

- > Big pictures
- > Big sound
- > Big sales

MEDIA KIT 2010

Key statistics

Readership per copy	3.5
Read most/cover to cover	94.5%
Keep as ongoing resource	90.2%
Business owner	94.4%
Purchasing decision	73.6%

Connected Home Australia is Australia's only trade-focused home automation and residential technology publication and enjoys a devoted audience that reads it cover to cover. Dedicated to building the industry, advertising in *Connected Home Australia* will put your company in front of the right people – the decision makers. And, with installation tips and advice on how to build a small business, over 90% of readers keep the magazine as an on-going reference.

Working closely with industry-leading associations, the company behind *Connected Home Australia* retains an editorial independence that stems from over 20 years in the publishing industry. And in targeting the trade market, along with also reaching the end-user, being featured in our magazine will ensure you are positioned front of mind with the installer while building brand awareness among consumers.

When it comes time for you to launch a new product/ technology, advertising in *Connected Home Australia* makes sense.

- > Audio
- > Video
- > Home theatre
- > Design
- > Control systems
- > Comms & networking
- > Lighting control
- > Media servers
- > Gaming
- > Racks & Mounts
- > Furniture
- > Ventilation
- > Security
- > Assisted living
- > Electrical
- > Smart wiring



Our distribution includes

Industry professionals

Connected Home Australia is distributed throughout Australia to home automation and residential technology professionals. In addition to being the official industry publication for CEDIA Asia Pacific, and maintaining a strong relationship with InfoCOMM International, *Connected Home Australia* is sent to subscribers, manufacturers and distributors all around Australia and New Zealand. This represents over 70% of the magazine's industry distribution.

- > Reaches the decision-makers.
- > Firmly entrenched in the trade market.
- > Only trade-focused home automation magazine.



Building designers and architects

As an important part of the decision making process, *Connected Home Australia* acknowledges the vital role played by the building designer and architect in the custom installation industry. Through established relationships with the Building Designers Association (BDA) and a purpose-built database of architects, *Connected Home Australia* educates this important audience about the opportunities presented by the inclusion and integration of home automation and AV technologies.

- > Goes beyond the trade/consumer markets.
- > Generates new revenue opportunities for advertisers.
- > Bridges the gap between design and AV professionals.



Consumer

Through an established relationship with Gordon and Gotch, *Connected Home Australia* has identified and is distributed to selected news agencies around Australia. The pull-through effect of the consumer market extends the reach of the magazine to a highly targeted and engaged audience that is interested in the connected home opportunity.

- > Educates the consumer market.
- > Builds wider brand awareness for advertisers.
- > Generates increased interest, presenting up-selling opportunities.





Print rates

Cost per issue full colour	Casual ¹	x5 Annual plan ²
Double-page spread	\$6,100	\$5,140
Full page	\$3,050	\$2,570
1/2 page	\$1,980	\$1,640
Loose inserts ³	\$3,050	\$3,050

Rates do not include GST.

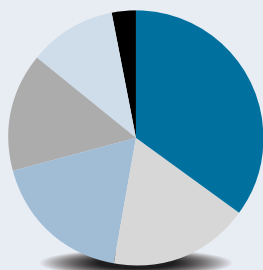
¹Casual booking rate for one advertisement in one issue.

²5x plan rate per advertisement when committing to five consecutive issues with advertisements of equal value.

³Multiple sheet inserts will attract a price on application. Loadings and preferred positions: First two double-page spreads inside front cover command a 15% loading. Back cover +25%. Ads will be positioned with best regard to related stories where available.

Trade distribution

Connected Home Australia targets all specialised sectors



35% - Industry Supply
18% - Subscribers
18% - Building Designers
15% - CEDIA trained professionals
11% - Architects
3% - InfoComm

Magazine deadlines

2010 Mar/April	
Booking deadline	January 22
Material deadline	January 29
Mailhouse date	March 8

2010 May/Jun	
Booking deadline	March 26
Material deadline	April 2
Mailhouse date	May 10

2010 Jul/Aug	
Booking deadline	June 4
Material deadline	June 11
Mailhouse date	June 19

2010 Sep/Oct	
Booking deadline	August 13
Material deadline	August 20
Mailhouse date	September 27

2010 Nov/Dec	
Booking deadline	October 15
Material deadline	October 22
Mailhouse date	November 29

Advert sizing

Full page

Type safe area	255mm x 185mm
Trim	276mm x 205mm
Bleed	286mm x 215mm



1/2 page horizontal

Type safe area	125mm x 185mm
Trim	140mm x 205mm
Bleed	150mm x 215mm



1/2 page vertical

Type safe area	255mm x 90mm
Trim	276mm x 100mm
Bleed	286mm x 110mm



Double-page spread

Type safe area	255mm x 390mm
Trim	276mm x 410mm
Bleed	286mm x 420mm



Submissions

We welcome editorial submissions in the form of industry white papers, case studies, company and product news, R&D outcomes, etc, accompanied by colour high resolution digital images. Editorial deadline is four weeks prior to booking deadline. Due to the independent nature of our magazines, our editorial staff has final jurisdiction over editorial content in each issue and therefore we cannot guarantee submissions will be included in our editorial pages.

Material specifications

- > We ask that you send these files via Quickcut or Quicksend – an industry standard ad delivery service for receiving and tracking digital ad files. For more information please visit www.adstream.com.au or Quickcut national support number 1300 768 988
- > Files sent via Quickcut or Quicksend should be accompanied by the booking reference number supplied by Connection Magazines with your order confirmation letter.
- > A service fee of \$75 may be applied for advertisements not supplied through the Quickcut ad delivery system.
- > Please keep your own copy of the file, as we do not maintain an ad materials archive.
- > If you have any questions regarding the submission of digital advertising to Connection Magazines, please contact Connection Magazines advertising traffic manager on 03 9542 9012 or traffic@build.com.au

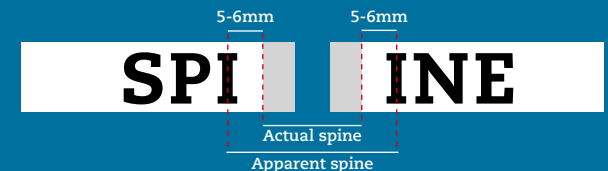
Material checklist

Please remember that suppliers of digital advertising are responsible for checking the quality and integrity of their files before submission to Connection Magazines. Connection Magazines will not be responsible for reproduction quality of supplied artwork that does not meet specifications. Issues which may cause a file to be rejected include:

- > Truetype fonts > 4-color black text > Reversed type below 10pt > Knockout 100% black text > Fonts which have not been embedded > Elements saved in RGB or LAB colour instead of CMYK > Images with an effective resolution below 300dpi > No bleed included or the file is incorrect size > Solid black backgrounds without 40% cyan stipple behind > Maximum total inkweight above 280% > Advert without register and trim marks > Crop marks less than 3mm away from the trim > Type outside the type safe area.

Special note on double-page spreads

Because our magazines are perfect bound, special attention should be paid to design and production of material bleeding across the magazine spine. Apart from headlines, text should not be run across the magazine spine. If running headlines across the spine, a space 5 to 6mm should be left clear on the inside edges of the pages. Pictures or graphics bleeding across the magazine spine should incorporate a 10–14mm gutter overlay as per the illustration below.



Inserts

- Please ensure your creative department receives the following instructions to ensure the provision of your insert according to our specifications and to avoid the possibility of additional costs. Inserts must be supplied as per the requirements listed below.
- > Maximum size of insert – 265mm high x 195mm wide (any inserts larger than above specification, will need to be supplied pre-folded)
 - > Minimum size of insert – 150mm high x 175mm wide
 - > Any inserts that are irregular in shape must be approved by your sales consultant

To advertise, freecall: 1800 063 371
Fax: 03 9542 9090 Email: sales@build.com.au
Website: www.connectedhometechnology.com



Connection Magazines Pty Ltd
ABN 93 006 425 001
Unit 3/21 Lionel Road,
Mt Waverley, Vic 3149

Publisher's clause

The publisher reserves the right to insert the word 'advertisement' when, in the publisher's opinion, an advertisement resembles editorial material. Advertisers and agencies assume liability for all content (including text, representation and illustrations of advertisements and also assume responsibility for any claim arising therefrom made against the publisher). The publisher cannot be held responsible for circumstances beyond its control, such as industrial strikes, act of God, action of any government or quasi government entity. The publisher reserves the right to hold the advertiser and/or its advertising agency jointly or severally liable for each monies as are due and payable to the publisher.