

AUSTRALIA'S LEADING MAGAZINE FOR CE RETAILERS



**techtrader**  
FORMERLY COUNTERPOINT



**MEDIA KIT 2009**

# AUSTRALIA'S LEADING MAGAZINE FOR CE RETAILERS



In this increasingly complex marketing and media world, the CE retailer is an often underutilised asset. With consumers increasingly researching beforehand, CE floor staff need to have a comprehensive, easy to access information source to influence the outcome and significantly increase the sale value.

TT is that source. With its easy to read format, TT provides retailers and buyers with market and channel intelligence and includes the latest previews, complete with model evolution scales, reviews, campaign spends and promotional rundowns. Each month, TT also publishes training modules focused on the art-of-selling.

To help the store manager and retailer further, TT includes sections on up-selling in each category for maximising margin, particularly relevant when, an estimated 80 per cent of customers 'pre-shop' online and have a set product in mind when visiting a store.

## Australia is already on a path to join its Asian neighbours as a highly technological society:

- 70 per cent of people own a portable media player;
- 61 per cent of households own at least two gaming devices;
- Mobile phones now outnumber people;
- Two-thirds of Australians now consider a supplier "greenness" as important;
- The demarcation between personal and business use on business mobile phones and PCs is fast disappearing.

No other CE trade magazine in Australia offers the same levels of analysis, training assistance and industry comment as TT.

## 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 had 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.



**Tech Trader is the only monthly trade magazine that speaks directly to the CE retailer.**

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## TT covers all levels of consumer electronics, including:

- + Home entertainment/AV
- + Digital home/Smart appliances
- + Cameras/Digital imaging
- + Mobile phones
- + Notebooks/Home Office
- + Portable media players
- + Satellite navigation/Incar entertainment
- + Video Cameras
- + Gaming hardware
- + Accessories for all of the above

## WHAT WE DO

TT is focussed on technology and keeps retailers in touch with the latest industry developments covering education and best practises to help them sell more products.

TT covers news, reviews, previews and in-depth analysis to aid product knowledge, while sections on best practice, training, merchandising and supplier advertising spends will assist buyers, managerial and floor staff.

**NEWS:** Local and international CE news.

**PREVIEWS:** A look ahead at products floor staff need to sell. In-depth analysis of specifications, the product's position in the marketplace and where possible, a review of the product's evolution.

**REVIEWS:** TT covers the latest, most interesting products with independent, authoritative reviews, cross tests and long-term evaluations performed by writers with decades of combined experience. In keeping with consumer demands, TT analyses, where possible, a product's green credentials.

**FEATURES:** An in-depth analysis of the various sectors in the consumer electronics and smart appliances world.

**ROCK THE BOAT:** The latest views on major issues from big players. TT talks to some of the biggest retail and supplier names and gets comment on various industry issues.

**MARKETING/ADVERTISING SPEND:** Traffic flow is key, and with so much

coming from advertising, TT focuses on the big spenders, upcoming campaigns and which company is helping retailers most to generate that traffic.

**PROMOTIONS:** Competition is always fierce in this area, and TT will be there to cover the latest in-store promotions from both suppliers and retailers.

**TRAINING:** Every issue provides training modules for floor staff on the art of selling.

**MARGIN/TERMS:** Margins on so many products today are so thin that retailers have to rely on numerous add-ons to maintain margins. We lift the lid on who is offering what.

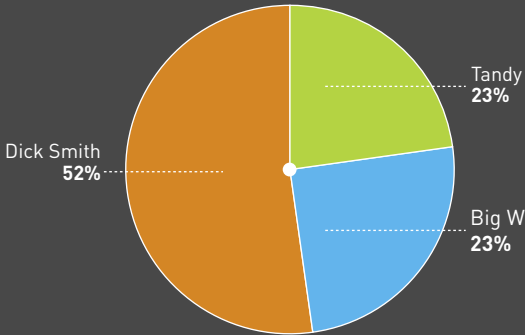
**MOVERS AND SHAKERS:** Everyone loves to know who is moving where, so TT keeps retailers and suppliers up to date with the latest staff movements.

**THE REST:** TT also includes a raft of other regular sections, such as staff profiles, best practice and events/launches.

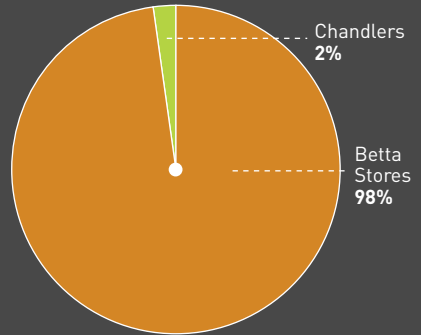


# CIRCULATION GROUPS

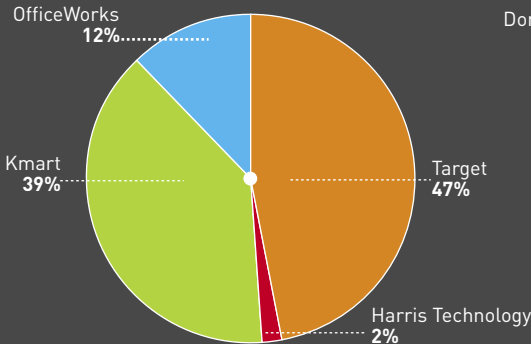
### WOOLWORTHS GROUP – 610 copies



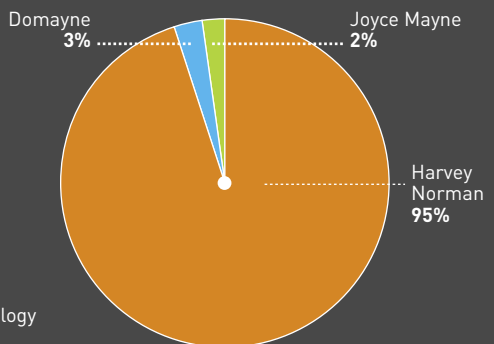
### BSR GROUP – 255 copies



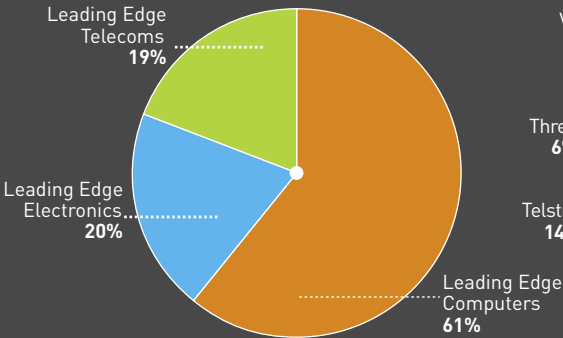
### COLES – 556 copies



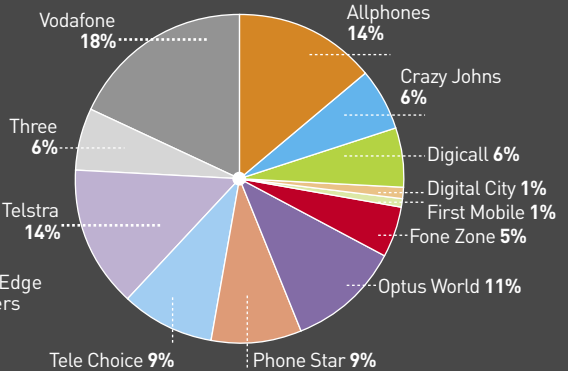
### HARVEY NORMAN GROUP – 534 copies



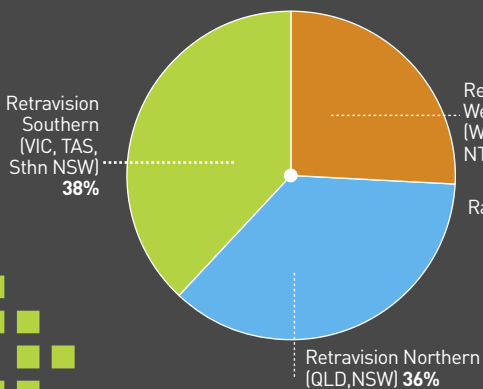
### LEADING EDGE GROUP – 214 copies



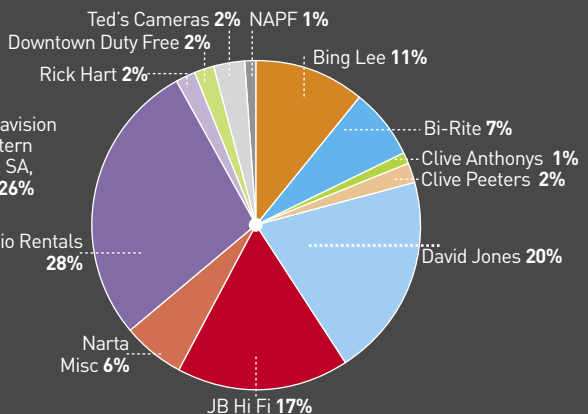
### MOBILE PHONE RETAILERS – 1092 copies



### RETRAVISION GROUP – 461 copies



### NARTA GROUP – 781 copies

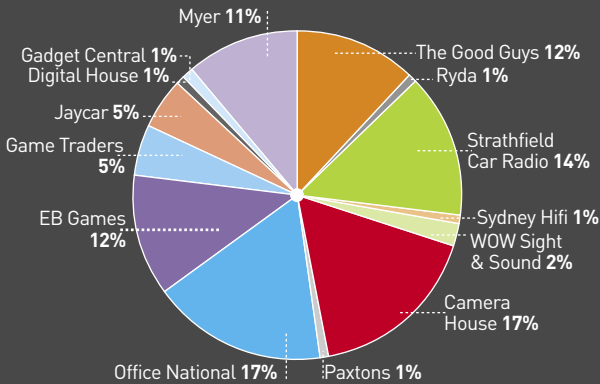




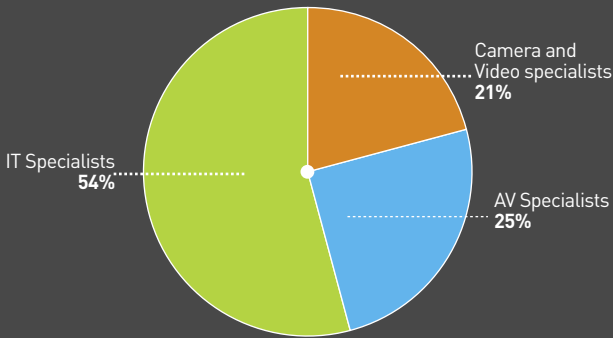
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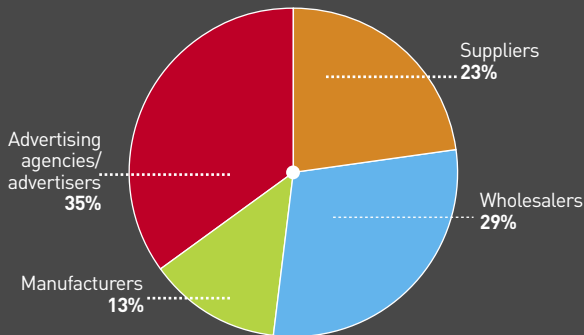
## OTHER INDEPENDENTS – 505 copies



## SPECIALIST RETAILERS – 2697 copies



## MISC COPIES – 1846 copies



FOR MORE INFORMATION ABOUT ADVERTISING IN TT MAGAZINE PLEASE CONTACT:

**DANIEL KYLE**

**p: 02 8586 6161**

**m: 0411 70 70 94**

**f: 02 9660 9786**

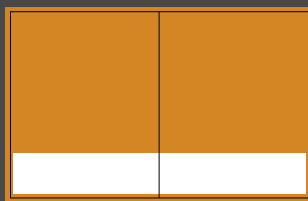
**e: [dkyle@intermedia.com.au](mailto:dkyle@intermedia.com.au)**



# ADVERTISING SIZES 2009

## Double page Sponsor Strip

Ad Size: 45mm x 436mm

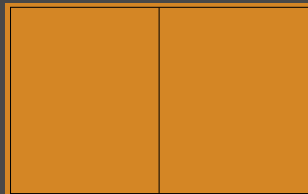


## Double page spread

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



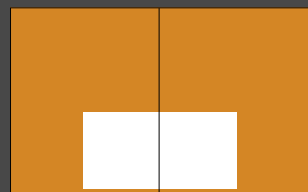
## Junior page

Ad Size: 137mm x 200mm



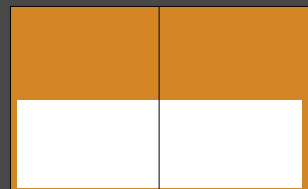
## Fireplace

Ad Size: 118mm x 208mm



## Half page DPS

Ad Size: 137mm x 436mm



## Half page

Horizontal: 137mm x 205mm

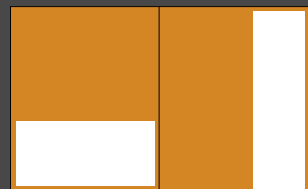
Vertical: 274mm x 96mm



## 1/3 page

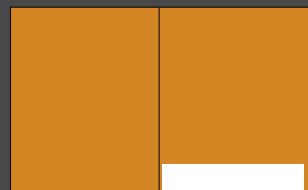
Horizontal: 90mm x 205mm

Vertical: 274mm x 65mm



## 1/4 page

Horizontal: 72mm x 218mm



# ADVERTISING RATES 2009

## KEY POSITIONS

	all plus GST
Split Cover Wrap + OBC	\$20,630
Split Cover Wrap	\$19,450
Cover Wrap 4 Pages	\$16,200
Half Cover Wrap 4 Pages	\$12,200
Report Sponsorship 2.3 Pages	\$11,995

	Casual	2x	4x	6x	8x	11x
Inside Front Cover – DPS	\$9,500	\$9,265	\$9,025	\$8,790	\$8,550	\$8,315
Outside Back Cover	\$5,195	\$5,065	\$4,935	\$4,805	\$4,675	\$4,545
Page 7 (First RHP)	\$4,980	\$4,855	\$4,730	\$4,605	\$4,485	\$4,360
Inside Front Cover – Single Page	\$4,870	\$4,750	\$4,630	\$4,505	\$4,385	\$4,265
Full Page – Opposite Contents Page	\$4,870	\$4,750	\$4,630	\$4,505	\$4,385	\$4,265
Full Page – Opposite Editor's Page	\$4,870	\$4,750	\$4,630	\$4,505	\$4,385	\$4,265
Inside Back Cover – Single Page	\$4,870	\$4,750	\$4,630	\$4,505	\$4,385	\$4,265

**Other Guaranteed Positions: +12.5%**

## DISPLAY

	all plus GST					
Double Page Spread	\$8,445	\$8,235	\$8,025	\$7,810	\$7,600	\$7,390
Full A4 Page	\$4,330	\$4,225	\$4,115	\$4,005	\$3,900	\$3,790
Two Thirds Page	\$3,140	\$3,060	\$2,985	\$2,905	\$2,825	\$2,745
Half Page	\$2,705	\$2,640	\$2,570	\$2,505	\$2,435	\$2,370
Third Page	\$1,885	\$1,835	\$1,790	\$1,745	\$1,695	\$1,650
Quarter Page	\$1,430	\$1,395	\$1,360	\$1,320	\$1,285	\$1,250

## 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:

**DANIEL KYLE**

**p: 02 8586 6161 m: 0411 70 70 94**

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