

AUSTRALIA'S #1 PC GAMING MAG

PC PowerPlay

MEDIA KIT 2018

AUSTRALIA'S ONLY DEDICATED PC GAMING TITLE

ABOUT PCPOWERPLAY

Launched in 1996, PC PowerPlay is not only the longest running gaming magazine in Australia, it's also the only one dedicated to everything PC gaming. Every year we publish 13 issues; 11 monthly issues and two special issues. Each monthly issue comes packed with previews, reviews and interviews, looking at the hottest new tech and games around. The first of our two specials each year takes an inside look at the world's largest PC tech conference, Computex, bringing readers a first look at the newest innovations in PC hardware, and the second features numerous tutorials, buyer's guides and features

aimed at helping readers get the most out of their PC. PC PowerPlay also has a robust web presence, delivering news, reviews and hands on reports on a daily basis.

Having been part of the Australian gaming scene for so long, PC PowerPlay is uniquely positioned to be the trusted authority on PC gaming. No other gaming magazine has the knowledge, respect and credibility that comes with 20+ years of independent publishing. PC PowerPlay readers are dedicated gamers, PC enthusiasts and early adopters, ready and willing to upgrade their machine to play the most cutting edge games.

MAGAZINE COVERS

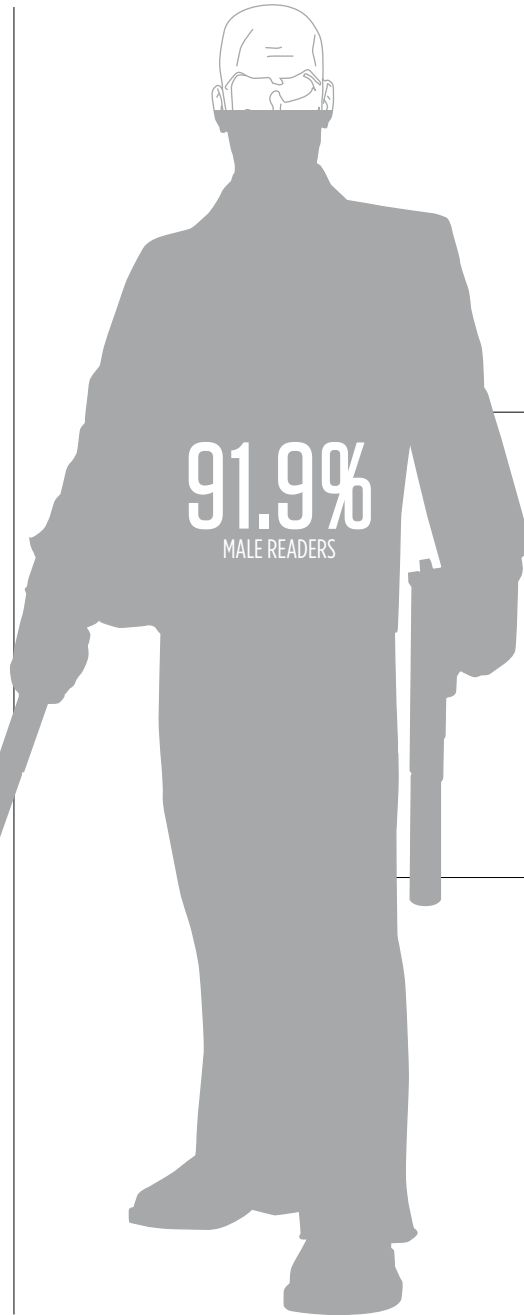


READER PROFILE



156,000

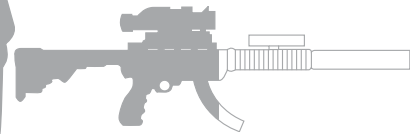
TOTAL READERS*
Source - EMMA - Mar 17



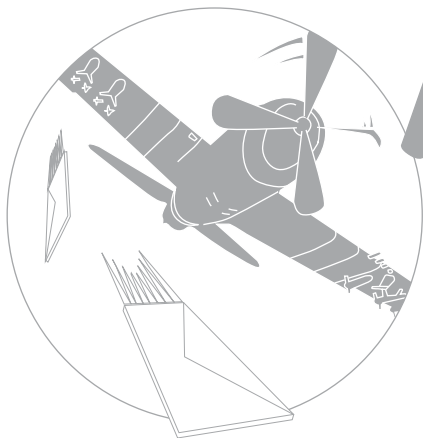
91.9%
MALE READERS



35%
AGED 18 - 34

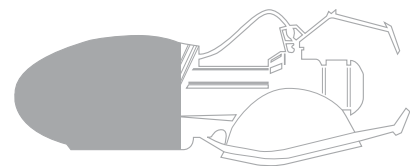


51.6%
AGED 14 - 34

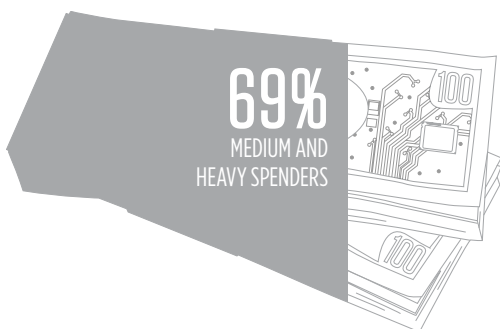


26,000

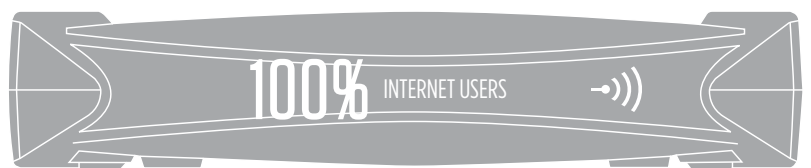
DISTRIBUTION AUSTRALIA WIDE



42%
IN THE 'LOOK AT ME'
VALUE SEGMENT



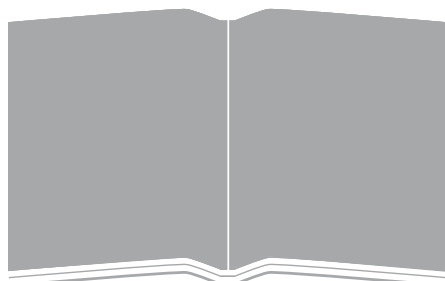
69%
MEDIUM AND
HEAVY SPENDERS



100% INTERNET USERS

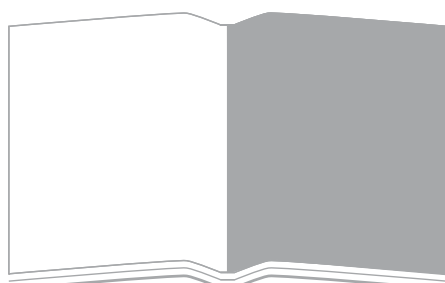
ADVERTISING RATES

DOUBLE PAGE SPREAD



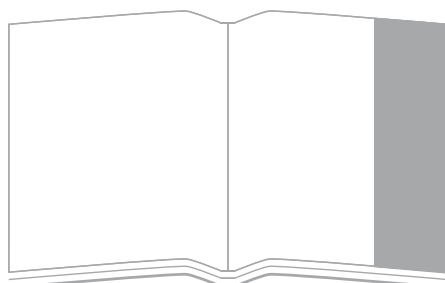
POSITIONS	1x	3x	6x	7x
Inside Front Cover DPS	6,500	6,000	5,500	5,000
DPS 'Before Contents'	5,000	4,500	4,000	3,500
DPS 'Run of Book'	4,500	4,000	3,500	3,000

FULL PAGE



POSITIONS	1x	3x	6x	7x
Outside Back Cover	4,750	4,250	3,750	3,250
Inside Back Cover	3,500	3,000	2,500	2,000
1st RHP	3,500	3,000	2,500	2,000
Early RHP	3,200	2,700	2,200	1,700
First Third RHP	2,750	2,250	1,750	1,250
Run of Book	2,500	2,000	1,750	1,250

BROKEN SPACE



POSITIONS	1x	3x	6x	7x
Half Page Vertical	1,250	1,000	750	500
Third Page Vertical	1,150	900	650	400

DIGITAL RATES

Ad Unit	CPM (Targeted)	CPM (ROS)	Size in pixels
Leaderboard	\$62	\$52	728 x 90
MREC	\$70	\$60	300 x 250
Half Page	\$105	\$95	300 x 600
Skin	\$165	\$155	Custom size
Skin Roadblock	\$225	\$215	Custom size
Mobile Banner	\$55	\$45	320 x 50
Sponsored Links	N/A	\$25	82 x 25 (logo) + 8-10 words
Custom online ads / video content	POA	POA	Custom

*All prices are excluding GST and Agency Commissions

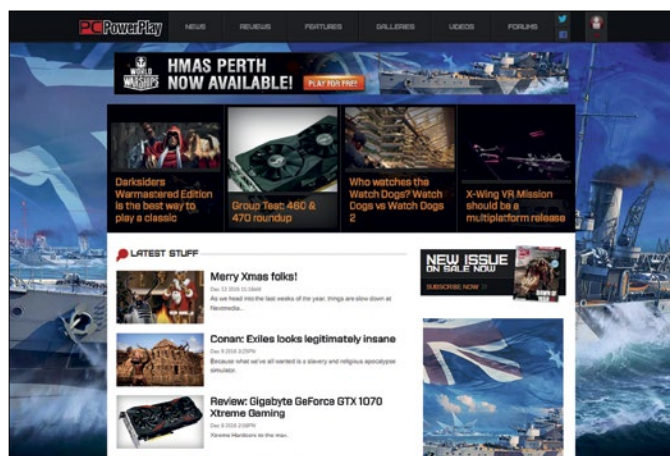
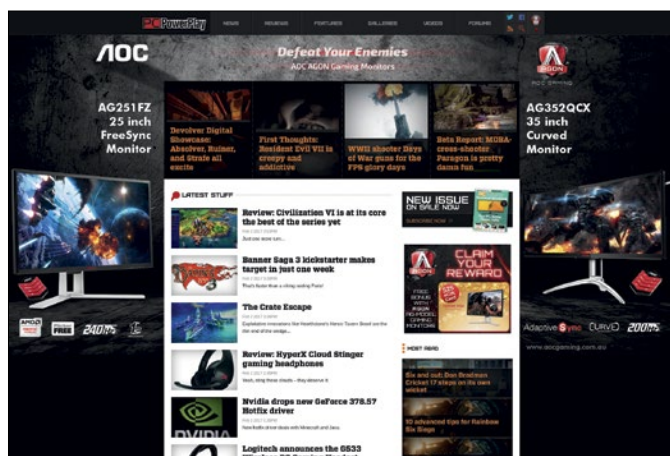
PCPowerPlay.com.au is the online home of Australia's only dedicated PC gaming magazine. PCPowerPlay.com.au is the perfect complement to the long-running print edition. Daily news, videos, quick looks

and our staff blogs ensure we're delivering new and original content tailored to our revitalised online presence. PCPowerPlay.com.au forms the central hub of our dedicated community thanks to our thriving PC gaming and hardware forums.

ONLINE STATS



43,200
UNIQUE USERS



DIMENSIONS



INSERTION (H x W)	IMAGE AREA (H X W)	TRIM (H X W)	BLEED (H X W)
Double Page Spread	280 x 420 mm	300 x 440 mm	310 x 450 mm
Full Page	280 x 200 mm	300 x 220 mm	310 x 230 mm
1/2 Page Horizontal	130 x 200 mm	150 x 220 mm	160 x 230 mm
1/2 Page Vertical	280 x 90 mm	300 x 110 mm	310 x 120 mm
1/3 Page Horizontal	80 x 200 mm	100 x 220 mm	110 x 230 mm
1/3 Page Vertical	280 x 53 mm	300 x 73 mm	310 x 93 mm

DEADLINES

ISSUE NUMBER	ON SALE DATE	MATERIAL DEADLINE
PCPP #270	15th February, 2018	24th January
PCPP #271	22nd March, 2018	28th February
PCPP Annual Tech Special	19th July, 2018	27th June
PCPP #272	23rd August, 2018	1st August
PCPP #273	18th October, 2018	26th September
PCPP #274	13th December, 2018	21st November

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DIGITAL SPECIFICATIONS

Files can be supplied to nextmedia on CD, DVD or through the nextmedia FTP.

- All art to be supplied as a Hi-Res PDF, in CMYK colour space at 310 maximum ink density (no spot colours should be supplied).
- A full-colour proof must be supplied.
- Documents should be set up to the trim size of the magazine.
- There must be 5mm bleed on each edge of the page.
- Please contact your advertising account manager for all online artwork specifications.

NOTE: *Advertising material that does not conform to the mechanical specifications, and any material supplied without a colour proof, will not be accepted by nextmedia under any circumstances. Please ensure that all material supplied is the final, correct version, ready for publishing. It is not the responsibility of nextmedia to make corrections to advertisements. If no new material is received by the material deadline, a repeat of your most recent advertisement will appear in this issue.*

FINE PRINT

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