

## MARKETING KIT 2016



# The Content

BIT's mission is to provide practical advice explaining how technology can help small business people. Established in May 2012, BIT exists to help the 2 million+ small businesses in Australia keep up with important technology trends.

BIT is written for everyday people, not IT professionals, so our advice is easy to understand and relevant to a wide range of small businesses: such as retailers, plumbers, accountants and people working from home.

- › BIT focuses on practical, useful advice readers can put into practice.
- › BIT's writers have decades of technology expertise between them.

BIT.com.au is read by a wide variety of visitors who broadly fall into two main categories:

- › A small business operator who is engaged with how IT can make their business run more effectively or profitably. They are interested in many aspects of IT as it applies to business.
- › An accountant who is leading a new charge toward cloud based financial services. They seek specific news, advice and reviews of a wide range of bookkeeping, financial and accounting services.

## How does the BIT audience get information?

As small business owners, our readers don't have time or the luxury to read paper magazines. They rely on web search and single "hub" sites that provide lots of information. BIT is ideal because it aggregates and curates a wide range of IT related content,

## Our readers are:

- › Every day internet users who rely on the web for news and information
- › Smartphone owners who use their phone to access their favourite sites
- › Heavy users of search

## THE EDITORIAL TEAM

**Glenn Rees** As Editor-in-Chief, Glenn is in responsible for iTnews' editorial direction and key projects. Glenn has more than 25 years' experience as an editor, publisher, journalist and writer covering technology and business. His blend of editorial and technology expertise complements his experience in senior editorial management.

Before joining iTnews, Glenn was team leader, senior writer and content strategist at Editor Group, working with 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). He has also been a journalist on a national business magazine.



## Portfolio of content

Website:  
Thousands of unique news

Newsletter:  
3 per week

eDM:  
Daily subscribers

# The Numbers

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

**AVERAGE  
MONTHLY PAGE  
IMPRESSIONS**

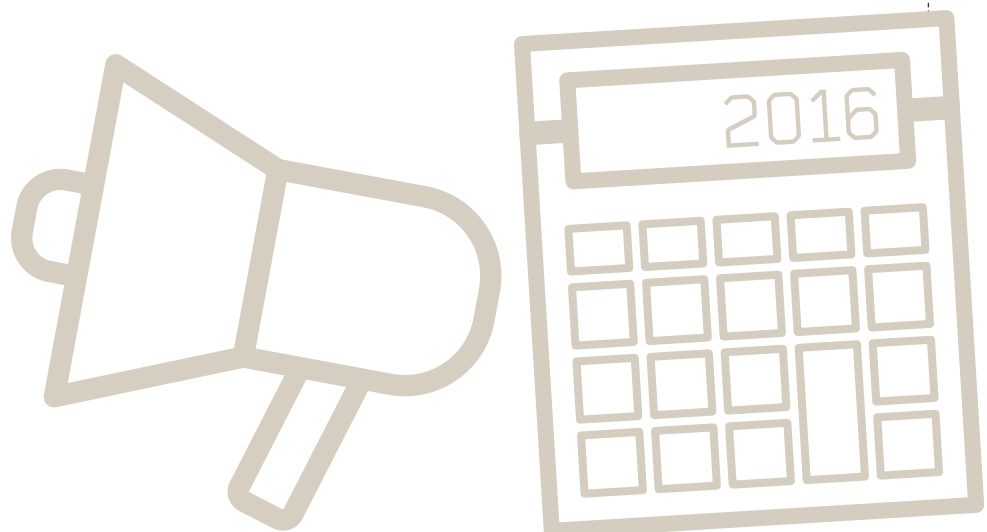
Australia.  
Google Analytics:  
Oct-Dec 2015

**35,549**

**AVERAGE  
MONTHLY UNIQUE  
BROWSERS**

Australia.  
Google Analytics:  
Oct-Dec 2015

**21,089**



# The Audience

## BIT's readership Industry Breakdown

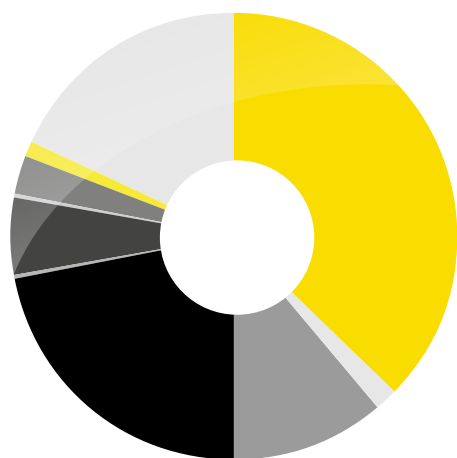
As small business owners, the BIT audience comes from a huge range of industries, from designers to restaurant/coffee shop owners. However, our research indicates substantial numbers in the following sectors

- › Accounting and financial services (CPA's, Tax, bookkeeping etc)
- › Retail via online stores
- › Hospitality especially restaurants

### Our readers seek reliable information from a few key sources and are:

- › Every day internet users who rely on the web for news and information
- › Smartphone owners who use their phone to access their favourite sites
- › Heavy users of search
- › Seek reliable information from a few key sources
- › Shop around for the best price
- › Will buy online or in-store, as long as they get a deal
- › Are early adopters but cautious of "version 1.0" products that may not live up to the hype
- › Understand money, cash flow, financial matters in general at an extremely advanced level.

Further research will be conducted during 2016 to help increase the level of detail and understanding of this information.



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 or board member</b>	<b>1%</b>
<b>Other</b>	<b>18%</b>

Source: nextmedia Reader Survey



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>

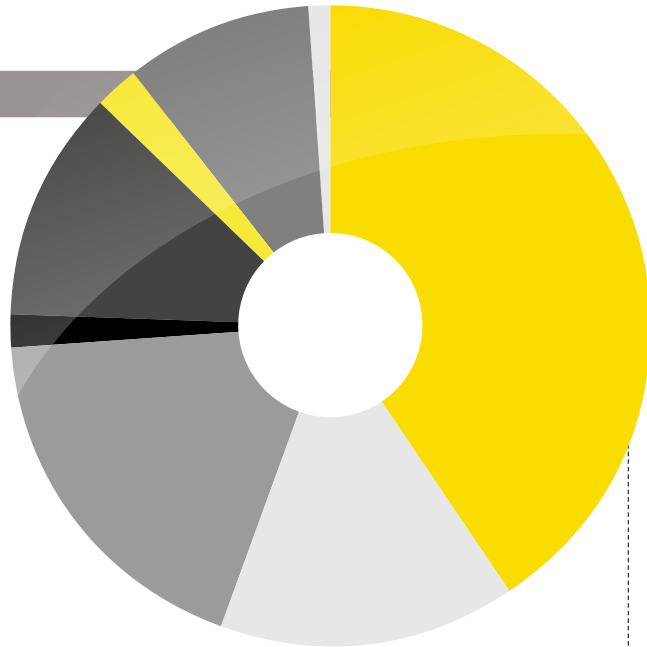
Source: nextmedia Reader Survey

# The Audience

## STATE

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

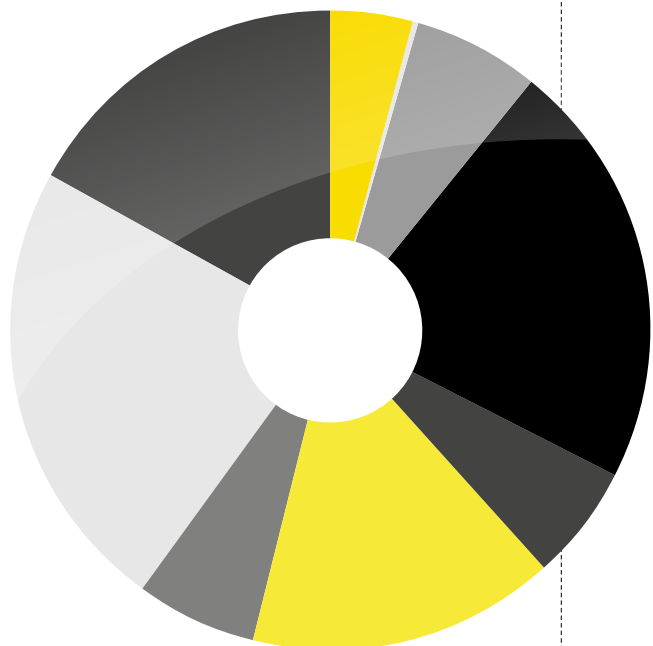
Source: nextmedia Reader Survey



## 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 BIT

 <p><b>COSBOA</b> @COSBOA Council of Smalls of Aust - fighting the good fight for the rights of small people - also see @PeterStrongGB We are people first!</p>	 <p><b>HP Australia</b> @HP_Australia For people interested in the latest news and gadgets from HP! Please note this is not a customer service channel. For HP customer service call 13 13 17.</p>	 <p><b>Peter Strong</b> @PeterStrongGB Executive Director of Council of Small Business of Australia</p>
 <p><b>Business Tasmania</b> @BusinessTas Business Tasmania is a service for Tasmanian people in business no matter their business stage. It brings together all your business needs in one place.</p>	 <p><b>Visa Australia</b> @VisaMediaAU News and commentary from Visa in Australia</p>	 <p><b>Intel Asia Pacific</b> @IntelAPAC Home of <a href="http://usuc.intel.com/masurume">http://usuc.intel.com/masurume</a> and <a href="http://www.intel.com/austral">http://www.intel.com/austral</a>. News and views from Intel in the Asia Pacific region. @paulmckeon on keyboards.</p>
 <p><b>QuickBooks Australia</b> @QuickBooksAU World-class hassle-free online #cloud #accounting software for #Smallbiz #Startups #Freelancer. Follow = expert content + deals <a href="http://fb.me/QuickBooksAustralia">http://fb.me/QuickBooksAustralia</a></p>	 <p><b>MailGuard</b> @MailGuard MailGuard is Australia's leading independent SaaS provider of email and web security solutions. We have an extensive IT partner channel and operate worldwide.</p>	 <p><b>HomeBizConnect</b> @HomeBiz_Connect A National program touring all Australian Capital Cities in the 1st half of 2015, providing business owners/intenders with assistance in running their business.</p>
 <p><b>cloudHQ</b> @cloudHQ_net real-time synchronization between cloud services</p>	 <p><b>IT Support for SMB</b> @customersc Sydney IT support provider using proactive maintenance for troublefree, reliable computers for business. Network   Security   Backup   Wireless   Storage   WAN</p>	 <p><b>Clover Moore</b> @CloverMoore Lord Mayor @cityofsydney since 2004, first popularly elected woman. NSW MP 1988 - 2012. For urgent City issues, call 9065 9333 (24 hrs) or <a href="http://bit.ly/RNPsUE">http://bit.ly/RNPsUE</a></p>
 <p><b>LeadMaster Australia</b> @LeadMasterAPAC LeadMaster Australia is a leading provider of business software/services (cloud-based CRM), helping clients optimise their Sales and Marketing functions</p>	 <p><b>tyson backwood</b> @trisonis e-commerce, m-commerce and the digital economy... live in the world of mobile payments and POS with Omni, Multi Cloud for SME and Enterprise</p>	 <p><b>Telstra_news</b> @Telstra_news Telstra's corporate Twitter account providing breaking news, product updates, offers and other company announcements.</p>
 <p><b>Parliament Press</b> @parliamentpress Publishing Services, Internet Marketing, Content Marketing, SEO</p>	 <p><b>Build Your Business</b> @STEP1200000 Build Your Business is the best business support program in Melbourne, run by Frankston City Council. Assisting businesses to improve, grow and prosper.</p>	 <p><b>kpi.com - SaaS</b> @kpi_online Simply Manage Your Business. Platform comes with built-in PM, CRM, Accounting, HRMS, Payroll and Reporting. So, no need for several separate tools</p>
 <p><b>Brendan O'Connor</b> @BOConnorMP Federal Member for Gorton - Minister for Immigration and Citizenship</p>		

“ 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**

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

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

**56%** are regular visitors, checking BIT daily or weekly

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

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

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

**25%** of the BIT 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 2016 FEATURE PLAN JANUARY - JUNE

MONTH	TOPIC	SYNOPSIS
<b>January</b>	<b>Accounting</b>	How IT can make accounting and bookkeeping easier. New apps and services that take the burden of paperwork off the business owner. Roundup of the best services. Tips to get the most out of cloud accounting. Tell your bookkeeper to upgrade.
<b>February</b>	<b>Software essentials</b>	The ultimate software business toolkit. Which applications can't your business live without? Should you buy outright or sign up for a yearly license? Can you rely on cloud software such as Google Docs etc. How to keep your software budget under control. Do you always need to upgrade right away? 10 questions to ask before hiring a developer.
<b>March</b>	<b>Printers</b>	More than just a printer: how a multifunction device can do it all. Setting up a network printer. Ultimate guide to printer types and when you need them. Colour vs black & white. Keeping printer costs under control. Recycling and environmentally friendly ink. Do print shops still have a role to play?
<b>April</b>	<b>Mobile</b>	The best business mobiles of 2016 (so far). Roundup of business mobile plans. What to demand when you sign up for a business contract. Tablets with 4G. Tips and tricks to keep your mobile bill small. When is mobile data all you need to run your business? Constantly updated chart of best mobile business data/voice plans. Hands-free Bluetooth kits for ear and car.
<b>May</b>	<b>Communications</b>	What role can a traditional landline still play in your business? IP phones and phone plans, an introduction. Roundup of IP phone services. Understanding special phone numbers (1300 etc) and how they help your business. Can you afford not to have a fax? Conference call speakerphones. Skype for business and competing services.
<b>June</b>	<b>Laptops/Tablets</b>	Why should you buy a "business grade" laptop? Roundup of business laptops inc HP Elite X2 and Microsoft Surface. Laptop/tablet hybrids - are they the future? Can today's tablets do it all? Anatomy of the perfect business machine.

# The Features Calendar

## BIT 2016 FEATURE PLAN JULY - DECEMBER

MONTH	TOPIC	SYNOPSIS
<b>July</b>	<b>Security</b>	Roundup of the top threats and how they can harm your business. 5 antivirus packages reviewed and rated - which is the best? Unique online threats and risks that small biz faces. Roundup of hardcore routers with built-in security. How to spot malware and what to do to get rid of it. Building a virus-proof backup system.
<b>August</b>	<b>Cloud + Storage</b>	Beginner's guide to the cloud (feature), 5 cloud storage solutions ranked and rated (Dropbox etc), Understanding privacy in the cloud, roundup of network storage devices.
<b>September</b>	<b>Communications</b>	Same as May but also with: Beyond the phone - communication solutions like Slack, Google Hangouts etc. Can you run a business via text? Powerful email tricks and tips.
<b>October</b>	<b>Accounting</b>	How IT can make accounting and bookkeeping easier. New apps and services that take the burden of paperwork off the business owner. Roundup of the best services. Tips to get the most out of cloud accounting. Tell your bookkeeper to upgrade.
<b>November</b>	<b>Printers</b>	More than just a printer: how a multifunction device can do it all. Setting up a network printer. Ultimate guide to printer types and when you need them. Colour vs black & white. Keeping printer costs under control. Recycling and environmentally friendly ink. Do print shops still have a role to play?
<b>December</b>	<b>Security</b>	Roundup of the top threats and how they can harm your business. 5 antivirus packages reviewed and rated - which is the best? Unique online threats and risks that small biz faces. Roundup of hardcore routers with built-in security. How to spot malware and what to do to get rid of it. Building a virus-proof backup system.

### NOTES ON FEATURES

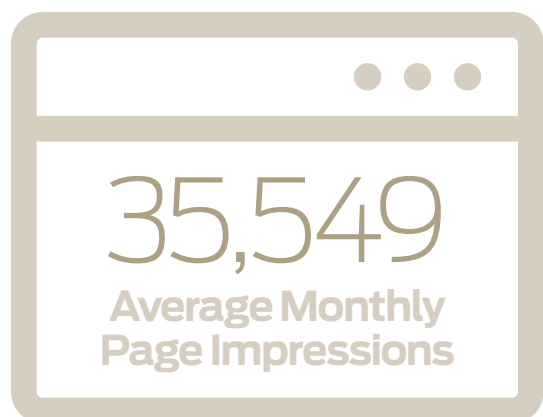
- › We work a minimum of two months ahead (ie, we will be planning the April features in February). Please reach out early to avoid disappointment.
- › We will publish a range of other features and specials throughout the year. **Please contact Glen Rees for more information.**

For marketing opportunities please contact the sales team



# The Website

The BIT website is the daily source of breaking news from the world of IT, to assist small businesses



BIT's readership has continued to grow thanks to ongoing investment in our editorial team. This has meant increased content and more face-to-face time at industry events.

# The Website

## **BIT.COM.AU**

Almost three quarters of BIT online readers visit the website daily

**74%**

## **NEWSLETTER**

The daily BIT newsletter has over 5,000 subscribers

**5,277**

## **NEWSLETTER**

Average open rate is 26%, while 100% of BIT online readers find the newsletter useful

**100%**

## **EMAIL MARKETING**

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

**3,793**

## **EDMS**

Subscribers that bought or recommended the purchase of products & services

**40%**

Source: internal data and nextmedia Reader Survey



# The Rates

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

## BIT ONLINE ADVERTISING RATES 2016

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 2016

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

BIT provides a range of bespoke solutions to support your marketing needs, from intimate events to roadshows to custom content and reports

The following content types can be applied to any topic, and clients can review the content before it goes live, or simply trust in the editorial team's ability to deliver high-quality, relevant material.

While bit.com.au will occasionally produce these types of articles wholly from the editorial side, generally they are associated with an advertising package in order to give the client more visibility and engagement on the site.

**PROMOTION:** All custom content will be promoted to BIT's

substantial reader database via weekly newsletter mailouts.

**THE CAROUSEL:** BIT has a five-time rotating carousel at the top of the site. New articles will be promoted to the carousel and will appear there for two weeks to a month depending on chosen package.

**IN FOCUS:** A list of promoted articles that appears on the right of the homepage. Articles appear here with a larger image to attract clicks. Any article can be promoted to the In Focus list.

## POCKET GUIDE - POA

A substantial custom content item 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, and designed specifically to meet their communication needs.

**ON SITE:** The Pocket Guide is promoted in a special island in the top right corner of the homepage. Typically it will be promoted there for a month, and will then appear on a list of earlier Pocket Guides accessible from the top menu.



## FEATURE

A substantial article of 1000 words or more. A feature allows the client to communicate complex or detailed ideas to the BIT readership. It can feature inline images or illustrations as required, and can also include polls or highlighted call-to-action to send readers to client websites.

**ON SITE:** Features appear in the top carousel of the homepage where they are promoted for either two weeks or a month (depending on package). Afterwards, they remain live on the site, accessible via the "Features" menu item at the top of the site.



# Other Marketing Services

## CASE STUDY

This specific type of feature, up to 1500 words, allows clients to benefit from BIT'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.

**ON SITE:** Case studies, as features, appear in the top Carousel for two weeks or a month. They are specially titles as "Case Study" to attract reader attention. Case studies will also appear in an archive list via the "Case Studies" top menu item.



## GUIDE

A practical explanation of how a product or service works. The actual format and content is flexible, but a suggested format is to take the reader through the functions and features of the client's product in a series of numbered steps. This can clearly communicate various aspects of a product or service that may not be straightforward to show via a news story or feature. Guides can be pitched toward beginners, or experts, and will be titled appropriately.

**ON SITE:** Guides are collected under the "Guides" top menu item, and will be promoted on the homepage under the "IN FOCUS" bar on the right.



## ROUND UP

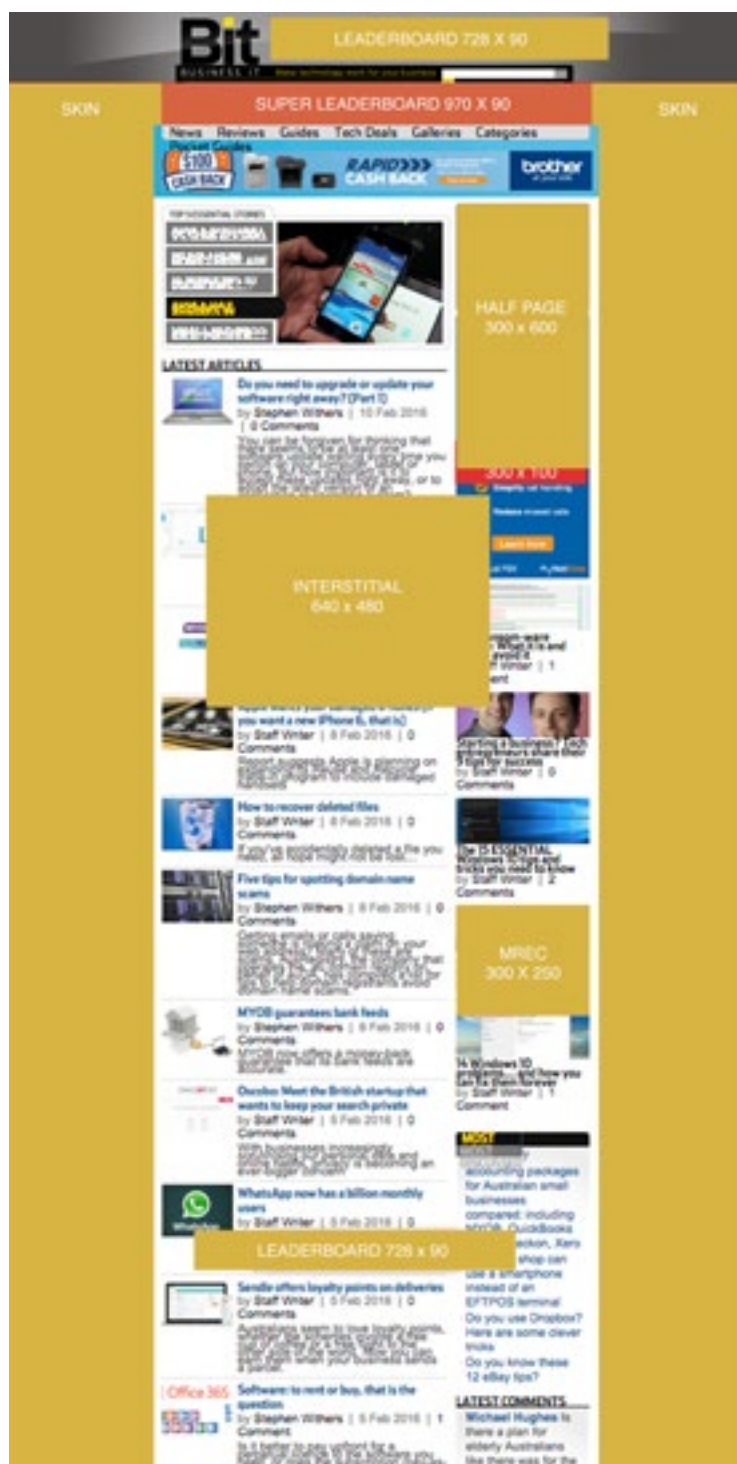
Based on a topic or on a particular type of product or service, BIT will compare and contrast a group of similar items. Each item will receive a summary and the editorial will highlight unique features. While the roundup will compare different products, it will not rank them in any particular order, and the products are not "in competition" with each other. The purpose is to give the reader an informed overview of a particular product category.

**ON SITE:** Round Ups will be promoted on the homepage and under the "IN FOCUS" bar, as well as archived under the top menu item "Round Ups".



# 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 love to hear from our readers and advertisers, so please get in touch and let the friendly BIT team help with your enquiry

## THE NEXTMEDIA ENTERPRISE IT PORTFOLIO

Nextmedia Pty Ltd boasts a high-quality and expanding portfolio. We have channel 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*. Nextmedia also publishes a range of consumer tech and gaming titles, including *PC & Tech Authority*, *PC Power Play* and *Sound+Image*.

### ADVERTISING CONTACTS

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