

MARKETING KIT 2020



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



Julian Bajkowski Editor

Julian is a Sydney-based journalist and the editor of iTnews.

Julian has joined the team in 2018 and he brings nearly two decades of experience in information technology

and public sector media, including roles at the Australian Financial Review and its IT title, MIS, as well as stints at Computerworld, Government News and most recently, The Mandarin.



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.



Simon Sharwood Editorial Director

Simon has over 20 years of B2B IT publishing experience and has edited several Australian and international publications. He works alongside the editorial and commercial teams to

ensure we break news first and delivers high-value events that together help us to offer better advice to end-users and become more profitable. Simon's particular areas of interest include virtualization, servers, storage and networking as applied to the data centre and public cloud.



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.



Matt Johnston Journalist

Matt joined iTnews in early 2018 as a cadet journalist with a focus on the health & education sectors, including emerging research coming out of those fields. He

has prior experience in radio & print news in regional Australia. In 2015 Matt was one of the winners of the national ABC Heywire storytelling competition.

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.



2019

KESTER LIFETIME ACHIEVEMENT AWARD

SIMON SHARWOOD

BEST TELECOMMUNICATIONS JOURNALIST

RY CROZIER

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:
Nov 2019

1,148,296

**AVERAGE
MONTHLY
NEW USERS**

Australia.
Google Analytics:
Nov 2019

335,666



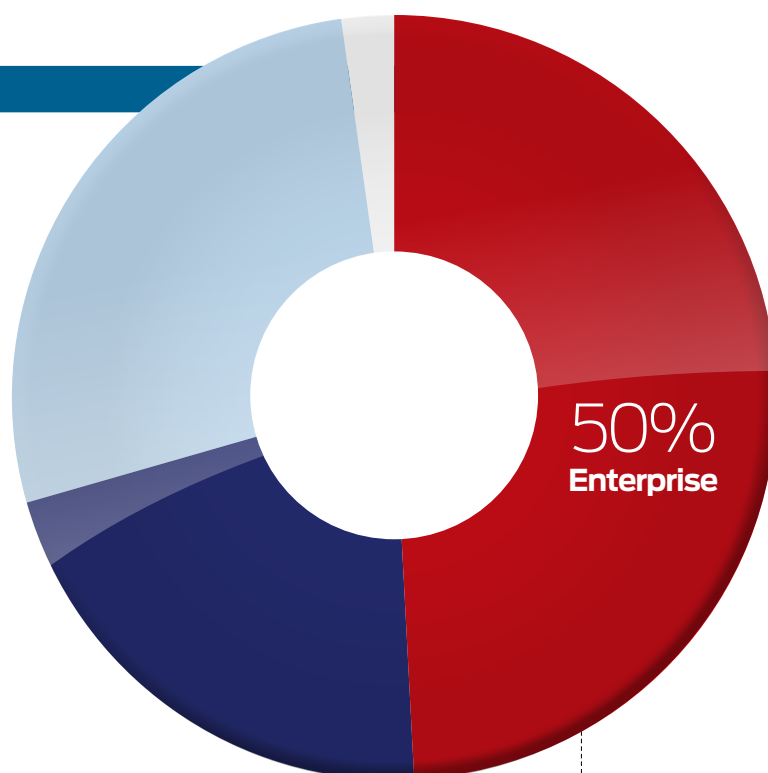
The Audience

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%

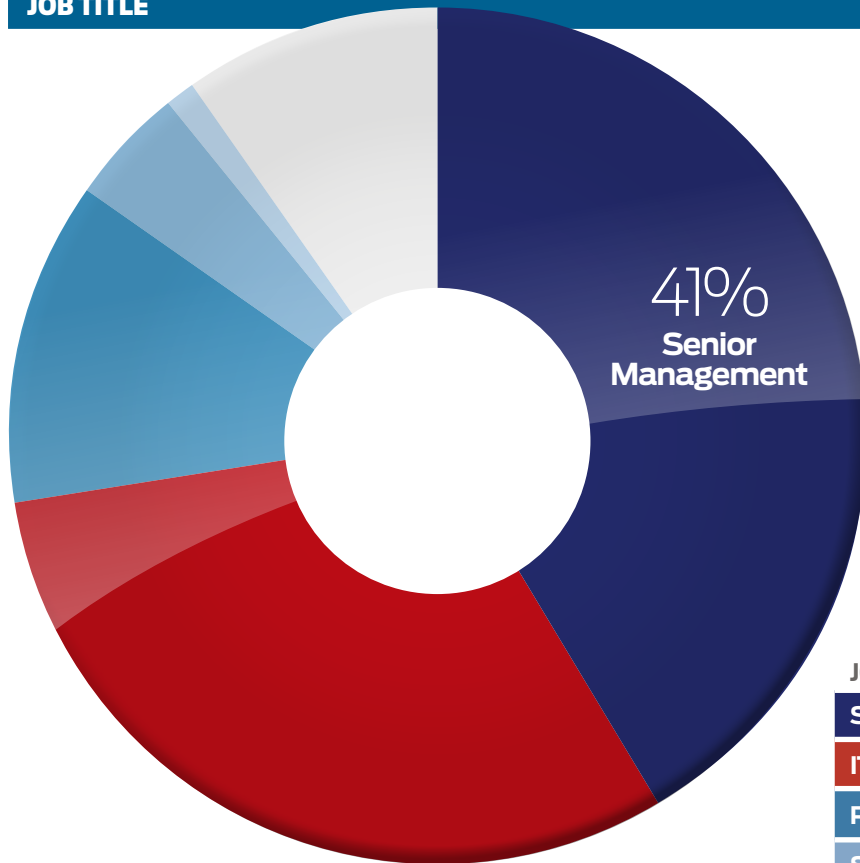
Read by Business

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

Source: iTnews readership survey 2019

The Audience

JOB TITLE



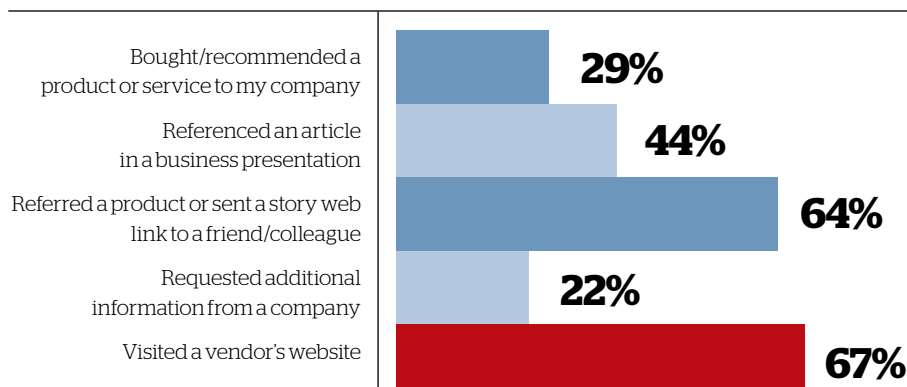
Authorise, approve, recommend or influence the purchase of IT services or products

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 2019

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 29,524 subscribers, average open rate of 27.83%

29,524

EMAIL MARKETING

We have over 19,000 EDM subscribers with an average open rate of 17.77%

19,074



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 is becoming part of an expanded security section within **iTnews.com.au**.

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.

Advertise to the largest and most sophisticated IT management and IT security audiences. nextmedia has invested in the targeting tools necessary to ensure your message will always target the right reader.



The Numbers

OPEN RATE

Australia.
Google Analytics:
Nov 2019

25.68%

SUBSCRIBERS

Australia.
Google Analytics:
Nov 2019

15,724



SC NEWS WRAP

NEWS ROUND UP SENT ONCE PER WEEK

SC EDM

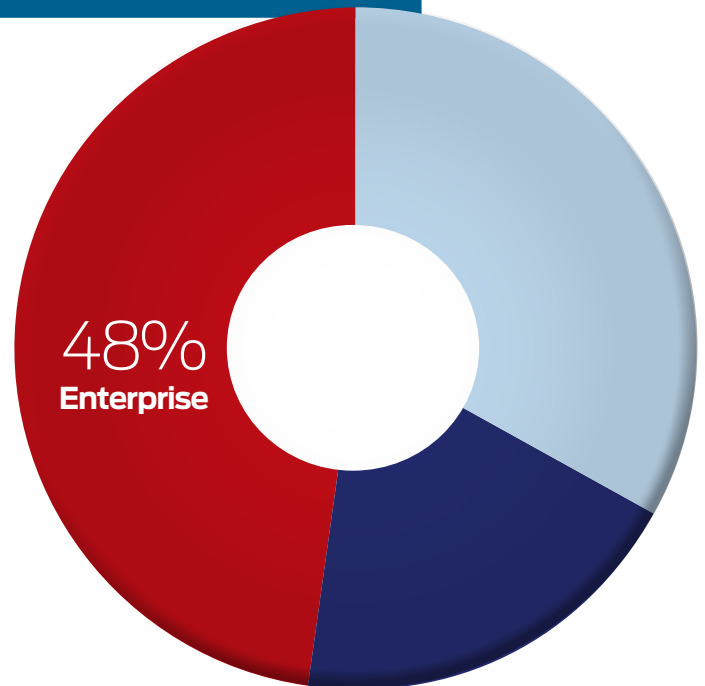
SC EDM SENT ONCE PER WEEK TO AN EVER GROWING DATABASE



SC Stats

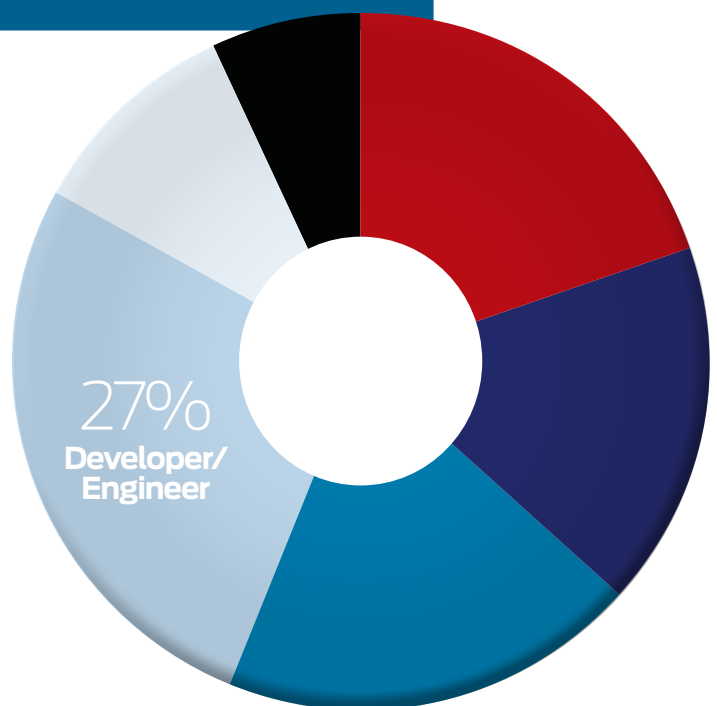
COMPANY SIZE

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 2020, 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.

iTnews editorial focuses 2020*

iTnews.com.au's strong investment in journalism means we have the team attend technology events in Australia and around the world.

Our editorial focus on events will create the following opportunities for focused coverage across 2020.

FOCUSES AND PROJECTS CALENDAR 2020	
MONTH	TOPICS
January	Full coverage of Benchmark Awards finalists & their projects ahead of the big event.
February	Data Portability ASX HY Reporting Season overview Senate Estimates - Progress on key Government initiatives
March	Compliance Automation - whose getting it right & whose getting it wrong! What does it take to succeed around adaptive & resilient Security systems?
April	Micro services, apps & API development we access who's getting the best mileage and how Rolling coverage of key government initiatives
May	Federal Budget, a must for anyone selling in to Government Financials & ERP
June	EOFY ITNEWS canvass what buyers are on the hunt for Tax compliance & Single touch payroll – with new reporting obligations for Corporate & government payroll, we look at the challenges & pitfalls on Tax compliance.
July	Customer centric systems design User experience optimisation Robotic Process Automation
August	ASX full year reporting Cloud & Applications
September	Enterprise Architecture Digital Government
October	Rolling coverage of senate estimates IT Strategy & Security
November	Core Systems Transformation Gartner Symposium coverage
December	Reserve Bank of Australia's strategic update Regulations as code

* Publication may depend on sponsorship. Editorial attendance at events depends on quality of final speaker lineup and logistics (eg travel).

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 (2 weeks)
- ▶ 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

- ▶ All media runs for 2 weeks
- ▶ iNews designs ad traffic drivers to the content including: Newsletter Sponsorship, Interstitial, EDM & Halfpage
- ▶ **Client only designs Roadblock ad units** to run across the topic hub and on all stories tagged with the topic for the duration of the "SPOTLIGHT" period including: Skin+Superleader, Mrec, Leaderboard (and 320x50 Mobile Leaderboard)
- ▶ Total impression quantity of client supplied Roadblock will differ from topic to topic

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 roundtable 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
- › 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

- › **1x EDM Opt in Subscribers 19,074** (*Source as at November 2019)
- › **1 x iTnews Newsletter Sponsorship** sent x10 times per one week across both AM & PM sends. Subscribers 29,529 (*Source as at November 2019)
- › **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

- › **1x EDM Opt in Subscribers 19,074** (*Source as at November 2019)
- › **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

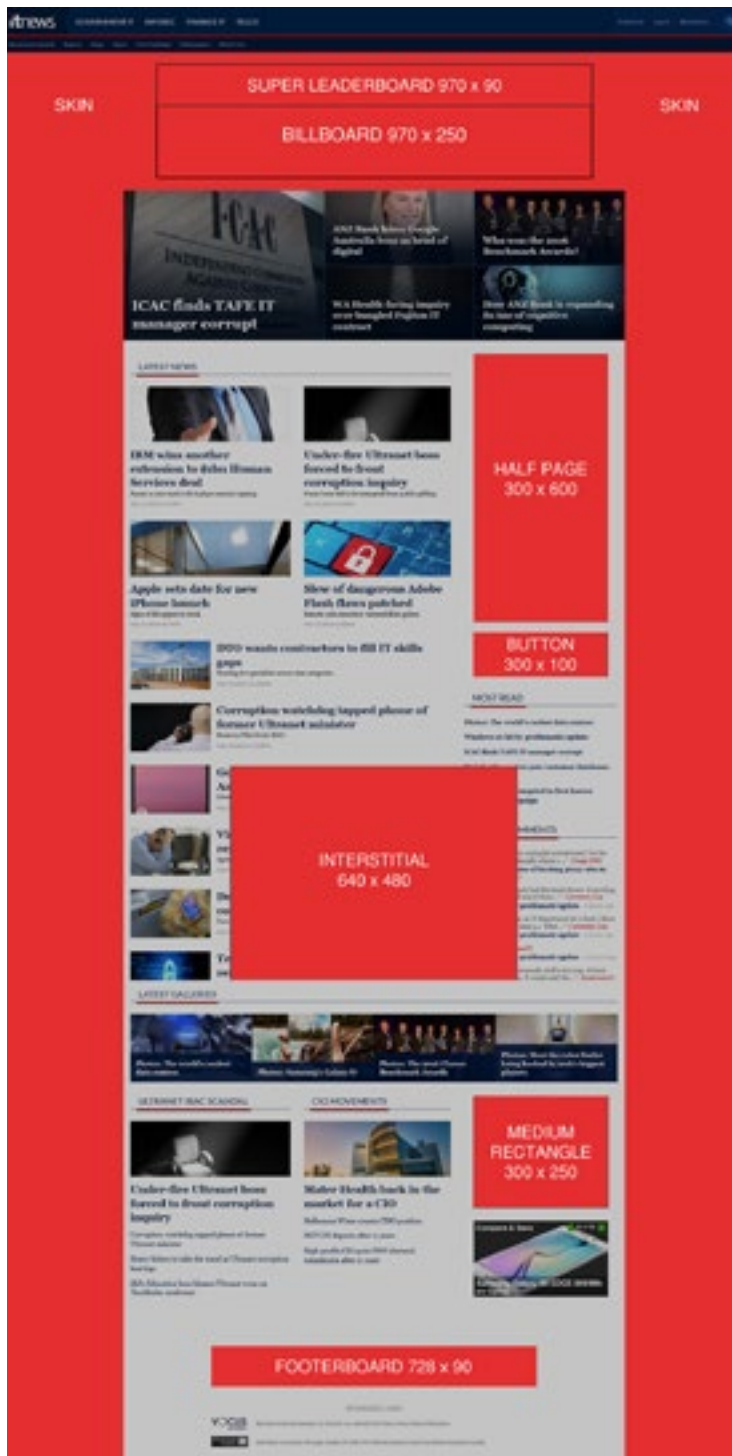
INCLUDES

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



Online Specifications

Campaign Executive: Ashley Carolan
02 9901 6178, acarolan@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

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 2020

CREATIVE AD UNIT	RUN OF SITE (CPM)	SECTION TARGETED(CPM)	AD SIZE	FILE SIZE
Leaderboard	\$125	\$135	728 x 90	60 KB
MREC	\$125	\$135	300 x 250	60 KB
Half Page	\$150	\$150	300 x 600	60 KB
Button	\$55	\$65	300 x 100	40 KB
Interstitial	\$320	N/A	640 x 480	100 KB
Billboard	\$190	\$210	970 x 250	100 KB
Skin (includes Super Leaderboard)	\$325	\$425	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 & 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	\$9,000 p/send	N/A	Specifications on request	100 KB (html + images)
Mobile Leaderboard	\$80	N/A	320 x 50	40KB

CREATIVE COSTS 2020

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.

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