

FOR DIGITAL LIFESTYLE, AV & IT RETAILERS



 **MEDIA KIT 2010**

FOR

# Digital Lifestyle, AV & IT Retailers

Demand for information of emerging technologies is increasing and in-depth coverage of these new products is essential. Consumers are researching intended purchases beforehand so floor staff have an even greater need for a comprehensive information source.

With 89 per cent of customers estimated to 'pre-shop' online\*, retailers now have an opportunity to both influence and increase the final sales value at the check out with information provided by TT.

TT is a key information source for buyers, managers and floor staff. With an accessible format that's easy to read, TT provides the industry with market and channel intelligence plus the latest previews, reviews, sales advice and promotion rundowns. Every month, TT backs this up with training modules focused on retail selling.

\* BIG Research 2007

## WHAT WE DO:

TT is focussed on technology; keeping retailers in touch with the latest industry developments plus education and best practise features to help sell more products.

## In-house research backs up the need for TT:

- + Retailers predominantly look to professional product reviews (91 per cent) and list magazines as the preferred source.
- + Only 15 per cent of retailers have access to online during the working week.
- + Other review sources include manufacturer websites (61 per cent) and retailer websites (58 per cent); BLOGS account for only 17 per cent of internet research.

## TT covers all levels of electronic lifestyle products, including:

- + Cameras/Digital imaging
- + Digital Home – Smart Appliances
- + Gaming hardware
- + Home entertainment – AV
- + Mobile phones
- + Home Office – Notebooks/PCs/Printers
- + Portable media players
- + Televisions
- + Video cameras
- + Accessories for all categories

**NO OTHER TRADE MAGAZINE IN AUSTRALIA OFFERS THE SAME LEVELS OF ANALYSIS, TRAINING ASSISTANCE AND INDUSTRY COMMENT AS TECH TRADER.**

## TECH TRADER

IS THE ONLY INDEPENDENT, PROFESSIONAL MONTHLY TRADE MAGAZINE FOR THE CONSUMER ELECTRONICS, AUDIO VISUAL, IT AND CHANNEL RETAILERS.

**NEWS:** Local and international technology news including coverage of local and international CE trade shows.

**PRODUCT PREVIEWS:** Analysis of key specifications, position in the market and where appropriate, its evolution.

**PRODUCT REVIEWS:** Independent, authoritative product reviews, with cross tests and long-term evaluations and where applicable its green credentials.

**FEATURES:** A comprehensive analysis of the various sectors in the digital lifestyle, technology and smart appliances world.

**TALKING HEAD:** Industry leaders' commentary on current industry issues.

**MARKETING/ADVERTISING SPEND:** TT focuses on the big spenders, upcoming campaigns and which company is helping retailers most to generate in-store enquiries.

**PROMOTIONS:** The latest promotions from suppliers and retailers.

**TRAINING:** In every issue TT provides a training guide for floor staff.

**MOVERS AND SHAKERS:** New appointments and staff changes.

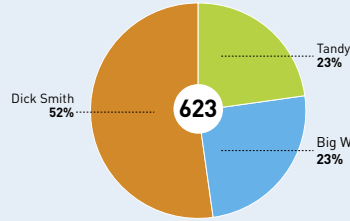
**THE REST:** Regular sections include web rumours, tech terms and events plus the latest marketing data from AC Nielsen, GfK and CMS.

THE BREAKDOWN

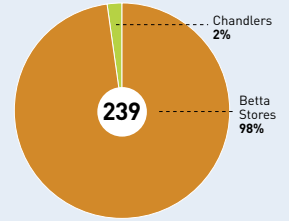


# CIRCULATION GROUPS

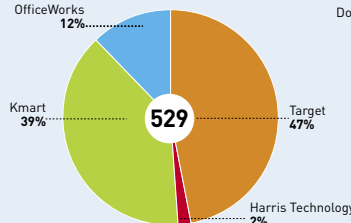
## WOOLWORTHS GROUP



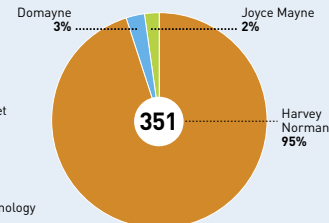
## BSR GROUP



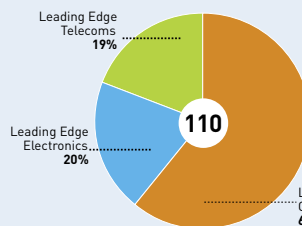
## COLES



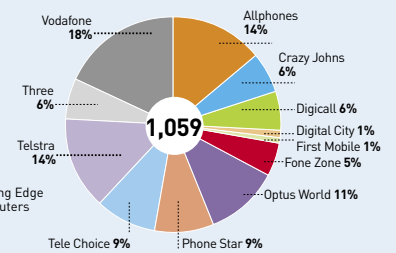
## HARVEY NORMAN GROUP



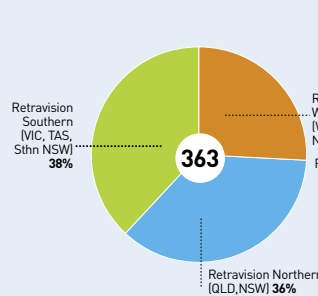
## LEADING EDGE GROUP



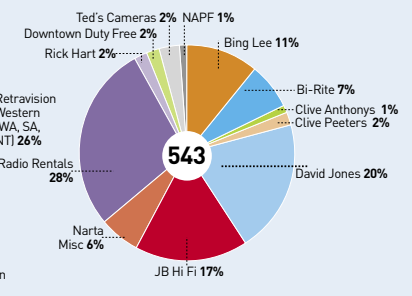
## MOBILE PHONE RETAILERS



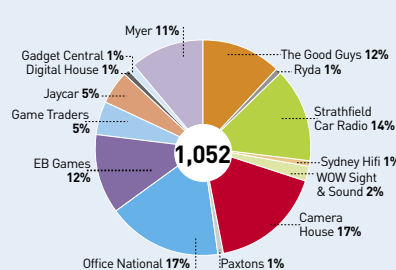
## RETRAVISION GROUP



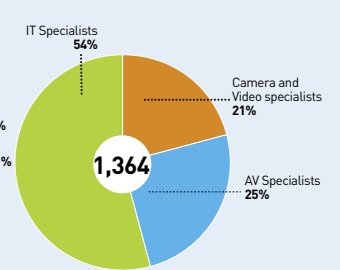
## NARTA GROUP



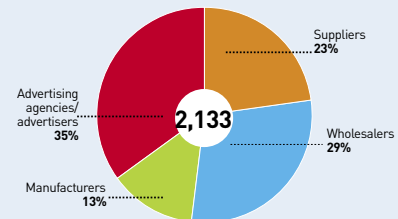
## OTHER INDEPENDENTS



## SPECIALIST RETAILERS



## MISC COPIES



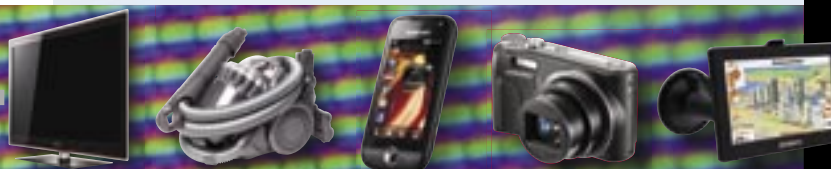
# 7,025

Average Net Distribution Per Issue

CAB Publishers Statement,  
Period ended 30th September 2009



CIRCULATIONS  
AUDIT BOARD



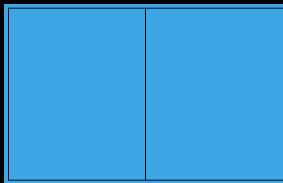
### Double page Sponsor Strip

Ad Size: 45mm x436mm



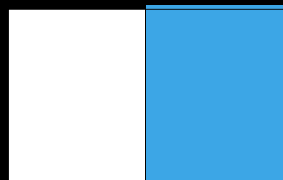
### Double page spread

Trim Size: 288mm x 436mm  
Type Area: 268mm x 416mm  
Page Bleed: 3mm



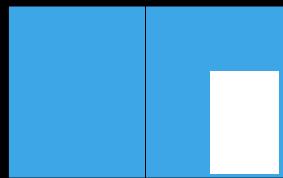
### Full Page

Trim Size: 288mm x 218mm  
Type Area: 268mm x 198mm  
Page Bleed: 3mm



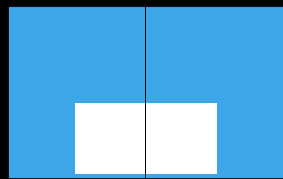
### Junior page

Ad Size: 200mm x137mm



### Fireplace

Ad Size: 118mm x 208mm



### Half page DPS

Ad Size: 100mm x 436mm



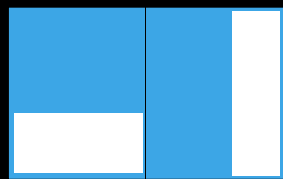
### Half page

Horizontal: 100mm x 198mm  
Vertical: 268mm x 96mm



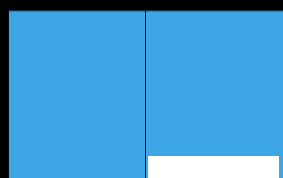
### 1/3 page

Horizontal: 90mm x 198mm  
Vertical: 268mm x 65mm



### 1/4 page

Horizontal: 67mm x 198mm



## KEY POSITIONS

all plus GST

Split Cover Wrap + OBC						\$21,250
Split Cover Wrap						\$20,035
Cover Wrap 4 Pages						\$16,685
Half Cover Wrap 4 Pages						\$12,565
Report Sponsorship 2.3 Pages						\$12,355

	Casual	2x	4x	6x	8x	11x
Inside Front Cover – DPS	\$9,785	\$9,540	\$9,295	\$9,050	\$8,805	\$8,560
Inside Front Cover – Single Page	\$5,020	\$4,890	\$4,765	\$4,640	\$4,515	\$4,390
Full Page – Opposite Contents Page	\$5,020	\$4,890	\$4,765	\$4,640	\$4,515	\$4,390
Full Page – Opposite Editor's Page	\$5,020	\$4,890	\$4,765	\$4,640	\$4,515	\$4,390
Page 7 (First RHP)	\$5,130	\$5,000	\$4,875	\$4,745	\$4,615	\$4,490
Inside Back Cover – DPS	\$9,785	\$9,540	\$9,295	\$9,050	\$8,805	\$8,560
Inside Back Cover – Single Page	\$5,020	\$4,890	\$4,765	\$4,640	\$4,515	\$4,390
Outside Back Cover	\$5,350	\$5,220	\$5,085	\$4,950	\$4,815	\$4,685

Other Guaranteed Positions: +12.5%

## DISPLAY

all plus GST

Double Page Spread	\$8,695	\$8,480	\$8,260	\$8,045	\$7,825	\$7,610
Full A4 Page	\$4,460	\$4,350	\$4,235	\$4,125	\$4,015	\$3,905
Two Thirds Page	\$3,235	\$3,155	\$3,070	\$2,990	\$2,910	\$2,830
Half Page	\$2,790	\$2,720	\$2,650	\$2,580	\$2,510	\$2,440
Third Page	\$1,940	\$1,890	\$1,845	\$1,795	\$1,745	\$1,700
Quarter Page	\$1,470	\$1,435	\$1,400	\$1,360	\$1,325	\$1,290

# MECHANICAL DETAILS

**FILE FORMATS:** Adobe Portable Document Format (PDF) – Please prepare all PDFs as specified by the 3DAP guideline. Visit [www.3dap.com.au](http://www.3dap.com.au) for detailed instructions. Artwork is accepted on CD, zip disk or by email (up to 10MB).

**OTHER FORMATS:** QuarkXpress, InDesign, PhotoShop and Illustrator are accepted as long as all fonts are included and all images are in CMYK mode. Illustrator files must have all fonts converted to outlines/paths. counterpoint now also accepts Quickcut materials. We DO NOT accept ads in Word, PowerPoint, Publisher or any Microsoft software.

**IMAGES:** A minimum of 300dpi at 100% scaling. Line Art images a minimum of 1200dpi at 100% scaling. All images must be in CMYK mode. Image file formats should be TIFF or composite EPS and should not be compressed.

**FONTS:** We accept Postscript fonts only; include both printer and screen fonts. We do not accept True Type Fonts. PDF files are to have fonts embedded. Fonts should not be stylised.

**BLEEDS:** All bleed ads must have at least 3mm bleed all round.

**PROOFS:** A coloured proof must be supplied with all ads. No responsibility will be accepted for reproduction of the advertisement unless a colour printout is sent with the disk as a frame of reference for the printer and all files saved as specified above.

FOR MORE INFORMATION  
ABOUT ADVERTISING  
IN TT MAGAZINE  
PLEASE CONTACT:

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