

# MARKETING KIT 2019



# 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

### William Maher

Business IT's Commercial Editor, William has 20 years' experience writing about technology as a journalist, editor and corporate writer. Before joining Business IT, William was a writer at Editor Group, providing editorial services for organisations in the IT sector and other areas. He also worked in editorial roles at business and consumer technology titles published by nextmedia and ACP.



### Darren McNally

"Macca" has been working in the IT Media industry for over 20 years. Having spent the first seven in his home town of London, before moving to Australia. Over the last 13 years he has worked across the IT media landscape in Australia, working in Enterprise, Consumer and SMB. Macca's experience in developing strategy, delivering events and producing custom projects has seen him work closely with Australia's top technology brands.



### Joanne Ross

Jo has worked in publishing for 16 years, including eight years in London on B2B titles before relocating to Sydney and working across Haymarket media's IT portfolio. As Project Manager of nextmedia's consumer technology division, she has delivered events across Australia as well as working with a wide range of clients on delivering custom, marketing and advertising objectives.



# The Numbers

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

**AVERAGE  
MONTHLY PAGE  
IMPRESSIONS**

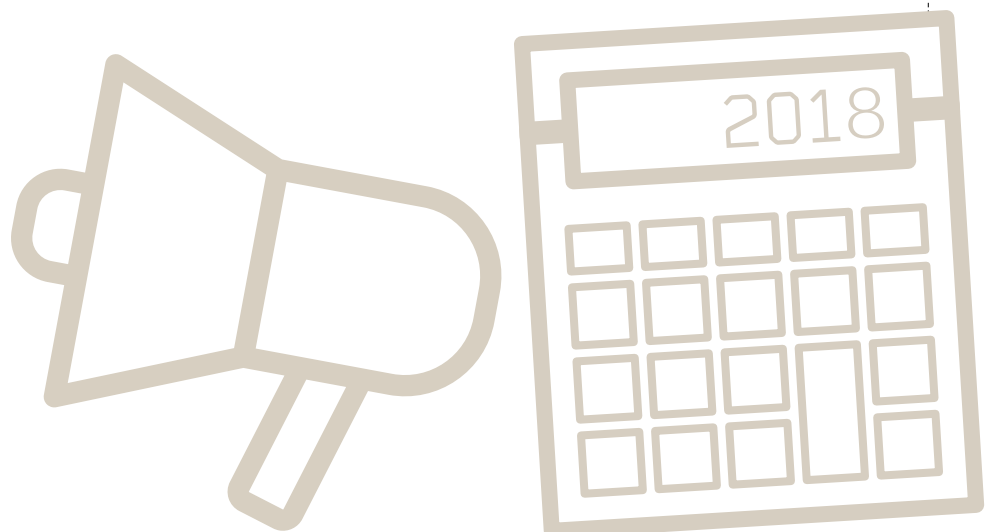
Australia.  
Google Analytics:  
Jul - Sep 2017

**46,528**

**AVERAGE  
MONTHLY UNIQUE  
BROWSERS**

Australia.  
Google Analytics:  
Jul - Sep 2017

**21,999**



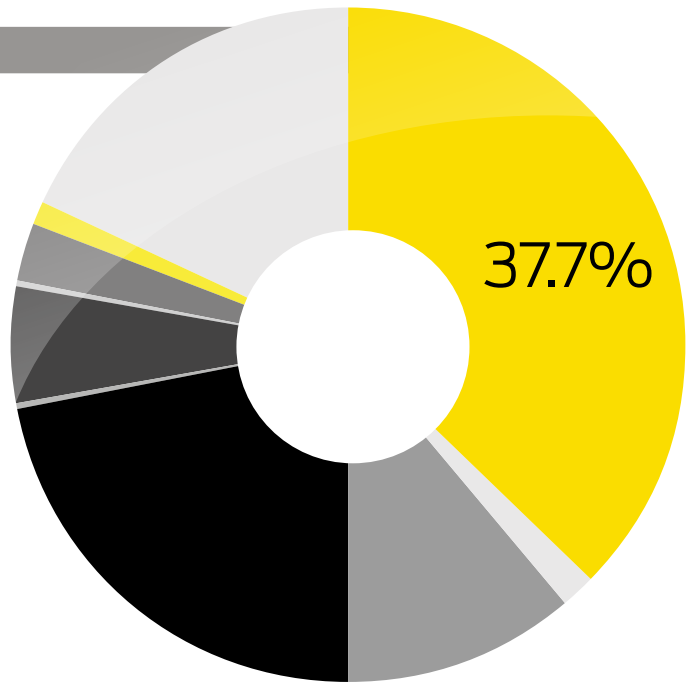
# The Audience

## 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>

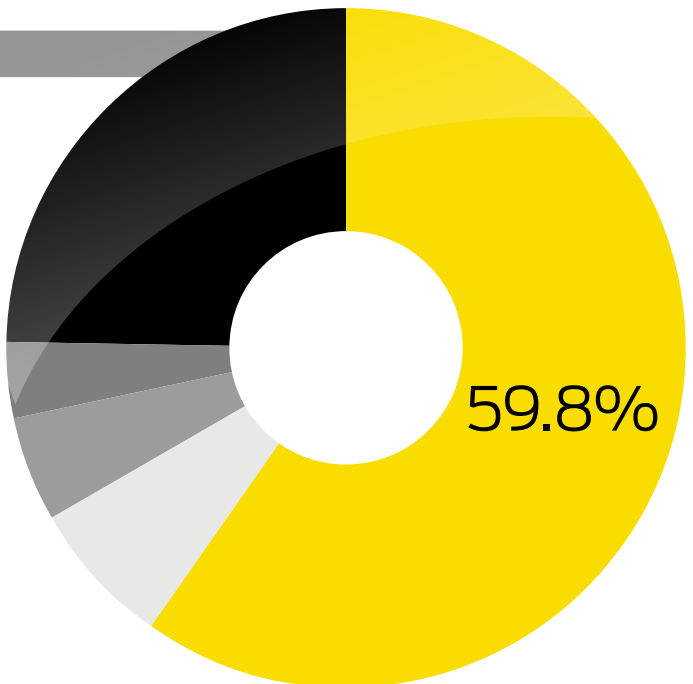
Source: nextmedia Reader Survey



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

**4,837**

## **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%

**3,708**

## **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 2018

CREATIVE AD UNIT	RUN OF SITE (CPM)	SECTION TARGETED (CPM)	HOME PAGE (CPM)	AD SIZE	FILE SIZE
Leaderboard	\$90	\$95	\$100	728 x 90	60 KB
MREC	\$90	\$100	\$110	300 x 250	60 KB
Half Page	\$100	\$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)	\$200	\$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	\$3,000 p/send	N/A	N/A	Specifications on request	100 KB (html + images)

## CREATIVE COSTS 2018

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)





# Custom Opportunities

BIT now offers promotional opportunities through bespoke custom packages which include editorial coverage. Our journalists will work with you to create compelling new stories or case studies, that will be published on BIT and resonate with our audience. The following packages are available and can run over a time frame that suits you.

## Bronze Package

### INCLUDES

- › 1 x News story on BIT
- › Ad Campaign (SKIN, LDBD, MREC) – approx. 10,000 impressions
- › 1 x EDM to approx. 3708 BIT professionals

**Cost: \$3,500**



## Silver Package

### INCLUDES

- › 3 x News Stories/Case studies published on BIT
- › Ad Campaign (SKIN, LDBD, MREC) – approx. 30,000 impressions
- › 2 x sponsorship of Newsletter (banner, mrec)
- › 1 x EDM to approx. 3708 BIT professionals

**Cost: \$6,750**



## Gold Package

### INCLUDES

- › 6 x News Stories/Case Studies published on BIT Hub
- › Ad Campaign (SKIN, LDBD, MREC) – approx. 60,000 impressions
- › 5 x sponsorship of Newsletter (banner, mrec)
- › 2 x EDM to approx. 3708 BIT professionals

**Cost: \$13,000**



## Platinum Package

### INCLUDES

- › 12 x News/Case Studies/Exec Profiles published on BIT
- › Ad Campaign (SKIN, LDBD, MREC) – approx. 150,000 impressions
- › 12 x sponsorship of Newsletter
- › 5 x EDM to approx. 3708 BIT professionals

**Cost: \$25,000**



# 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.

# 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.

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