



**Australia's only trade
magazine for the home
technology market**

KEY STATISTICS

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

MEDIA KIT

2012

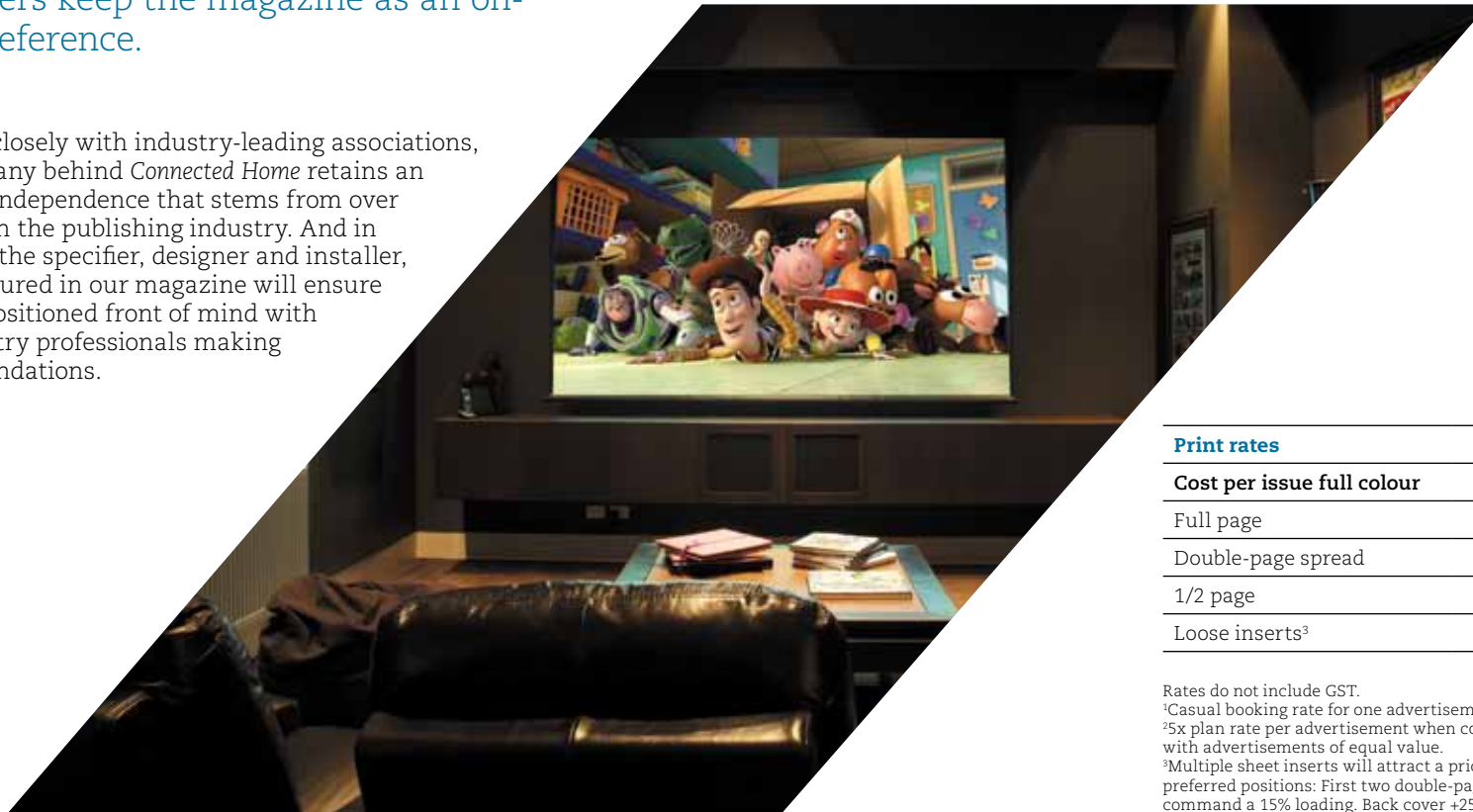
CONNECTED HOME

Connected Home 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* 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* retains an editorial independence that stems from over 20 years in the publishing industry. And in targeting the specifier, designer and installer, being featured in our magazine will ensure you are positioned front of mind with the industry professionals making recommendations.



Print rates

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

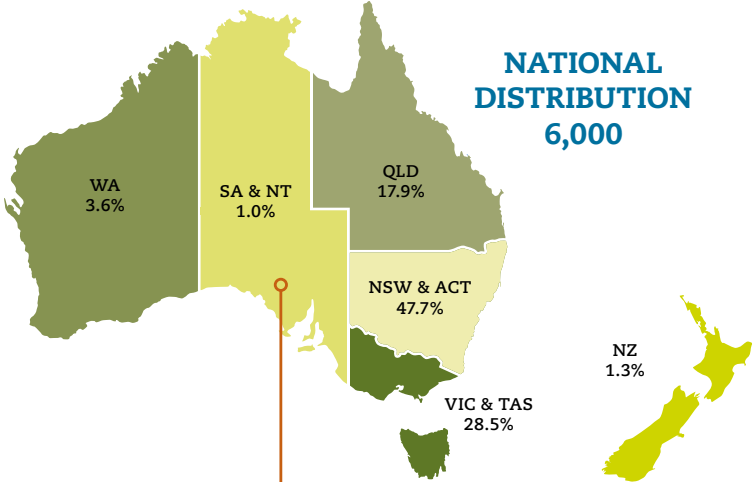
³Multiple sheet inserts will attract a price on application. Loadings and preferred positions: First two double-page spreads inside front cover command a 15% loading. Back cover +25%. Ads will be positioned with best regard to related stories where available.

90.2% keep magazines as ongoing reference

Connected Home provides a unique marketing environment

Knowledge:

- Industry news and trends
- Emerging technologies
- Business tips and advice



- Credible
- Trustworthy
- Respected
- Non-biased
- Reliable

EDITORIAL TOPICS

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

WHAT THEY NEED

HOME TECHNOLOGY PROFESSIONALS

WHAT THEY GET

Our distribution includes



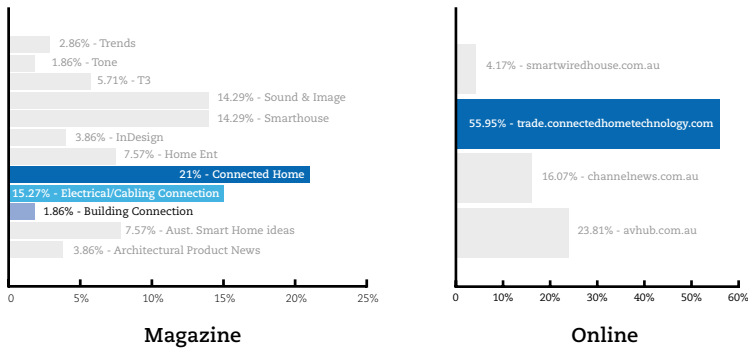
OFFICIAL INDUSTRY PUBLICATION FOR CEDIA

All CEDIA members and industry professionals receive *Connected Home* magazine.



HOW DID YOU HEAR ABOUT CEDIA EXPO 2011?

Figures derived from official CEDIA Expo show statistics





To advertise, freecall:
1800 063 371

Fax: 03 9542 9090
Email: sales@build.com.au



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www.connectionmagazines.com.au

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.

Magazine deadlines

2012 Mar/April	Booking deadline	January 18
	Material deadline	January 25
	Mailhouse date	February 28
2012 May/Jun	Booking deadline	March 14
	Material deadline	March 21
	Mailhouse date	April 24
2012 Jul/Aug	Booking deadline	May 23
	Material deadline	May 30
	Mailhouse date	July 3
2012 Sep/Oct	Booking deadline	August 15
	Material deadline	August 22
	Mailhouse date	September 25
2012 Nov/Dec	Booking deadline	October 5
	Material deadline	October 12
	Mailhouse date	November 20

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	
Standard double page spread	Type safe area	255mm x 390mm	
	Trim	276mm x 410mm	
	Bleed	286mm x 420mm	
Inside front cover double page spread	Type safe area	255mm x 378mm	
	Trim	276mm x 398mm	
	Bleed	286mm x 408mm	

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 5mm away from the trim > Type outside the type safe area.

Special note on Inside & Standard double-page spreads

- > Only headings of very large type can run across the gutter of a double page spread. Type or product shots should always clear the spine and should never be split.
- > Type must be designed to clear the spine by a minimum of 10mm each side of the spine (total 20mm).
- > Each page needs to be supplied as a single page with 5mm bleed. This allows for any imagery that crosses over the spine to line up when the magazine is bound.
- > Inside front cover DPS are a different size to standard DPS.
- > For material specifications please contact Connection Magazines advertising traffic manager on 03 9542 9012 or traffic@build.com.au

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