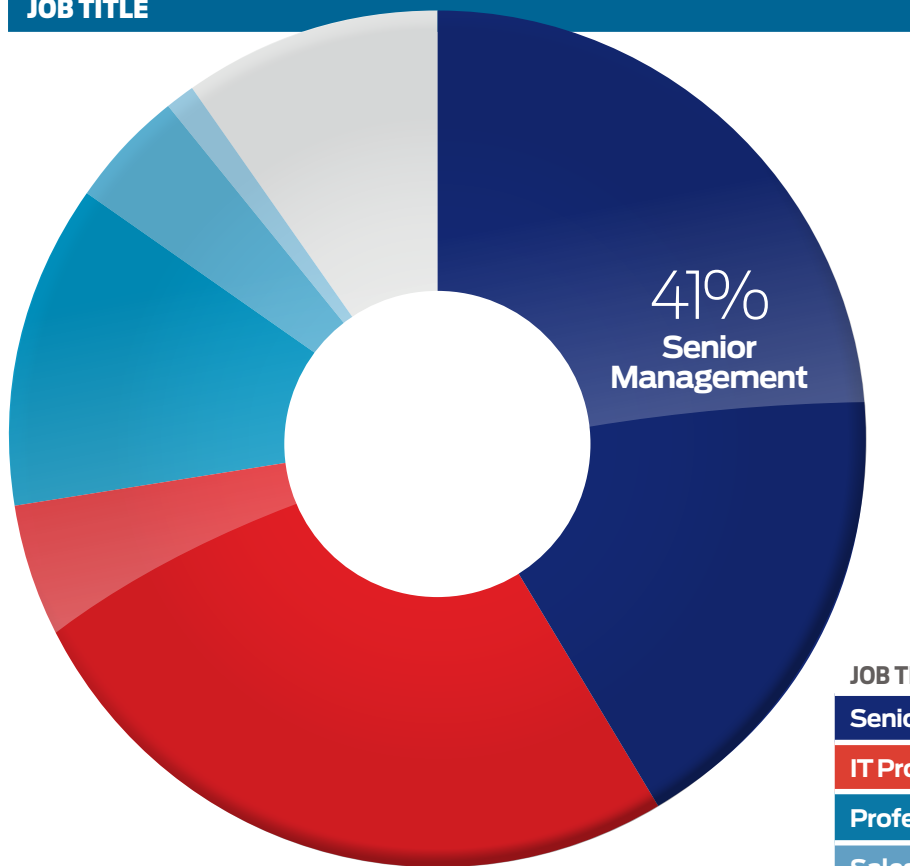
Read by Business

More than 70% of our readers work in Mid Market+ Enterprise businesses

Source: iTnews readership survey 2015

The Audience

JOB TITLE



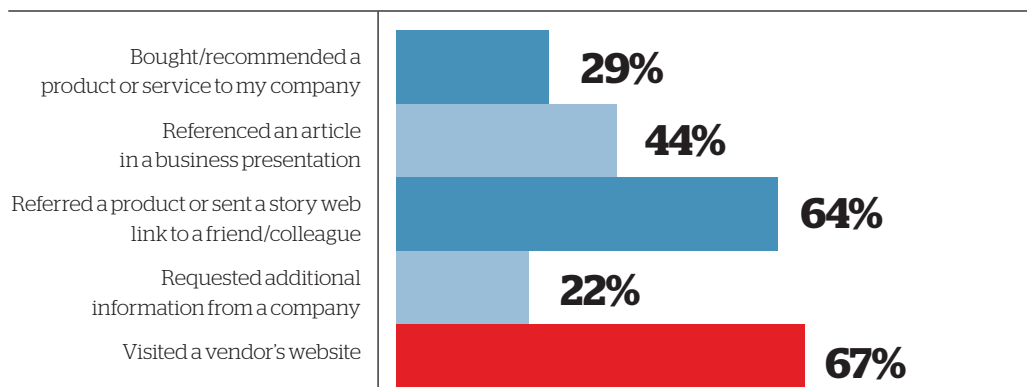
Authorise, approve, recommend or influence the purchase of IT services or products

81%

JOB TITLE	% OF TOTAL
Senior Management	41%
IT Professional	31%
Professional	12%
Sales & Marketing	5%
Entry Level	1%
Other	10%

ACTIONS TAKEN

What actions have our readers taken as a result of reading iTnews?



Source: iTnews readership survey 2015

The Website

The iTnews website is the daily source of breaking news from the world of IT, relentlessly focussed on serving the needs of IT leaders.

ITNEWS.COM.AU

Most iTnews online readers visit the website daily several times a week

78%

ITNEWS NEWSLETTER

Twice daily newsletter has over 24,000 subscribers, average open rate of 27%

24,704

EMAIL MARKETING

We have over 10,000 EDM subscribers with an average open rate of 18%

11,377



The Audience

iTnews Security + SC provides security professionals with the necessary expert knowledge on IT security strategies, best practice, threat analysis and tools to keep their organisations safe.

Secure Computing became part of an expanded security section within **iTnews.com.au** as of 2014.

Established in 2006, SC Magazine has emerged as the most trusted information resource in the Australian IT security market.

SC's cutting edge editorial and comprehensive product reviews attract a very influential mix of business and technology decision makers, from C-level IT influencers (such as CIO's and CSO's) and security professionals including researchers, engineers and consultants.

SC provides security professionals with the necessary expert knowledge on IT security strategies, best practice, threat analysis and tools to keep their organisations safe.

Advertisers will now have the choice of advertising to the largest and most sophisticated IT management and IT security audiences, security branding campaigns across all channels, or targeting offerings via bespoke campaigns. nextmedia has invested in the targeting tools necessary to ensure your message will always meet the right reader.



The Numbers

**AVERAGE
MONTHLY PAGE
IMPRESSIONS**

Australia.
Google Analytics:
July-Sept 2017

99,132

**AVERAGE
MONTHLY
NEW USERS**

Australia.
Google Analytics:
July-Sept 2017

19,576

SC NEWS WRAP

11,675 subscribers

NEWS ROUND UP SENT ONCE PER WEEK

SC EDM

6,504 subscribers

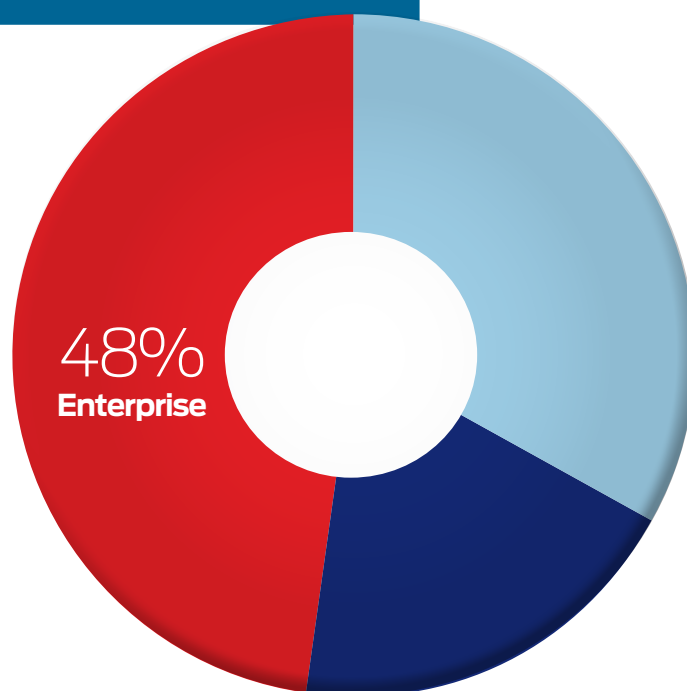
SC EDM SENT ONCE PER WEEK TO AN EVER GROWING DATABASE



SC Stats

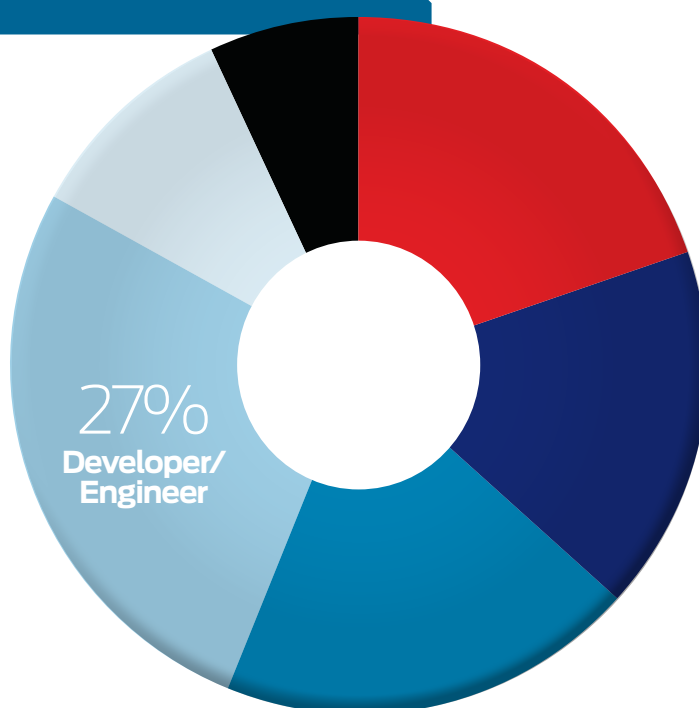
COMPANY SIZE

COMPANY SIZE	% OF TOTAL
Enterprise (500+)	48%
Mid Market (50-499)	19%
SMB (1-49)	33%



JOB TITLE

JOB TITLE	% OF TOTAL
CEO/CFO/CIO/CTO/CSO	20%
IT Director/Manager	17%
IT Professional	19%
Developer/Engineer	27%
Sales/Business Development/Marketing	10%
Other	7%



Topics Page

Other potential features and projects.

In addition to the features, we may publish other features during 2017, depending on commercial, editorial and logistical considerations.

These may include the following topics.

BUYERS' GUIDES AND BEST-PRACTICE GUIDES FOR KEY TECHNOLOGIES, INCLUDING:

- › Cloud and data centres
- › Analytics
- › InfoSec
- › Mobility
- › Networks
- › IoT
- › Content delivery networks
- › Hyperconverged infrastructure
- › Middleware
- › Open source and possibly specific features on popular tools
- › Physical security (for data centres)
- › SDN and software defined everything
- › Storage
- › Supercomputers
- › Unified communications & collaboration
- › ERP/key business systems
- › Web, e-commerce and intranet tools
- › Remote access tech
- › Contact centre tech
- › Virtualisation
- › End user devices: smartphones, tablets and laptops.

CIO BUSINESS AND STRATEGY GUIDES:

- › Agile/DevOps/bimodal
- › Digital disruption
- › Future technology trends
- › Careers and skills
- › Procurement
- › IT for start-ups
- › Customer-focused IT (e.g. digital channels, social analytics, etc)
- › Building a business case
- › Building an effective team.

DEEP DIVES INTO SECTORS:

- › Government
- › Financial services
- › Telecommunications
- › Retail
- › Healthcare
- › Agribusiness
- › Education
- › Transport and logistics
- › Construction.

Features list 2017/18

We plan a year's worth of IT and business content to guarantee reader engagement, while also supporting your marketing needs

FEATURES AND PROJECTS CALENDAR 2017 JULY TO DECEMBER/JANUARY

ISSUE	FEATURE 1	FEATURE 2	FEATURE 3	FEATURE 4
July	Enterprise applications We reveal how leading organisations are addressing the pain points for today's enterprise application teams: transforming legacy apps, delivering world-class customer experiences and applying data analytics to deliver business value.	Information security part 2 Part two of our infosec series. This month: Information security is a massive global problem so we examine how enterprises around the world are tackling the big infosec challenges.		
August	Technology in government We examine how leading agencies and departments are applying new technologies and strategies to deliver the services and efficiencies demanded of today's public sector.	Information security part 3 Part three of our infosec series. This month: The best practices and strategies that leading organisations are employing to maintain cost-effective security and risk programs to support today's digital enterprise.		
September	Analytics and artificial intelligence How enterprises are really getting business value from data, and what competitive advantages early adopters are getting from AI, machine learning and other advanced techniques.	CIO strategy refresh Leading Australian CIOs reveal how they are adapting and applying new strategies to tackle the latest challenges in today's rapidly changing business and IT environments.	Enterprise software Traditional enterprise software providers are transforming with the shift to the cloud and the need to support new applications such as IoT. We examine how customers of one major provider, SAP, is adapting to and even leading this transformation.	
October	Information security part 4 Part four in our infosec series. This month: A deep dive into the nitty-gritty of information security – which new technologies and techniques are being used to mitigate against advanced new threats.	Storage Enterprise storage is no longer only about increasing capacity at the best possible price – although that is still vital. But it's also about delivering the performance and availability expected in today's data-dependent enterprise. We examine how leading organisations are addressing these issues.	Benchmark Awards program Every year for the iNews Benchmark Awards, we uncover the most innovative, ambitious and effective enterprise and government IT projects – and award the CIOs behind those projects. Our six-month Benchmarks 2018 program begins when we call for nominations.	
November	The future of enterprise IT As the technology landscape continues to evolve, leading industry and IT figures identify emerging technology trends, potential disruptive threats and future opportunities.	The enterprise cloud We look at how leading enterprises are efficiently managing their cloud and on-premise infrastructure, building and optimising a unified hybrid cloud platform, and adopting advanced techniques such as network and security virtualisation.	Fintech How banks and other financial institutions are innovating with fintech and blockchain technology, as well as humanising the digital experience of their customers.	Australia's top CIOs We announce the finalists of the iNews Benchmark 2018 Awards across eight categories: federal government, state/local government, finance, industrial, retail, healthcare, utilities/media and education.
December/January	Australia's top IT projects Over two months, we will profile the IT projects behind iNews' Benchmark Award finalists in the federal government, state/local government, finance, industrial, retail, healthcare, utilities/media and education sectors.	Open source Many of the biggest and best enterprise and government IT projects run on open source software. We go behind the scenes of some of those projects		

* Features are subject to change, and publication may depend on commercial, editorial and logistical factors such as iNews' ability to travel to and cover events. Coverage of events also depends on factors such as the relevance of the events' final agenda and speakers to iNews readers.

Features list 2018

FEATURES AND PROJECTS CALENDAR 2018 FEBRUARY TO JUNE

ISSUE	FEATURE 1	FEATURE 2	FEATURE 3	FEATURE 4
February	Application development and delivery As enterprises migrate from application development for the desktop to the cloud, we examine what this means for developers, for IT and DevOps teams, and for software and cloud providers like Microsoft.	CIO of the Year We announce the winners of the iTnews Benchmark 2018 Awards in eight categories: federal government, state/local governments, finance, industrial, retail, healthcare, utilities/media, education, as well as the overall CIO of the Year.	Data and analytics How leading enterprises are using the latest tools and capabilities, such as machine learning, to deliver deeper insights and more business value.	
March	Mobility It's no secret that mobile technologies are transforming enterprises, but how do you manage that change? We look at latest mobile technologies and how enterprises are managing an increasingly mobile workforce.	Networking and communications Enterprise networks and communications are becoming increasingly sophisticated. We examine how enterprises are applying technologies ranging from software-defined networking to unified communications systems.	Data centres and cloud Building an agile, responsive and always-available enterprise: The latest automation, software-defined and other modernisation techniques for data centres and IT infrastructure.	CIO strategy refresh Leading Australian CIOs reveal how they are adapting and applying new strategies to tackle the latest challenges in today's rapidly changing business and IT environments.
April	Cloud The cloud has reshaped how enterprises acquire IT; now it's helping to reshape the enterprise itself. We reveal how leading organisations are using the cloud as a platform for innovation.	Information security Information security is a massive global problem so we examine how enterprises around the world are tackling the big infosec challenges.		
May	Operations and infrastructure Building an agile and responsive enterprise: A comprehensive guide to automation, DevOps, software-defined and other modernisation techniques for data centre, infrastructure and operations managers.	Enterprise IT transformation Mobility, cloud, analytics and security: they've become the core technologies driving business transformation in every enterprise. We report on notable transformation successes, challenges and lessons.	Information security We examine the tools, techniques and strategies needed to plan for and respond to today's complex threats.	
June	The digital enterprise Digital is no longer just the domain of marketing, customer service and web development teams in leading enterprises. We examine how they are adopting digital across the business to not only transform the customer experience but also gain significant operational efficiencies.	Public sector IT transformation The disruption and changes facing the public sector are, in many ways, just as profound as they are in the private sector. What new strategies and technologies are required to adapt to these changes? iTnews will provide answers to this question and more.		

* Features are subject to change, and publication may depend on commercial, editorial and logistical factors such as iTnews' ability to travel to and cover events. Coverage of events also depends on factors such as the relevance of the events' final agenda and speakers to iTnews readers.

Spotlights

Spotlights are editorially independent news hubs that allow an advertiser 100% SOV around native content. Spotlights are normally associated with an industry event to maximize the potential news stories around the topic and deliver the best results for the client.

STRUCTURE

- ▶ All editorial is independent from commercial scrutiny
- ▶ The event/subject is mutually agreed by the client and editorial
- ▶ The "SPOTLIGHT" will be a Road Blocked news hub page where all the agreed content will run for the agreed length of time (maximum 14 days)
- ▶ Editorial will promote the news and features through the newsletter during the "SPOTLIGHT" period

CONTENT

- ▶ Any articles written about or from the event
- ▶ A specially written series of three features to run over the period of the "SPOTLIGHT"
- ▶ All iNews articles with designated topic tags and section

MEDIA

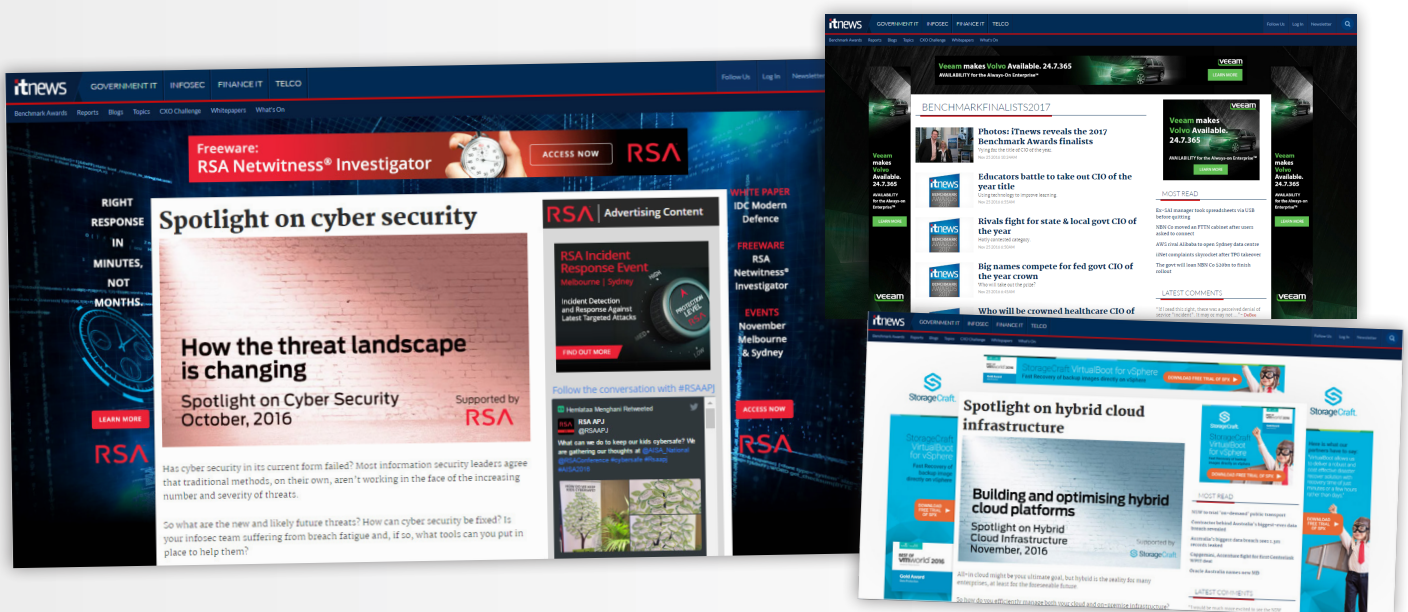
- ▶ One weeks Newsletter sponsorship (am or pm)
- ▶ Roadblock ad units to run across the topic hub and on all the stories tagged with that topic for the duration of the "SPOTLIGHT" period
- ▶ A solus send EDM to the iNews opt-in database
- ▶ 20,000 Interstitials or equivalent value

VALUE

- ▶ The program is valued at more than \$36,000

INVESTMENT

- ▶ \$15,000



Surveys

To gain an intelligence advantage in the market many companies use iTnews surveys. These provide valuable information about the market as well as the data from the respondents.

SURVEY STRUCTURE

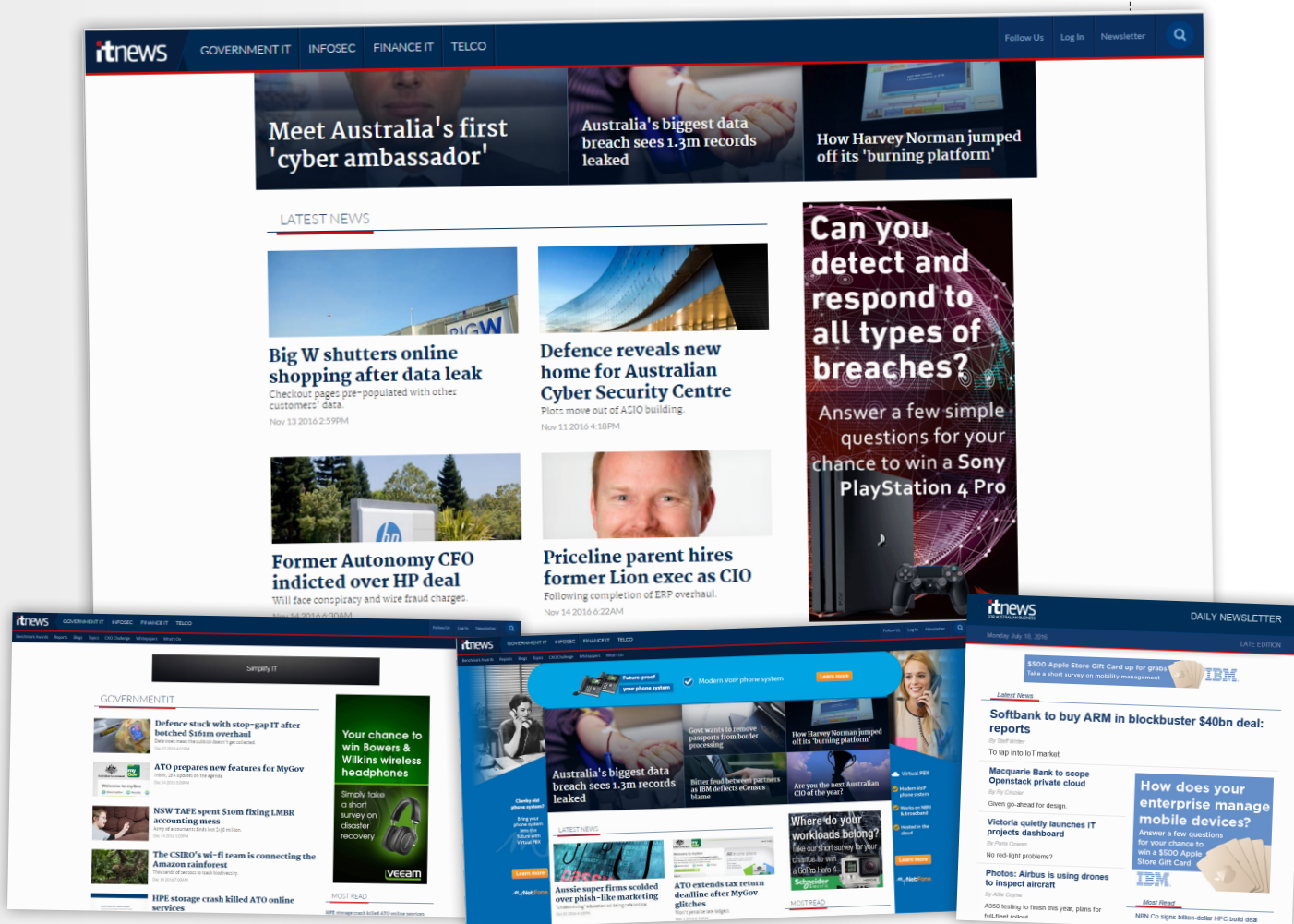
- Topic is mutually agreed by the client and editorial
- The topic questions are generated by editorial to maximise reader engagement
- Participation in the survey is promoted on-line and using the iTnews EDM's
- The participants must opt-in to share their data the sponsor
- The results are anonymised and shared with sponsor

RESULTS

- Surveys normally receive more than 100 responses

INVESTMENT

- \$15,000 to \$20,000 dependent on resulting report



Brand Extensions

A series of focused bespoke solutions to drive customer relations, create sales opportunities and to build brand awareness ensuring you receive the maximum exposure to your target audience.

- ▶ Benchmark Awards – The search for Australia's CIO of the Year
- ▶ Event Curation – full turn-key solution for networking events including breakfast briefings, lunch and learns, and afternoon/evening information functions
- ▶ Executive Round table events – specific industry sectors or client focused
- ▶ Five Question surveys
- ▶ Custom content (White Papers, e-Books, Print, Online, Video, Webinars)
- ▶ Demand Creation - generation of sales leads (telemarketing and content syndication)
- ▶ Independent Research
- ▶ IOT.Hub.com.au (Internet Of Things)
- ▶ Native content - Spotlights

All promotion, production, content hosting, reporting, data capture and post synopsis managed by the iNews team. All prices on application and full brief.



Event Marketing Packages

If you want to attract senior IT decision makers to your event then one of our event marketing packages is custom designed to help.

Platinum Package

INCLUDES

- › 1 x iTnews EDM (11,377* opt-in)
 - › 1 x iTnews Newsletter Sponsorship sent 5 x AM sends (24,704* subscribers)
 - › 20,000 Half page impressions (can be geo-targeted)
 - › 1 x Event Listing on events page and newsletter
- Investment: \$9,500 (Value: \$18,000)**



Gold Package

INCLUDES

- › 1 x iTnews EDM (11,377* opt-in)
 - › 20,000 Half page impressions (can be geo-targeted)
 - › 1 x Event Listing on events page and newsletter
- Investment: \$6,000 (Value: \$12,500)**



Silver Package

INCLUDES

- › 20,000 Half page impressions (can be geo-targeted)
 - › 1 x Event Listing on events page and newsletter
- Investment: \$2,000 (Value \$3,650)**



Bronze Package

INCLUDES

- › 1 x Event Listing on events page and newsletter
- Investment: \$250 per event**



Online Specifications

Production & Advertising Traffic Manager: Alison Begg
02 9901 6346, abegg@nextmedia.com.au

The screenshot shows the itnews website layout with several ad placement areas highlighted in red boxes with their dimensions:

- SKIN** (Left and Right sidebars)
- SUPER LEADERBOARD 970 x 90** (Top center)
- BILLBOARD 970 x 250** (Below Super Leaderboard)
- HALF PAGE 300 x 600** (Right sidebar, below Billboard)
- BUTTON 300 x 100** (Right sidebar, below Half Page)
- INTERSTITIAL 640 x 480** (Large central area, below Latest News)
- MEDIUM RECTANGLE 300 x 250** (Bottom right area, below CIO Movements)
- FOOTERBOARD 728 x 90** (Bottom center)

The website content includes headlines such as "ICAC finds TAFE IT manager corrupt", "ANZ Bank hires Google Australia boss as head of digital", "Who won the 2016 Benchmark Awards?", "IBM wins another extension to \$1bn Human Services deal", "Under-fire Ultratnet boss forced to front corruption inquiry", "Apple sets date for new iPhone launch", "Slew of dangerous Adobe Flash flaws patched", "DTG wants contractors to fill IT skills gaps", "Corruption watchdog tapped phone of former Ultratnet minister", "G... Ai... G... Vi... re... Ag... De... co... Te... re...", "LATEST GALLERIES", "ULTRATNET SCANDAL", "CIO MOVEMENTS", and "Compare & Save Samsung Galaxy S6 Edge \$600/mth on Optus".

ONLINE ADVERTISING REQUIREMENTS

- All supplied ads require both the creative and clickthrough URL.
- Standard image formats (.jpg, .gif, .png) and third-party tags are supported.
- HTML5 ads are recommended to be third-party ad served.
- Maximum of 24 frames per second for animation and video.
- Maximum animation length of 15 seconds.
- All audio must begin muted and initiated on click.
- Autoplay (muted) is allowed on video ad units. Clearly visible play / pause / stop video controls are required.
- Expansion must be user initiated on click. Pushdown ad units may be rollover initiated.
- All expanded ad units must have a clearly visible and defined close button.
- Third-party ad serving is supported on most ad units. See specifications table for further details and please check with your ad server representative for more information on their specifications.
- All expandable ad units must be third-party served.
- All creative must function uniformly on both MAC and PC platforms as well as multiple browser versions of Safari, Internet Explorer, Mozilla and Firefox.

IMPORTANT: Please note that Flash creative is no longer being accepted due to recent changes and restrictions within Google's Display Network. More information about these changes be found here:

<https://plus.google.com/+GoogleAds/posts/dYSJRrgNjk>

More information regarding HTML5 ad creation can be found here:

<http://www.iab.com/guidelines/html5-for-digital-advertising-guidance-for-ad-designers-creative-technologists/>

NEWSLETTERS

- All supplied ads must be static GIF or JPG format only.

RICH MEDIA

- Expansion must be user initiated on click. Pushdown ad units may be rollover initiated.
- All expanded ad units must have a clearly visible and defined close button.
- Third-party ad serving is supported on most ad units. See specifications table for further details and please check with your ad server representative for more information on their specifications.
- All expandable ad units must be third-party served.

MATERIAL DEADLINE

- nextmedia requires that all creative be submitted one week prior to live date to allow for testing and approval.
- Please ensure that all specifications are met. Ads that do not meet all our specifications will be rejected, affecting the launch date of the campaign.
- If you have any further questions regarding campaign tracking for this placement, please contact your Nextmedia account manager

The Rates

iTnews offers compelling packages for all budgets and campaigns. Speak to our advertising team today to discuss your marketing requirements.

ITNEWS ONLINE ADVERTISING RATES 2017/18

CREATIVE AD UNIT	RUN OF SITE (CPM)	SECTION TARGETED(CPM)	AD SIZE	FILE SIZE
Leaderboard	\$125	\$140	728 x 90	60 KB
MREC	\$125	\$140	300 x 250	60 KB
Half Page	\$140	\$155	300 x 600	60 KB
Button	\$55		300 x 100	40 KB
Interstitial	\$300	N/A	640 x 480	100 KB
Billboard	\$170	\$190	970 x 250	100 KB
Skin (includes Super Leaderboard)	\$325	\$350	Skin - Specifications on request plus	180 KB
			Super Leaderboard 970 x 90	100 KB
Sponsored Link	\$450 per week (\$1,500 per month)		82 x 25 8 - 15 words	10 KB
Roadblock Section Sponsorship	\$600	\$700		
Newsletter Sponsorship (AM or PM)	\$4,250 p/week	\$2,000 p/week SC Weekly News Wrap	650 x 90	30 KB
			300 x 250	30 KB
			82 x 25, 8 - 15 words	30 KB
eDM	\$850 CPM	N/A	Specifications on request	100 KB (html + images)
Mobile Leaderboard	\$75	N/A	320 x 50	40KB

CREATIVE COSTS 2017/18

CREATIVE AD UNIT	PRODUCTION/ AMENDMENT COST	CREATION COST
eDM	\$250	\$500
Skin	\$250	\$500
AD UNIT	AMENDMENT COST	CREATION COST
Interstitial / Leaderboard / MREC / Super Leaderboard	\$250 (+\$100 per additional ad)	\$500 (+\$150 per additional ad)
Button / Newsletter Ads	\$150 (+\$100 per additional ad)	\$250 (+\$150 per additional ad)



Contacts

We love to hear from our readers and advertisers, so please get in touch and let the friendly iTnews team help with your enquiry.

THE NEXTMEDIA ENTERPRISE IT PORTFOLIO

Nextmedia Pty Ltd boasts a high-quality and expanding portfolio of brand for the enterprise IT sector. We have enterprise IT covered with CRN Australia, the leading title for supplier of IT, and iTnews.com.au, the most-respected brand for buyers of enterprise IT. Along with CRN and iTnews,

our other properties for Australian enterprise IT readers include SC (Secure Computing), Information Age, BiT (Business IT) and IoT Hub. Nextmedia also publishes a range of consumer tech and gaming titles, including PC & Tech Authority, PC Power Play and Sound+Image.

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