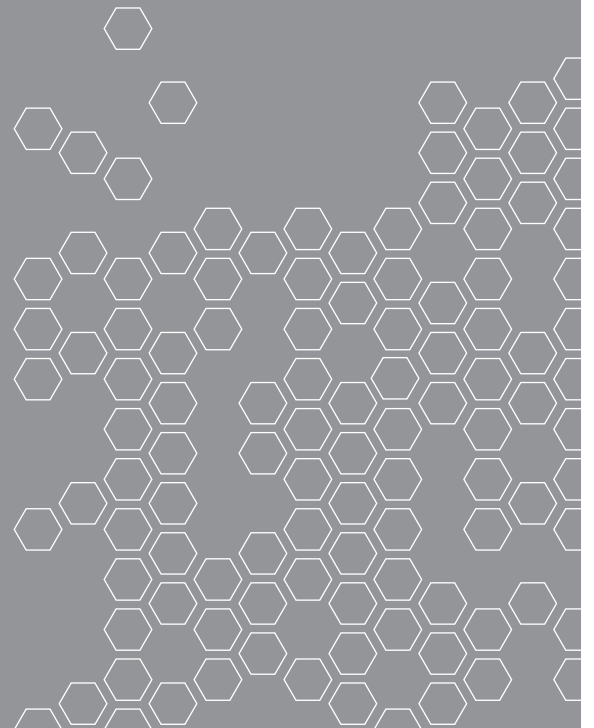




MEDIA KIT 2017

TECH ADVICE YOU CAN TRUST



PC & TECH AUTHORITY

Since 1997 PC & Tech Authority has been helping Australians understand what technology can do for them. Providing in-depth reviews and labs-based analysis of new products and services, PC & Tech Authority has steadfastly retained its core value of fact-based journalism, yet communicated to our readers in an engaging and easily comprehensible voice they can relate to.

As technology has evolved in a changing world,

PC & Tech Authority remains the go-to source for trusted news and reviews covering a wide range of consumer tech products and services. This extends beyond the monthly magazine, with our popular 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 regular events.

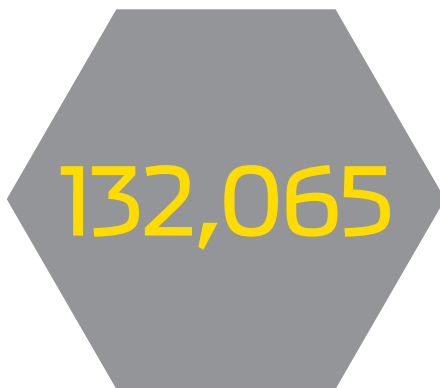
iPAD AND WEBSITE



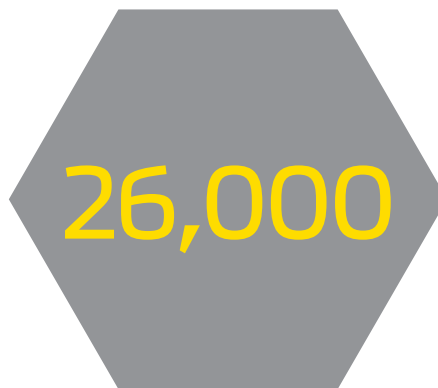
Issue's 231, 222 and Website homepage

MAGAZINE READER PROFILE AND STATS

AUDITED MAGAZINE READERSHIP (SOURCE: EMMA - ENHANCED MEDIA METRICS AUSTRALIA JULY 2016)



Australia /
New Zealand
Readership



Monthly
Distribution

PROFILE



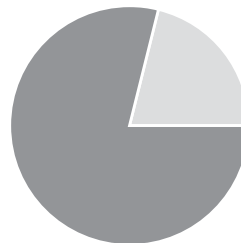
Technology enthusiasts - tech savvy early adopters, upgraders and gamers

Predominantly professional males, aged 25-55

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

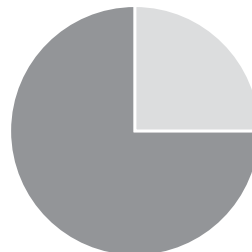
The **majority of our readers** would prefer to build a computer DIY rather than purchase a pre-built system from a retailer

2016 READER SURVEY RESULTS



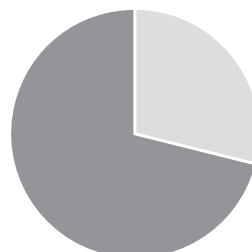
79%

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

CREATIVE EXECUTIONS

ASUS AURA SYNC

Asus Aura Sync Total lighting control

FOR A SPECTACULAR PERSONALISED PC ASUS AURA SYNC IS THE ONLY WAY TO GO

If you've ever seen a custom lighting PC rig, desktop and an LCD floating away in a sea of colours and thought, "I need a piece of kit that looks like the next big thing," well, Asus has you. Inside your rig, you'll find the Aura Sync lighting system, a pre-installed LED software that lets you control the lighting of your PC's components. And, because of the software's advanced lighting control, you can control it all from your desktop. The software is available for free on the Asus website, and it's easy to install. You'll find it in the software section of the Asus website. Once you've installed the software, you can control the lighting of your PC's components. The software is available for free on the Asus website, and it's easy to install. You'll find it in the software section of the Asus website. Once you've installed the software, you can control the lighting of your PC's components.

THE MOTHERBOARD DANCE FLOOR
Asus Aura Sync lets you control the lighting of your PC's components. The software is available for free on the Asus website, and it's easy to install. You'll find it in the software section of the Asus website. Once you've installed the software, you can control the lighting of your PC's components.

GRAPHICS GRAPHICS
Asus Aura Sync lets you control the lighting of your PC's components. The software is available for free on the Asus website, and it's easy to install. You'll find it in the software section of the Asus website. Once you've installed the software, you can control the lighting of your PC's components.

THE PC AND BEYOND
This lights up your PC's components. The software is available for free on the Asus website, and it's easy to install. You'll find it in the software section of the Asus website. Once you've installed the software, you can control the lighting of your PC's components.

FLUIDICALLY
Asus Aura Sync lets you control the lighting of your PC's components. The software is available for free on the Asus website, and it's easy to install. You'll find it in the software section of the Asus website. Once you've installed the software, you can control the lighting of your PC's components.

CHOOSE YOUR WEAPON
Asus Aura Sync lets you control the lighting of your PC's components. The software is available for free on the Asus website, and it's easy to install. You'll find it in the software section of the Asus website. Once you've installed the software, you can control the lighting of your PC's components.

Seagate FireCuda & BarraCuda 2.5-inch

Seagate's new 2.5-inch FireCuda and BarraCuda hard drives are the perfect choice for your laptop or tablet. They offer high performance, reliability, and security. The FireCuda is a solid state drive (SSD) that offers fast data access and low power consumption. The BarraCuda is a traditional hard drive (HDD) that offers large storage capacity and low cost. Both drives are available in 128GB, 256GB, and 512GB capacities. They are also available in SATA and SATA II interfaces. For more information, visit www.seagate.com.

SEAGATE BRINGS PRESTIGE BACK TO SPINNING PLATTERS

FRactal Design

Seagate's new 3.5-inch hard drives are the perfect choice for your desktop PC. They offer high performance, reliability, and security. The FireCuda is a solid state drive (SSD) that offers fast data access and low power consumption. The BarraCuda is a traditional hard drive (HDD) that offers large storage capacity and low cost. Both drives are available in 1TB, 2TB, and 4TB capacities. They are also available in SATA and SATA II interfaces. For more information, visit www.seagate.com.

Logitech
Corsair
ASUS
MSI
GIGABYTE
SAMSUNG
ONYX
upgrade

JOIN THESE GREAT BRANDS!

CORSAIR

THE BEST PC IS THE ONE YOU BUILD

Build the best PC... the quality and reliability of Corsair's components and gaming peripherals are essential to the build you build. Corsair's award-winning RAM, power supplies, and storage solutions are the foundation of any high-performance PC. Corsair's award-winning keyboards, mice, and headsets are the perfect companions to your PC. Corsair's award-winning PC cases and PC fans are the perfect way to keep your PC looking like a champion.

WETTER

WORLD OF WARSHIPS

ACTION STATIONS

STRATEGIZE AND STRIKE

with Steven Seagal

Recruiting captains:
Register now at WorldofWarships.asia
Invite code: **AUSHIPSNOW**

TP-Link equals performance plus value

Reduce the amount of power you consume. Increase the amount of power you get.

TP-Link

TP-Link is a leading manufacturer of networking products. Our products are known for their reliability, performance, and value. We offer a wide range of networking solutions for home and business users. Our products are designed to be easy to use and easy to integrate into your existing network. We are committed to providing high-quality products and excellent customer service.

Known for their excellent features set, reliable performance and affordable price

tp-link

TP-Link is a leading manufacturer of networking products. Our products are known for their reliability, performance, and value. We offer a wide range of networking solutions for home and business users. Our products are designed to be easy to use and easy to integrate into your existing network. We are committed to providing high-quality products and excellent customer service.

msi

VR One

VIRTUAL REALITY, UNTETHERED

MSI VR One is the most powerful VR PC on the market. It features a high-end Intel Core i7 processor, 16GB of RAM, and a GeForce GTX 1080 graphics card. It also includes a 1TB SSD and a 2TB HDD for storage. MSI VR One is the perfect choice for anyone who wants to experience VR without the hassle of a PC case.

CHRISTIE

A CHAMPION IN EVERY CLASS

Christie is a leading manufacturer of projection displays. Our products are known for their reliability, performance, and value. We offer a wide range of projection displays for home and business users. Our products are designed to be easy to use and easy to integrate into your existing system. We are committed to providing high-quality products and excellent customer service.

SAMSUNG

Launching new possibilities

750Pro SSD 960 Pro/EVO

Samsung is a leading manufacturer of storage solutions. Our products are known for their reliability, performance, and value. We offer a wide range of storage solutions for home and business users. Our products are designed to be easy to use and easy to integrate into your existing system. We are committed to providing high-quality products and excellent customer service.

LG

Now you can truly be trigger happy.

LG is a leading manufacturer of consumer electronics. Our products are known for their reliability, performance, and value. We offer a wide range of consumer electronics for home and business users. Our products are designed to be easy to use and easy to integrate into your existing system. We are committed to providing high-quality products and excellent customer service.

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.

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

19,665 EDM database (27% avg open rate and 3% CTR)

10,380 Daily Newsletter

15,000 Weekly Newsletter

9,300 Gaming Newsletter

4,950 Facebook fans

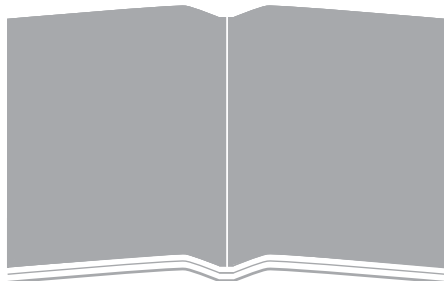
3,315 Twitter followers

NEWSLETTER, EDM and WEBSITE



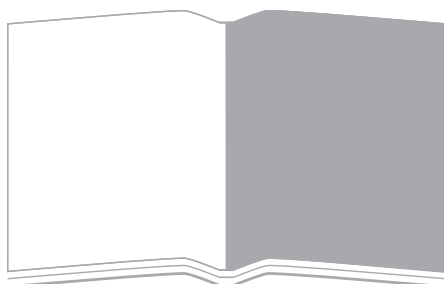
MAGAZINE RATES

DOUBLE PAGE SPREAD



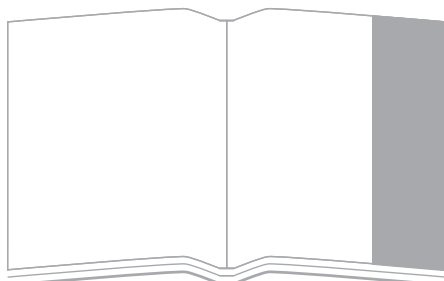
| POSITIONS | 1x | 3x | 6x | 12x |
|-------------------------------|-------|-------|-------|-------|
| Inside Front Cover DPS | 6,500 | 6,000 | 5,500 | 5,000 |
| DPS 'Before Contents' | 5,000 | 4,500 | 4,000 | 3,500 |
| DPS 'Run of Book' | 4,500 | 4,000 | 3,500 | 3,000 |

FULL PAGE



| POSITIONS | 1x | 3x | 6x | 12x |
|---------------------------|-------|-------|-------|-------|
| 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 | 12x |
|----------------------------|-------|-------|-----|-----|
| Half Page Vertical | 1,250 | 1,000 | 750 | 500 |
| Third Page Vertical | 1,150 | 900 | 650 | 400 |

| ISSUE | MAIN FEATURE | MATERIAL DEADLINE | ON SALE |
|----------------------|------------------------|-------------------|--------------|
| 233 APRIL | Smart Home | 16 February | 13 March |
| 234 MAY | Laptop Round Up | 16 March | 10 April |
| 235 JUNE | TBA | 20 April | 15 May |
| 236 JULY | TBA | 18 May | 12 June |
| 237 AUGUST | Computex Round Up | 15 June | 10 July |
| 238 SEPTEMBER | TBA | 20 July | 14 August |
| 239 OCTOBER | TBA | 17 August | 11 September |
| 240 NOVEMBER | TBA | 14 September | 5 October |
| 241 DECEMBER | TBA | 19 October | 13 November |
| 242 JANUARY | Christmas Buyers Guide | 16 November | 11 December |

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 |

| Newsletter | Subscribers PER SEND | Weekly SPONSORSHIP | Size |
|---------------------------|----------------------|---------------------|------------------------|
| Daily (x5 sends per week) | 10,380 | 4,000 +GST per week | 468x60 Banner + URL |
| Weekly (Fridays) | 15,000 | 2,100 +GST | 468x60 Banner + URL |
| Gaming (Fridays) | 9,380 | 1,800 +GST | 468x60 Banner + URL |

| EDM | Subscribers PER SEND | CPM/ Total Cost | Size |
|----------------|----------------------|-----------------|--------------------------------------|
| PC&TA Database | 24,000 | 260/6,370 | 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 |

ENQUIRIES

ADVERTISING

SEAN FLETCHER

**National Advertising Manager,
PC & Tech Authority & HYPER**

nextmedia

*Building A, Level 6, 207 Pacific Highway
St Leonards, NSW, 2065*

T + 61 2 9901 6367

✉ sfletcher@nextmedia.com.au

CAMERON FERRIS

**Group Advertising Manager,
Tech, Gaming & Science**

nextmedia

*Building A, Level 6, 207 Pacific Highway
St Leonards, NSW, 2065*

T +61 2 9901 6348

✉ cferris@nextmedia.com.au

EDITORIAL

BEN MANSILL

Group Editor

nextmedia

T +61 2 9901 6104

✉ bmansill@nextmedia.com.au

DAVID HOLLINGWORTH

Digital Editor

nextmedia

T +61 2 9901 6371

✉ dhollingworth@atomicmpc.com.au

GENERAL

nextmedia

*Building A, Level 6, 207 Pacific Highway
St Leonards, NSW, 2065*

T + 61 2 9901 6100

F + 61 2 9901 6116

FINE PRINT

All Advertising subject to the terms and conditions contained on the respective rate cards. All enquires to: Advertising Department Phone: 02 9901 6100 Fax: 02 9901 6333. Booking Slip must be signed and returned to ensure placement of advertising. All production charges will be passed on unless advertising material is supplied as per rate card specifications. Nextmedia Pty Ltd: ACN No. 128 805 970. The publisher reserves the right to reject or cancel any advertisement or part thereof. No responsibility accepted for any loss arising from any error or failure of an advertisement or part thereof. Where material is overdue, the publisher reserves the right to repeat a previous advertisement or part thereof. Advertisers and/or

advertising agencies by lodging material with the publisher, accepts all liability, claims or proceedings whatsoever arising from the publication of the material. The Cancellation Deadline for advertising is 1 month prior to Booking Deadline. Cancellation of any booked advertising MUST be in writing and received by the account manager and/or Sales Director of nextmedia prior to the cancellation deadline. No cancellations will be accepted after the cancellation deadline and the Publisher reserves the right to repeat the most recent material or material of the Publishers choice. If a cancellation occurs mid contract the difference between the contract appearance rate and the actual appearance rate card rate will be surcharged.