

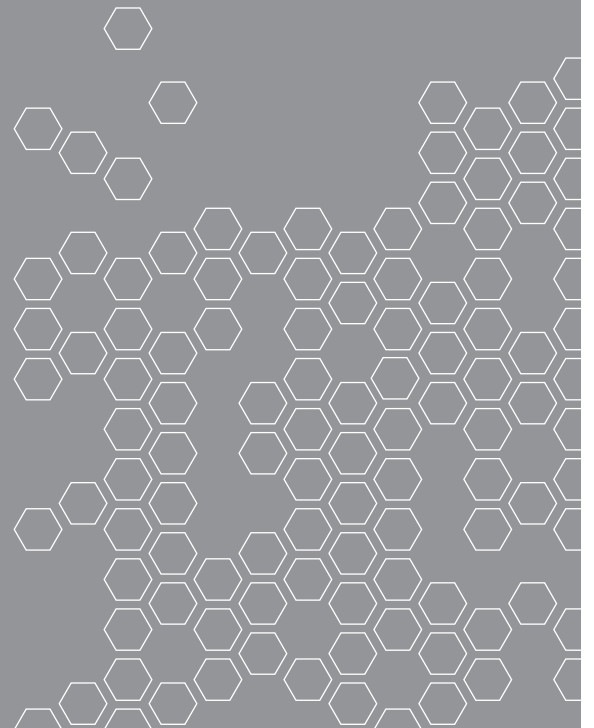


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# MEDIA KIT 2018

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TECH ADVICE YOU CAN TRUST



# PC & TECH AUTHORITY

Since 1997 PC & Tech Authority has been helping Australians understand what technology can do for them. A lot has changed in the last 21 years since we published our first Issue. One thing that hasn't changed is our dedicated team of journalists delivering in-depth reviews and labs-based analysis of new products and services, in an enjoyable and entertaining fashion. PC & Tech Authority has steadfastly retained its core value of fact-based journalism and is communicated to our readers in an engaging and easily comprehensible voice they can relate to. We are the number one read magazine in this sector in the Australian market, and our brand is so much more than just a Monthly

magazine. As technology has evolved, improved and revolutionised our ever evolving world, PC & Tech Authority remains an important source for trusted news and reviews covering a wide range of consumer tech products and services. In addition to our magazine we have our freshly redesigned website providing high quality content daily. Our reach extends even further with our tablet magazine, and to active engagement with our community via social media and our Upgrade Australia Events! In addition to this we host an annual awards night entitled The Australian PC Awards, this event celebrates the very best products available in Australia across a range of categories.

# iPAD AND WEBSITE



Issue's 242, 240 and Website homepage

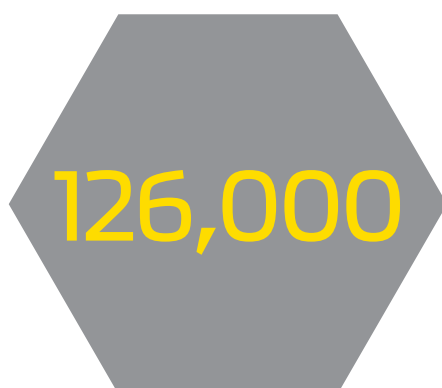
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# MAGAZINE READER PROFILE AND STATS

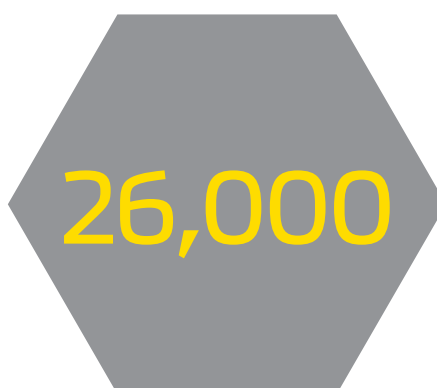
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AUDITED MAGAZINE READERSHIP (SOURCE: EMMA - ENHANCED MEDIA METRICS AUSTRALIA SEPT 2017)

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Australia /  
New Zealand  
Readership



Monthly  
Distribution

## PROFILE

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**Technology enthusiasts** - tech savvy early adopters, upgraders and gamers

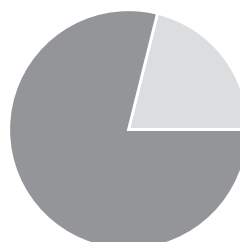
Predominantly professional males, aged 25-55

Our readers are interested in technology for **both personal and business use.**

The **majority of our readers** would prefer to build a computer DIY rather than purchase a pre-built system from a retailer

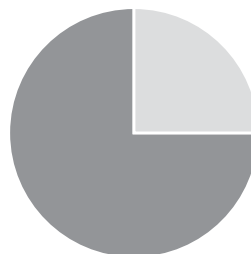
## READER SURVEY RESULTS

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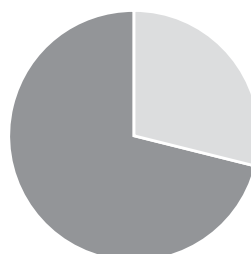
**79%**

of our readers strongly agree that the quality of tech products is more important than the cost.



**75%**

of readers have bought products or services as a result of reading PCTA adverts - purchasing for themselves or referring to others



**71%**

of readers have responded to PCTA adverts - purchasing for themselves or referring to others

# BRAND EXTENSIONS

## ADVERTORIALS:

**Asus Aura Sync**  
Total lighting control

FOR A SPECTACULAR PERFORMANCE PC, ASUS AURA SYNC IS THE ONLY WAY TO GO.

**Lighting effects that sync up with your PC's performance.** The Aura Sync lighting effects are designed to sync up with your PC's performance, providing a visual representation of your system's power. The Aura Sync lighting effects are designed to sync up with your PC's performance, providing a visual representation of your system's power.

**THE AURA SYNC LIGHTING EFFECTS**  
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## THE INTEL OPTANE ADVANTAGE

BOOST YOUR PC'S SPEED AND RESPONSIVENESS WITH INTEL OPTANE

**WHAT IS INTEL OPTANE?**  
Intel Optane is a new class of memory that provides faster access to data than traditional DRAM. It is designed to improve the performance of your PC by providing faster access to data than traditional DRAM.

**THE INTEL OPTANE ADVANTAGE**  
Intel Optane provides faster access to data than traditional DRAM, improving the performance of your PC. It is designed to improve the performance of your PC by providing faster access to data than traditional DRAM.

**WHAT IS INTEL OPTANE MEMORY?**  
Intel Optane memory is a new class of memory that provides faster access to data than traditional DRAM. It is designed to improve the performance of your PC by providing faster access to data than traditional DRAM.

**WHAT PERFORMANCE BENEFITS WILL YOU SEE?**  
Enhance the PC experience with Intel Optane memory. The benefits include faster access to data, improved performance, and reduced latency.

Application	Intel Optane Advantage	Performance Improvement
Productivity	80% faster file access	80% faster file access
Gaming	14% faster game loading	14% faster game loading
Web Browsing	14% faster page loading	14% faster page loading
Video Playback	14% faster video playback	14% faster video playback
Database Access	80% faster database access	80% faster database access
Application Startup	14% faster application startup	14% faster application startup
System Boot	14% faster system boot	14% faster system boot

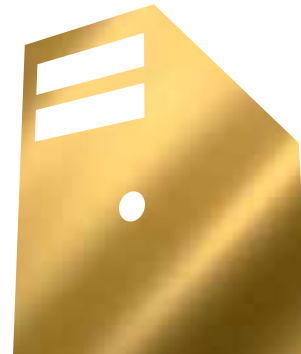
**INTEL INSIDE SOLE SURVIVOR OUTSIDE**

UPGRADE AUSTRALIA:

# upgrade AUSTRALIA 7.0



AUSTRALIAN PC AWARDS:



AUSTRALIAN  
**PC**  
AWARDS



# WEBSITE READER PROFILE AND STATS

PCTA website is one of the most established technology and gaming sites in Australia. Since we merged with Atomic in 2012 we now cover news and reviews across all sectors including PCs & Laptops, Handhelds, Peripherals, Gadgets, Components and Gaming, enabling us to target your advertising to

exactly the people who will be most interested in your product. We redesigned this website in 2017, navigating this site is now a more user friendly experience for our readers. It has also allowed us to host more dynamic advertising within the site including video, site skins and large format online display ads.

73% use PCTA website as a primary source of tech news

550,000 monthly page impressions (global total)

300,000 monthly page impressions (Australia)

250,000 monthly unique users

18,976 EDM database (22% avg open rate and 3.9% CTR)

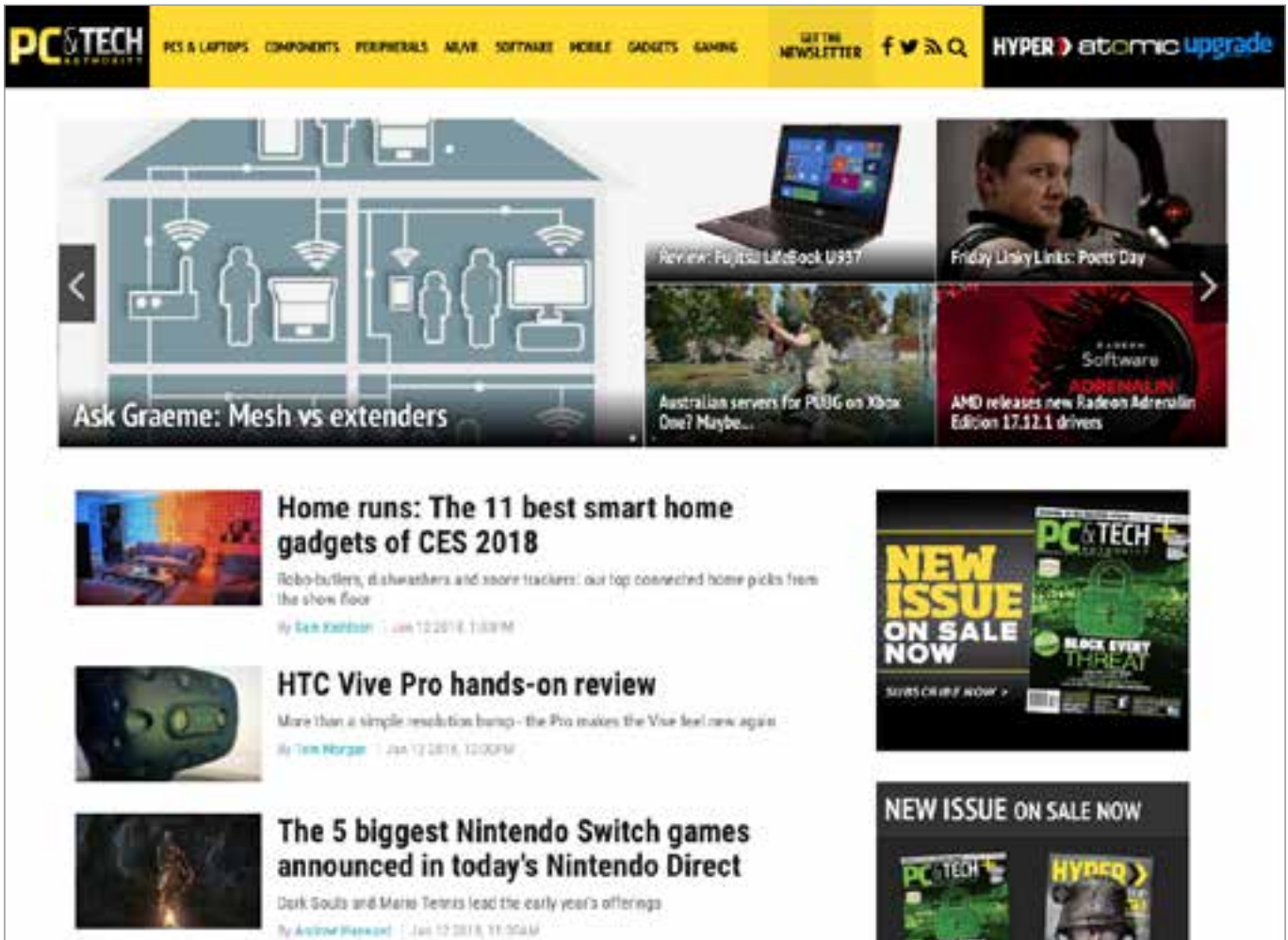
10,763 Daily Newsletter

14,609 Weekly Newsletter

9,799 Gaming Newsletter

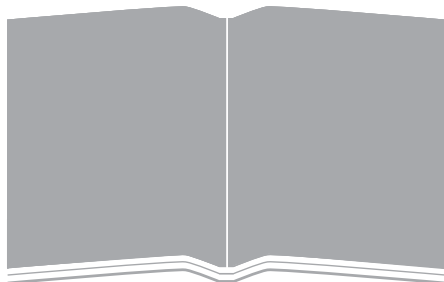
4,950 Facebook fans

3,315 Twitter followers



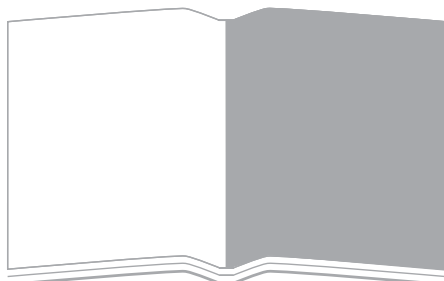
# MAGAZINE RATES

## DOUBLE PAGE SPREAD



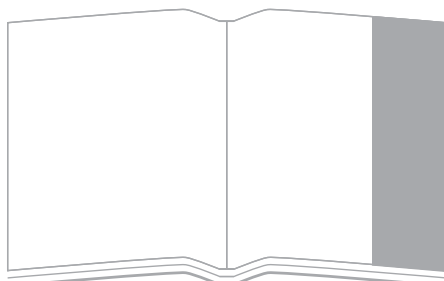
POSITIONS	1x	3x	6x	12x
<b>Inside Front Cover DPS</b>	6,500	6,000	5,500	5,000
<b>DPS 'Before Contents'</b>	5,000	4,500	4,000	3,500
<b>DPS 'Run of Book'</b>	4,500	4,000	3,500	3,000

## FULL PAGE



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

## BROKEN SPACE



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

ISSUE	MAIN FEATURE	MATERIAL DEADLINE	ON SALE
<b>244</b> - MARCH	Mini PCs	17th Jan	12th Feb
<b>245</b> - APRIL	Whole Home Wi-Fi	15th Feb	12th Mar
<b>246</b> - MAY	TBA	14th Mar	9th Apr
<b>247</b> - JUNE	TBA	19th Apr	14th May
<b>248</b> - JULY	TBA	17th May	11th Jun
<b>249</b> - AUGUST	Computex report	14th Jun	9th Jul
<b>250</b> - SEPTEMBER	TBA	19th Jul	13th Aug
<b>251</b> - OCTOBER	TBA	16th Aug	10th Sep
<b>252</b> - NOVEMBER	TBA	13th Sep	8th Oct
<b>253</b> - DECEMBER	TBA	18th Oct	12th Nov
<b>254</b> - JANUARY	Christmas Guide	15th Nov	10th Dec

Please note that due to public holidays or production changes these dates may move from the regular schedule.  
Please confirm them with your account manager or the production team closer to the date.

# RATES AND SPECS

## WEBSITE

Ad Unit	CPM - TARGETED	CPM - RUN OF SITE	Size
Leaderboard	62	52	728x90
MREC	70	60	300x250
Half Page	106	96	300x600
Skin Roadblock	224	214	Custom
Skin	166	156	Custom
Interstitial	140	130	640x480
Super Leaderboard	72	62	1,000x100
Mobile Banner	52	42	216x36
Sponsored Links	25	15	82x25 logo + 8-10 words
Programmatic	<i>referred to programmatic team</i>		

Newsletter	Subscribers PER SEND	Weekly SPONSORSHIP	Size
Daily (x5 sends per week)	10,763	4,000 +GST per week	468x60 Banner + URL
Weekly (Fridays)	14,609	2,100 +GST one-off send	468x60 Banner + URL
Gaming (Fridays)	9,799	1,800 +GST one-off send	468x60 Banner + URL

EDM	Subscribers PER SEND	CPM/ Total Cost	Size
PC&TA Database	18,976	280/5,320	Custom HTML to fit template provided

## MAGAZINE

INSERTION (H x W)	TRIM (H x W)	BLEED (H x W)	TYPE SAFE AREA (H x W)
Double Page Spread	275 x 410 mm	285 x 420 mm	265 x 400 mm
Full Page	275 x 205 mm	285 x 215 mm	265 x 195 mm
1/2 Page Horizontal	135 x 205 mm	145 x 215 mm	125 x 185 mm
1/2 Page Vertical	275 x 100 mm	285 x 110 mm	260 x 90 mm
1/3 Page Horizontal	89 x 205 mm	99 x 215 mm	79 x 185 mm
1/3 Page Vertical	275 x 66 mm	285 x 76 mm	260 x 56 mm
1/4 Page Horizontal	66 x 205 mm	76 x 215 mm	56 x 185 mm
1/4 Page Vertical	275 x 49 mm	285 x 59 mm	260 x 39 mm



# EMAIL MARKETING

## NEWSLETTERS:

# DAILY

## 10,763 RECIPIENTS

\*AVG OPEN RATE OF **35%**

AVAILABLE AD UNITS:



(PCA DAILY NEWSLETTER)

# WEEKLY

## 14,609 RECIPIENTS

\*AVG OPEN RATE OF **31%**

AVAILABLE AD UNITS:



(PCA WEEKLY NEWSLETTER)

**PACKAGE RATES ARE AVAILABLE FOR MULTIPLE SPONSORSHIP (SEE RATES PAGE)**

\*SOURCE - Internal data and analytic reports.

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# ENQUIRIES

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## ADVERTISING

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F + 61 2 9901 6116

## FINE PRINT

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