

AUSTRALIA'S #1 PC GAMING MAG

PC PowerPlay

MEDIA KIT 2017

AUSTRALIA'S ONLY DEDICATED PC GAMING TITLE

ABOUT PCPOWERPLAY

Launched in 1996, PC PowerPlay is not only the longest running gaming magazine in Australia, it's also the only one dedicated to everything PC gaming. Every year we publish 13 issues; 11 monthly issues and two special issues. Each monthly issue comes packed with previews, reviews and interviews, looking at the hottest new tech and games around. The first of our two specials each year takes an inside look at the world's largest PC tech conference, Computex, bringing readers a first look at the newest innovations in PC hardware, and the second features numerous tutorials, buyer's guides and features

aimed at helping readers get the most out of their PC. PC PowerPlay also has a robust web presence, delivering news, reviews and hands on reports on a daily basis.

Having been part of the Australian gaming scene for so long, PC PowerPlay is uniquely positioned to be the trusted authority on PC gaming. No other gaming magazine has the knowledge, respect and credibility that comes with 20+ years of independent publishing. PC PowerPlay readers are dedicated gamers, PC enthusiasts and early adopters, ready and willing to upgrade their machine to play the most cutting edge games.

MAGAZINE COVERS



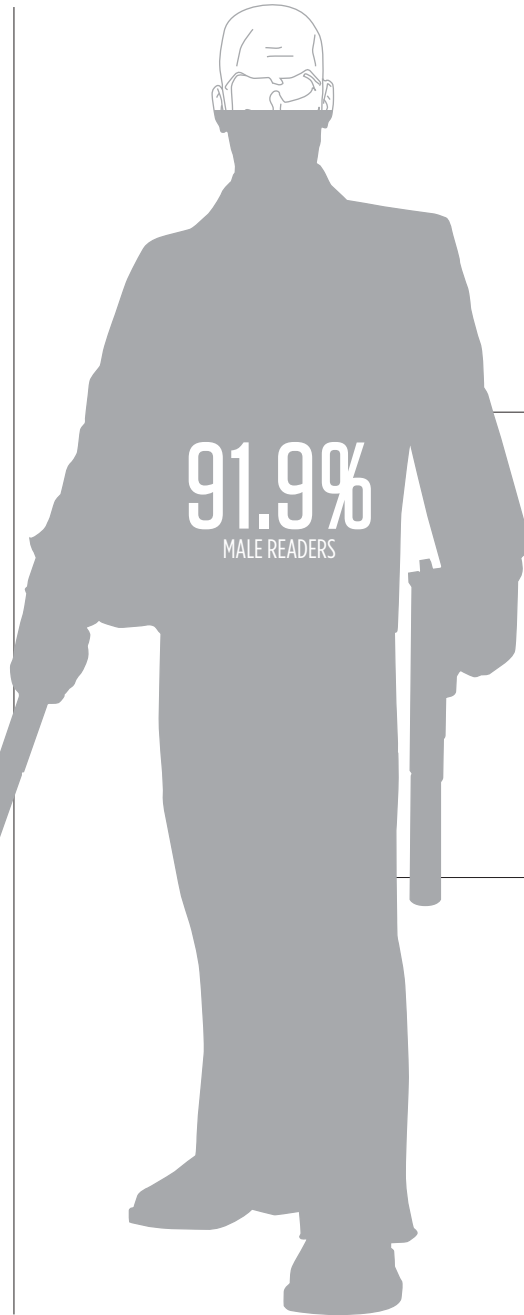
READER
PROFILE



150,603

TOTAL READERS*

Source - EMMA - Enhanced Media Metrics Australia



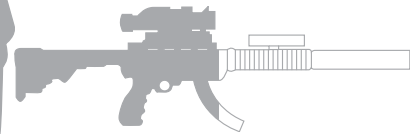
91.9%

MALE READERS



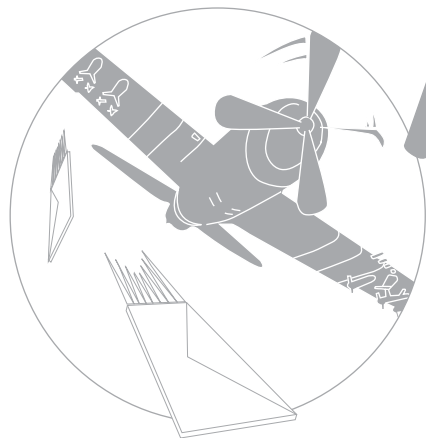
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AGED 18 - 34



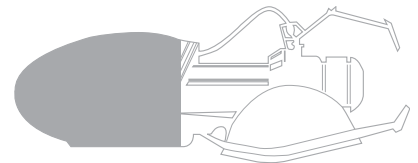
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AGED 14 - 34



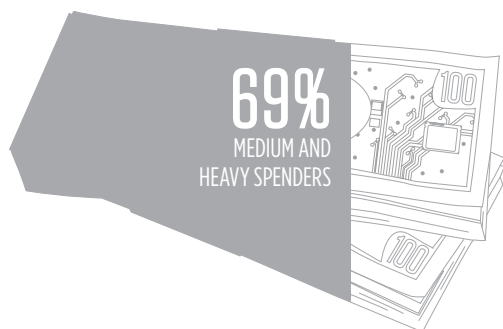
26,000

DISTRIBUTION AUSTRALIA WIDE

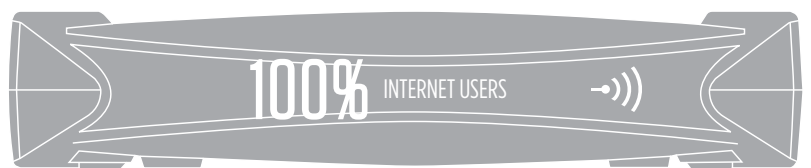


42%

IN THE 'LOOK AT ME'
VALUE SEGMENT



69%
MEDIUM AND
HEAVY SPENDERS

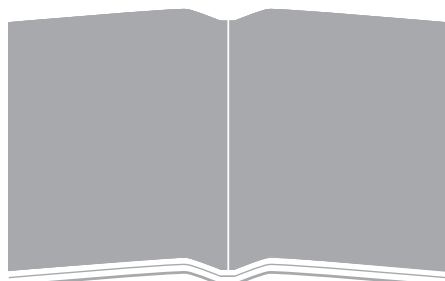


100% INTERNET USERS



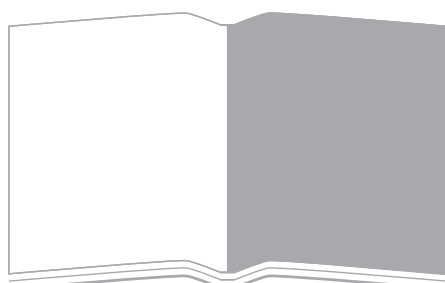
ADVERTISING RATES

DOUBLE PAGE SPREAD



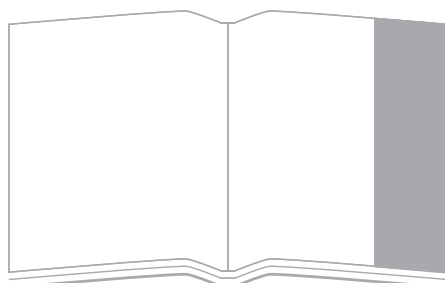
POSITIONS	1x	3x	6x	12x
Inside Front Cover DPS	6,500	6,000	5,500	5,000
DPS 'Before Contents'	5,000	4,500	4,000	3,500
DPS 'Run of Book'	4,500	4,000	3,500	3,000

FULL PAGE



POSITIONS	1x	3x	6x	12x
Outside Back Cover	4,750	4,250	3,750	3,250
Inside Back Cover	3,500	3,000	2,500	2,000
1st RHP	3,500	3,000	2,500	2,000
Early RHP	3,200	2,700	2,200	1,700
First Third RHP	2,750	2,250	1,750	1,250
Run of Book	2,500	2,000	1,750	1,250

BROKEN SPACE



POSITIONS	1x	3x	6x	12x
Half Page Vertical	1,250	1,000	750	500
Third Page Vertical	1,150	900	650	400

DIGITAL RATES

Ad Unit	CPM (Targeted)	CPM (ROS)	Size in pixels
Leaderboard	\$62	\$52	728 x 90
MREC	\$70	\$60	300 x 250
Half Page	\$105	\$95	300 x 600
Skin	\$165	\$155	Custom size
Skin Roadblock	\$225	\$215	Custom size
Mobile Banner	\$55	\$45	320 x 50
Sponsored Links	N/A	\$25	82 x 25 (logo) + 8-10 words
Custom online ads / video content	POA	POA	Custom

*All prices are excluding GST and Agency Commissions

PCPOWERPLAY.COM.AU

PCPowerPlay.com.au is the online home of Australia's only dedicated PC gaming magazine. PCPowerPlay.com.au is the perfect complement to the long-running print edition. Daily news, videos, quick looks

and our staff blogs ensure we're delivering new and original content tailored to our revitalised online presence. PCPowerPlay.com.au forms the central hub of our dedicated community thanks to our thriving PC gaming and hardware forums.

ONLINE STATS



18-34
Y/O MALE

CORE AUDIENCE

43,200
UNIQUE USERS



EMAIL SUBSCRIBERS



TIME PER VISIT



PAGE PER BROWSER



DIMENSIONS



INSERTION (H x W)	IMAGE AREA (H x W)	TRIM (H x W)	BLEED (H x W)
Double Page Spread	280 x 420 mm	300 x 440 mm	310 x 450 mm
Full Page	280 x 200 mm	300 x 220 mm	310 x 230 mm
1/2 Page Horizontal	130 x 200 mm	150 x 220 mm	160 x 230 mm
1/2 Page Vertical	280 x 90 mm	300 x 110 mm	310 x 120 mm
1/3 Page Horizontal	80 x 200 mm	100 x 220 mm	110 x 230 mm
1/3 Page Vertical	280 x 53 mm	300 x 73 mm	310 x 93 mm

DEADLINES

ISSUE NUMBER	ON SALE DATE	MATERIAL DEADLINE
PCPP #259	16th February, 2017	25th January
PCPP #260	16th March, 2017	22nd February
PCPP #261	20th April, 2017	22nd March
PCPP #262	18th May, 2017	26th April
PCPP #263	15th June, 2017	24th May
PCPP Annual Tech Special	6th July, 2017	21st June
PCPP #264	20th July, 2017	28th June
PCPP #265	17th August, 2017	26th July
PCPP #266	14th September, 2017	23rd August
PCPP #267	19th October, 2017	27th September
PCPP #268	16th November, 2017	25th October
PCPP #269	14th December, 2017	22nd November

ENQUIRIES

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DIGITAL SPECIFICATIONS

Files can be supplied to nextmedia on CD, DVD or through the nextmedia FTP.

- All art to be supplied as a Hi-Res PDF, in CMYK colour space at 310 maximum ink density (no spot colours should be supplied).
- A full-colour proof must be supplied.
- Documents should be set up to the trim size of the magazine.
- There must be 5mm bleed on each edge of the page.
- Please contact your advertising account manager for all online artwork specifications.

NOTE: *Advertising material that does not conform to the mechanical specifications, and any material supplied without a colour proof, will not be accepted by nextmedia under any circumstances. Please ensure that all material supplied is the final, correct version, ready for publishing. It is not the responsibility of nextmedia to make corrections to advertisements. If no new material is received by the material deadline, a repeat of your most recent advertisement will appear in this issue.*

FINE PRINT

All Advertising subject to the terms and conditions contained on the respective rate cards. All enquires to: Advertising Department Phone: 02 9901 6100 Fax: 02 9901 6333. Booking Slip must be signed and returned to ensure placement of advertising. All production charges will be passed on unless advertising material is supplied as per rate card specifications. Nextmedia Pty Ltd: ACN No. 128 805 970. The publisher reserves the right to reject or cancel any advertisement or part thereof. No responsibility accepted for any loss arising from any error or failure of an advertisement or part thereof. Where material is overdue, the publisher reserves the right to repeat a previous advertisement or part thereof. Advertisers and/or

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