



PROFILE

AVHub

AVHUB.com.au brings together Australia's music, leading audio, AV and photography titles under one leading technology website. Traffic is driven by hundreds of complete in-depth reviews from Sound+Image, Australian Hi-Fi, ProPhoto, Camera, INCAR and Australian Guitar magazines, while regular newsletters sent out to digital databases drives ongoing user interaction with AVHUB's latest news posts on tech, tests & techniques.

ADVERTISING RATES

All rates plus 10% GST

Creative	Run of Site (CPM)	Specs
Leaderboard	\$65	728 x 90
Medium Rectangle (M-Rec)	\$75	300 x 250
Half Page	\$95	300 x 600
Interstitial (welcome advert)	\$175	640 x 480 (Freq Cap: 1 UB per day)
Site Skin (background only)	\$150	On request
Minisuite	POA	
Contextual/Keyword targeting	POA	
Sponsored Links	\$150 p/week	Logo + 8-15 words
Newsletter Sponsorship	Banner \$750 p/month	728 x 92
eDM	\$800 CPM	HTML (No Flash, No Javascript)

Who are our readers?

- 80% of our readers choose a specialist as first choice for buying equipment.
- Every year 52% of our readers look to upgrade their existing equipment.
- Avhub readers are high credit card users.
- 69% are married or in a de facto relationship and 77% own their own home.
- 66% of readers earn in excess of \$80,000 per year and 76% work full time.

Visitor Stats avhub.com.au / monthly average

UNIQUE BROWSERS

65,000

PAGE VIEWS

145,000

NEWSLETTER SUBSCRIPTIONS

7,492

eDM SUBSCRIPTIONS

6,404

For advertising that works, call

Lewis Preece

m: 0434 439 032,

e: lpreece@nextmedia.com.au

Jim Preece

m: 0400 808 900,

e: jpreece@nextmedia.com.au

Samantha Klooger

m: 0499 294 711

e: sklooger@nextmedia.com.au