

# MARKETING KIT 2017



# The Content

At Business IT, our mission is simple - to help our readers make technology work for their businesses. And we do so by providing plain English tech news, reviews and guides for businesses ranging from startups to mid-sized enterprises.

Established in May 2012, Business IT caters for the sectors often described as the growth engine of the Australian economy, including:

- › Small and mid-sized enterprises
- › Startups and tech entrepreneurs
- › Professionals such as accountants and IT consultants.

We cover a wide range of business technology, from accounting, ERP and CRM systems to laptops and smartphones to telecommunications and cloud services, along with security, storage and networking gear.

## Our content is always practical and includes:

- › The latest tech news and trends, and what they mean for businesses
- › Reviews, comparisons and buyer's guides to help businesses choose the best tech products and services for their needs
- › Tips and tutorials to help businesses get up and running with new technology, and improve their productivity
- › Case studies on how startups and other growing businesses are innovating with new technology.

## THE TEAM

### 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.



### Stephen Withers

Business IT's senior writer, Stephen Withers is one of Australia's most experienced IT journalists, and reports on everything from consumer gadgets through to small business products to enterprise systems. He has been a partner in a small business for more than two decades, and previously worked in academia, banking and online services. Stephen holds an honours degree in Management Sciences and a PhD in Industrial and Business Studies.



# The Numbers

Business IT has consistently grown digital reach and engagement with an award winning website

**AVERAGE  
MONTHLY PAGE  
IMPRESSIONS**

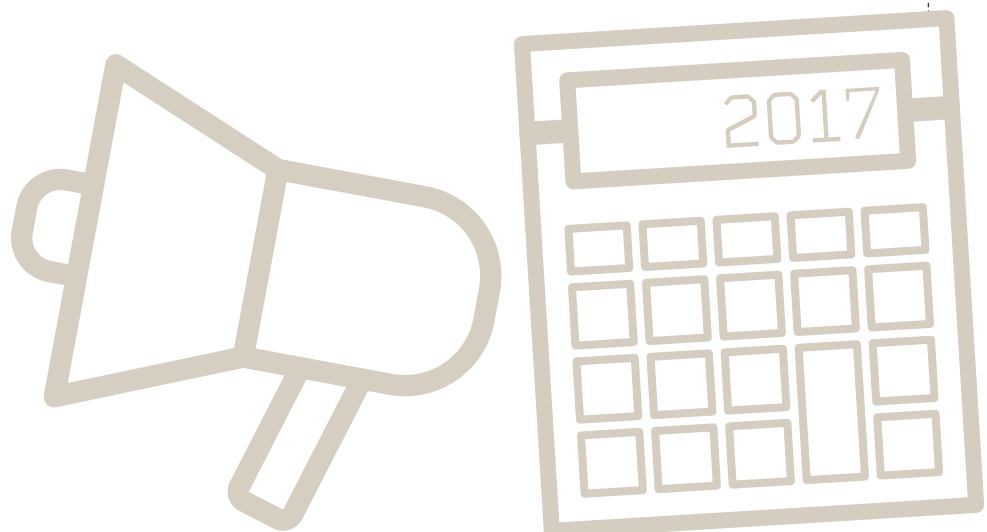
Australia.  
Google Analytics:  
Dec 2016

**38,909**

**AVERAGE  
MONTHLY UNIQUE  
BROWSERS**

Australia.  
Google Analytics:  
Dec 2016

**23,350**



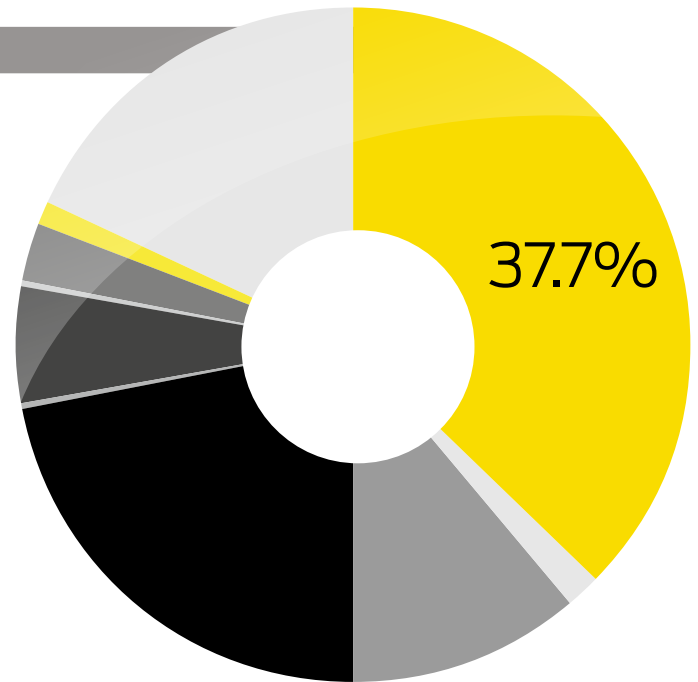
# The Audience

## Business IT readership Industry Breakdown

**JOB TITLE**

JOB TITLE	% OF TOTAL
<b>Owner/Proprietor</b>	<b>37.7%</b>
Partner	1.7%
Manager	11%
<b>Employee</b>	<b>22%</b>
CEO	0.3%
Senior IT Manager	5.7%
Senior Marketing Manager	0.3%
Senior Executive	2.7%
<b>Non-executive director/ board member</b>	<b>1%</b>
<b>Other</b>	<b>18%</b>

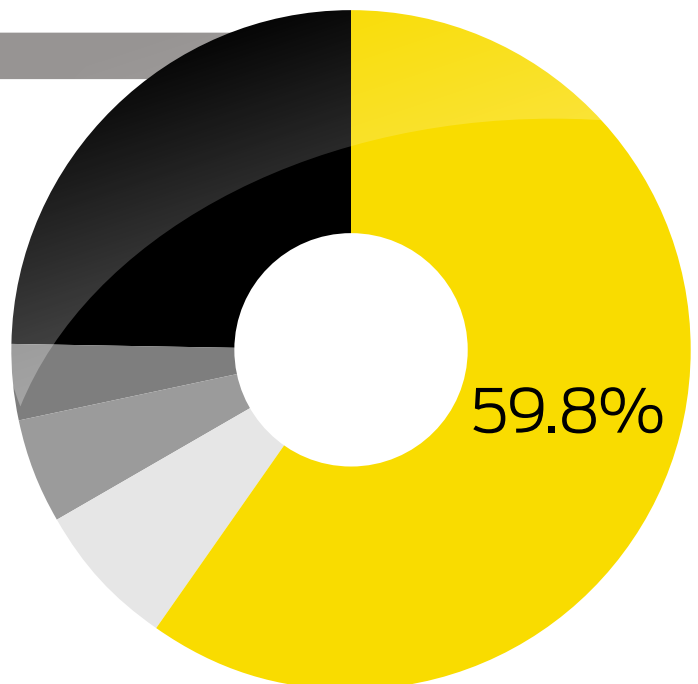
Source: nextmedia Reader Survey



**EMPLOYEES**

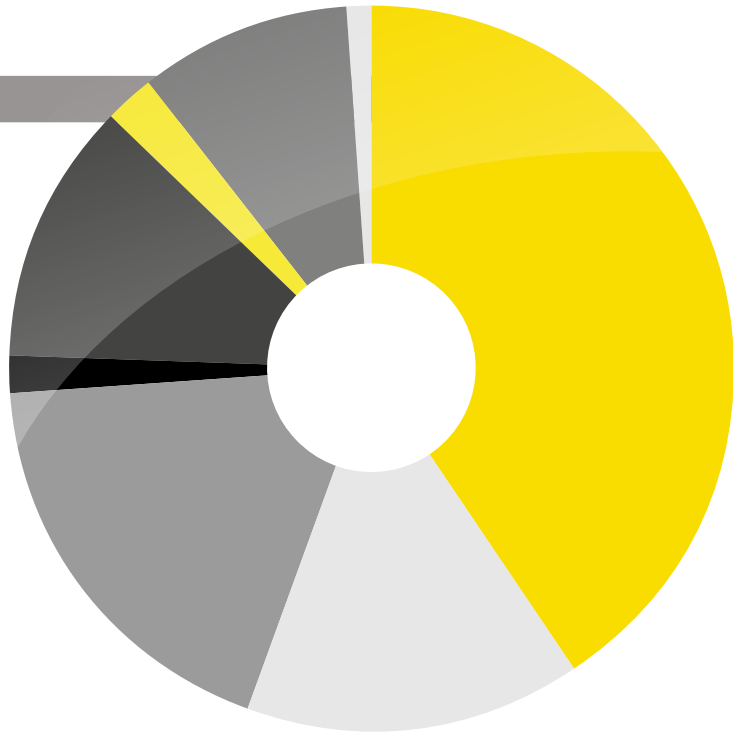
EMPLOYEES	% OF TOTAL
<b>1 - 20</b>	<b>59.8%</b>
21 - 50	7.2%
51 - 100	5%
101 - 200	3.6%
<b>200+</b>	<b>24.5%</b>

Source: nextmedia Reader Survey



# The Audience

## STATE



STATE	% OF TOTAL
NSW	40.7%
QLD	15.0%
VIC	18.3%
ACT	1.7%
WA	11.7%
TAS	2.3%
SA	9.3%
NT	1.0%

Source: nextmedia Reader Survey

## INDUSTRY



INDUSTRY	% OF TOTAL
Sales, marketing, advertising & media	4.3%
HR, recruitment & admin	0.3%
Insurance, finance & accounting	6.3%
Manufacturing, mining, engineering, construction, transport, real estate & property	21.6%
Medical & healthcare	6.0%
Education, training, hospitality, tourism, customer service & retail	15.3%
Government & defence	6.3%
IT & technology	23.0%
Self employed, consulting, corporate strategy, volunteer & other	16.7%

Source: nextmedia Reader Survey

# Who Turns to Business IT

“ The more sites like this that helps SMBs understand how to leverage technology the better as it all fuels industry development and growth.  
**Aidan Tudehope, MD,  
Macquarie Telecoms**

“ Thanks for the [NBN Toolkit] eBook, it reads really well – straight to the point, easy to read and informative!”  
**MyNetFone**

“ This is my favourite email newsletter! Love the helpful tips!  
**Jim Williams, Exact Target**

**60%** of Business Owners and/or Decision makers

**58%** say mobility is a key technology for their business

**56%** are regular visitors, checking Business IT daily or weekly

**40%** have purchased or recommend a purchase products or services seen on Business IT

**56%** mostly work from home or on the road

**50%** have referred/referenced an article to a friend/colleague

**25%** of the Business IT audience reveal their small business turns over at least \$2million per year

# The Features Calendar

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

BIT 2017 FEATURE PLAN APRIL - SEPTEMBER		
MONTH	TOPIC	SYNOPSIS
April	<b>Cloud accounting applications</b>	We take a deep dive into small business cloud accounting applications and compare not only their features but also their ecosystems of add-ons.
May	<b>SMB applications</b>	The cloud has led to an explosion of applications that can boost your business and productivity. We look at a wide variety of apps, including: <ul style="list-style-type: none"> <li>• ERP for organisations that have outgrown their small business accounting software</li> <li>• Specialised apps for CRM, time and expenses tracking, point of sale and more.</li> </ul>
June	<b>Mobility</b>	Mobile devices and apps have transformed the way we work, so in this comprehensive guide we examine strategies for leveraging mobility in your business, including mobile device management. We'll also reveal the best business smartphones, tablets and mobile plans.
July	<b>Communications and networking</b>	Upgrading your business communications and networking infrastructure can pay big dividends. We look at the benefits of a range of technologies, from reducing phone bills with VoIP to ramping up Wi-Fi performance with a business router.
August	<b>Business hardware guide</b>	Need to refresh your computers and other business gear? We look at the best options for laptops, hybrids, desktop computers and storage devices – along with flexible new servers such as hyperconverged systems.
September	<b>Cloud infrastructure</b>	Starting the journey to replace on-premises hardware? We explore options ranging from online storage apps and hosting providers to infrastructure-as-a-service, platform-as-a-service and desktop-as-a-service.

# The Features Calendar

## BIT 2017 FEATURE PLAN OCTOBER - DECEMBER

MONTH	TOPIC	SYNOPSIS
<b>October</b>	<b>Printing</b>	Printing is often overlooked as a way to improve efficiency and productivity. We look at tools ranging from cloud printing apps to print management software – and compare printers for small and mid-sized businesses.
<b>November</b>	<b>Security</b>	The threats are increasing in number, in sophistication and in the consequences for compromised businesses. We examine how SMBs can protect their data and their reputations, with best-practice security strategies and tools.
<b>November</b>	<b>Digital</b>	Is your business fully digitally enabled? If not, you're probably missing a lot of business opportunities. We examine the various tools needed for ecommerce, email marketing, social marketing and search marketing – as well as hosting options for your website.
<b>December</b>	<b>Data management and analytics for SMBs</b>	Big data is no longer just for big business – it's becoming both an opportunity and a challenge for SMBs. We look at affordable, easy-to-access tools for business intelligence and analytics, as well as data protection and disaster recovery.

### NOTES ON FEATURES

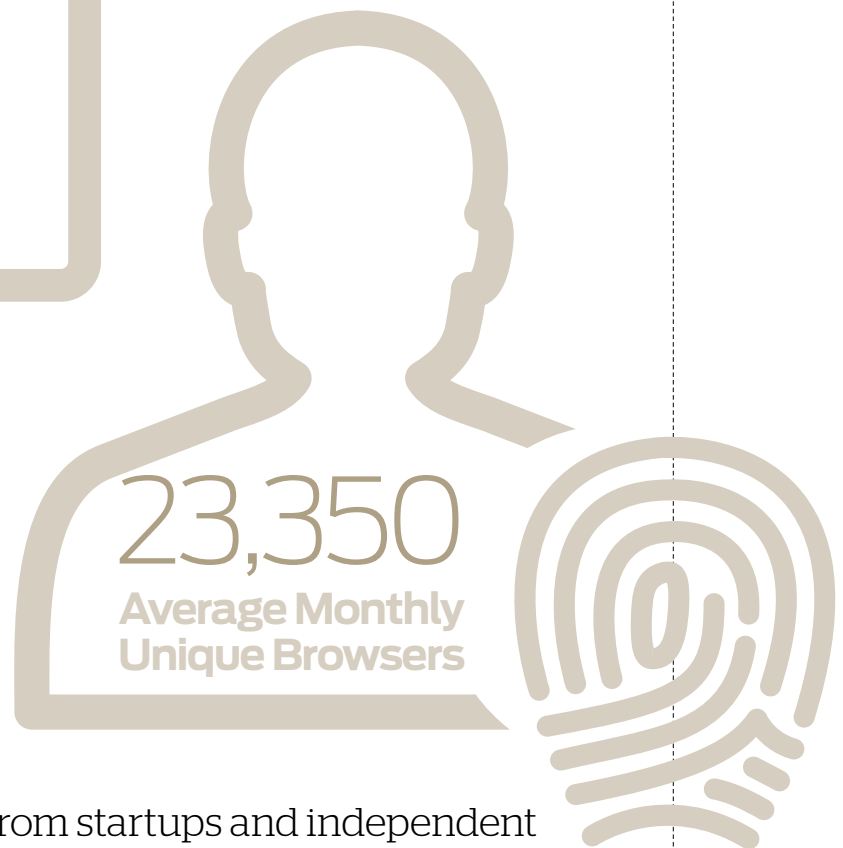
- › We work a minimum of two months ahead (ie, we will be planning the April features in February). Please reach out early to avoid disappointment.
- › We will publish a range of other features and specials throughout the year.



# The Website

[www.bit.com.au](http://www.bit.com.au)

Business IT is Australia's most trusted source of business tech news, reviews and guides.



Business IT's readership ranges from startups and independent professionals to small and mid-sized enterprises.

# The Website

## **BIT.COM.AU**

Almost three quarters of Business IT online readers visit the website daily several times a week

**74%**

## **NEWSLETTER**

The daily Business IT newsletter

**4,850**

## **NEWSLETTER**

Average open rate is 26%, whilst 100% of online readers surveyed find the newsletter useful

**100%**

## **EMAIL MARKETING**

We have over 3,000 EDM subscribers with an average open rate of 24%

**3,488**

## **EDMS**

Subscribers that bought or recommended the purchase of products & services

**40%**



Source: internal data and nextmedia Reader Survey

# The Rates

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

## BIT ONLINE ADVERTISING RATES 2017

CREATIVE AD UNIT	RUN OF SITE (CPM)	SECTION TARGETED (CPM)	HOME PAGE (CPM)	AD SIZE	FILE SIZE
Leaderboard	\$85	\$95	\$100	728 x 90	60 KB
MREC	\$90	\$100	\$110	300 x 250	60 KB
Half Page	\$125	\$130	\$135	300 x 600	60 KB
Button	\$40	\$45	\$50	300 x 100	40 KB
Interstitial Sponsorship AM or PM	\$200	\$225	\$235	640 x 480	100 KB
Skin (includes Super Leaderboard)	\$275	\$300	\$325	Skin - Specifications on request plus	180 KB
				Super Leaderboard 970 x 90	100 KB
Sponsored Link	\$750 p/month	N/A	N/A	82 x 25 8 - 15 words	10 KB
Roadblock Section Sponsorship	\$450	\$475	\$525		
Newsletter Sponsorship (AM or PM)	\$2,500 p/week	N/A	N/A	468 x 60	30 KB
				300 x 250	30 KB
				82 x 25, 8 - 15 words	30 KB
eDM	\$700	N/A	N/A	Specifications on request	100 KB (html + images)

## CREATIVE COSTS 2017

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)



# Other Marketing Services

Business IT provides a range of bespoke solutions to support your marketing needs, from intimate events to roadshows to custom content and reports. These can include creating and hosting custom content, small events such as workshops, road-blocking content hubs and surveys. Here are some of our highly effective solutions in detail:

## SPOTLIGHTS

Spotlights are editorially independent content hubs that allow an advertiser 100% share of voice around relevant content.

### How it works:

- › A Spotlight is a content hub created using one or more topics/ tags that are mutually agreed upon by the client and editorial
- › All editorial is independent from commercial scrutiny
- › Each Spotlight contains a minimum of four editorial articles relevant to the agreed topics and are designed to attract traffic
- › Editorial will promote the Spotlight and articles through the regular newsletter and carousel on the site's front page.

### Deliverables:

- › Client's ad units to road-block the Spotlight hub and all the stories tagged with the agreed topics for the duration of the campaign
- › Newsletter sponsorship (ads featuring the client's logo) to promote the Spotlight
- › An EDM (including the client's logo) sent to Business IT's opt-in database, to promote the Spotlight

## CASE STUDY

This custom feature allows clients to benefit from Business IT's research team. Working with the client, we will interview and profile a third-party business using the client's product or service, and show how it benefits businesses in a real-world setting.

**Deliverables:** We will publish the case study on our website and promote it in our regular newsletter, in the carousel at the top of front page and in the site's Resources section. Optionally, we can design the case study in consultation with the client and provide it as a PDF that the client can use as a marketing asset.

## SURVEYS

Business IT surveys offer clients the opportunity to gain a competitive advantage in the SMB and startup sectors, providing valuable information about the client's market, as well as data about the respondents.

### How it works:

- › The survey topic is mutually agreed upon by the client and editorial
- › The survey questions are created by editorial to maximise reader engagement
- › The surveys are short (typically no more than five questions on the agreed topic) to maximise responses
- › The survey is promoted by editorial on bit.com.au.

### Deliverables:

- › Newsletter sponsorship (ads featuring the client's logo) to promote the survey
- › An EDM (including the client's logo) sent to Business IT's opt-in database, to promote the survey
- › Survey participants must opt-in to share their contact/ professional data with the sponsor, and this data will be delivered to the client at the end of the campaign

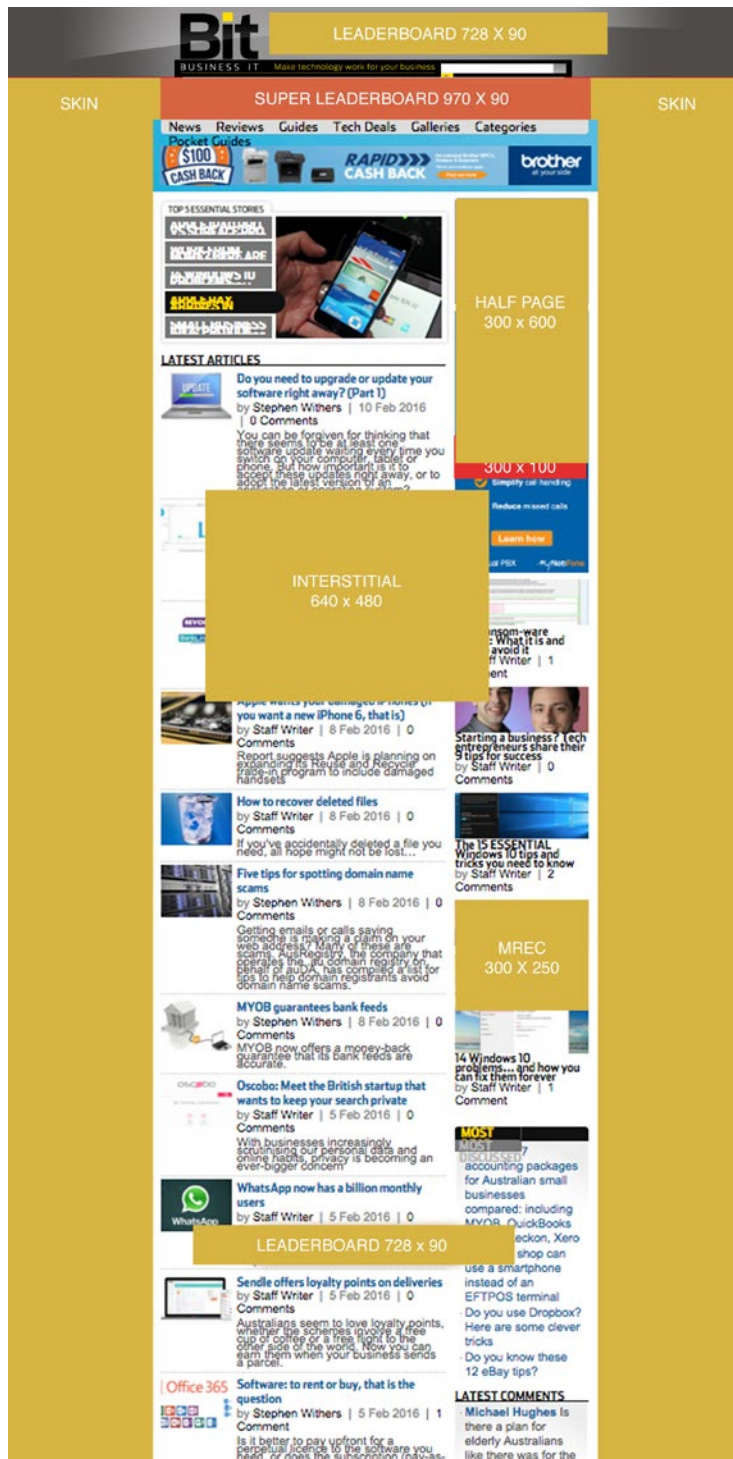
## POCKET GUIDE

This is a substantial piece of custom content that can take the form of a downloadable PDF. Sizes can range from a simple pamphlet to a small digital magazine up to 32 pages long. As this is a substantial offering, each Pocket Guide is the product of consultation with the client.

**Deliverables:** We will publish the pocket guide on our website and promote it in our regular newsletter, in the site's Resources section, and in a special island in the right-hand column of the home page.

# Online Specifications

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



## 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

# Contacts

We would love to hear from our readers and advertisers, so please get in touch and let the friendly Business IT team help.

## THE NEXTMEDIA ENTERPRISE IT PORTFOLIO

Nextmedia Pty Ltd boasts a high-quality and expanding portfolio. As well as the leading small business technology title in Business IT, we have Australia's most respected publications for enterprise IT buyers and the channel in iTnews and CRN Australia. We also have the Internet of

Things covered with IoT Hub, along with consumer technology and gaming, with PC & Tech Authority, PC Power Play and Sound+Image.

### ADVERTISING CONTACTS

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