THE ONLY MAGAZINE TARGETING RESIDENTIAL AND COMMERCIAL SYSTEMS INTEGRATORS
Over the past 15 years, Connected has evolved into an extensive integrated media ecosystem. Centred around the industry-leading magazine and website, the Connected network has grown to meet the needs of the professional residential and commercial systems integration industries.

By adopting a multimedia approach, the Connected suite of products reaches every sector of the market, which allows marketers to have their message heard by the largest number of people. We can tailor solutions to meet your industry communication and marketing needs.

MAGAZINE
For the past 14 years, Connected has been the ‘go to’ magazine for the residential and commercial systems integration industries in Australia and New Zealand.

ONLINE
The www.connectedmag.com.au website is a valuable vehicle for communication between the print editions of Connected, to keep the industry up to date.

E-NEWSLETTER (NIB)
The biweekly e-Newsletters are a newsfeed featuring all recent press and product releases delivered to industry inboxes in Australia and New Zealand.
INDUSTRY RELATIONSHIPS

CEDIA represents companies worldwide that manufacture, design and integrate goods and services for the connected home. In the past 18 months, the CEDIA presence in Australia has reigned with growing membership as well as a considerable uptake in education offerings at Integrate and Tech Forums around the country.

AVIXA (formerly InfoComm International) members create integrated AV experiences that deliver outcomes. AVIXA is a hub for professional collaboration, information and community, and is the leading resource for AV standards, certification, training, market intelligence and thought leadership.

The Association for Audiovisual & Education Technology Management (AETM) provides a forum for directors, managers and other professionals who work in organisations using AV or educational technology.

The KNX National Group is committed to building awareness of KNX technologies in Australia.

Integrate is Australia’s premier annual AV and integration trade show. Celebrating its 10th anniversary in 2018 this three-day event is a hub of activity for local and global brands to showcase solutions and products. Integrate partners with both CEDIA and AVIXA.
**MAGAZINE**

*Connected* maintains its position as the leading independent trade publication for residential and commercial systems integration professionals.

For 15 years, the magazine has been the primary source of technical content for the industry – developing targeted content to help industry grow, to educate and to interpret the changing regulatory and technological environment.

As the only B2B publication for the integration industry, above all we pride ourselves on being an educational resource for contractors all around the region. We do this by remaining unbiased on issues facing the industry and turn to industry members for their guidance and opinions on all of the important matters.

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**ADVERTISING RATES**

<table>
<thead>
<tr>
<th></th>
<th>CASUAL</th>
<th>X 5 ANNUAL PLAN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$3,200</td>
<td>$2,910</td>
</tr>
<tr>
<td>1/2 Horizontal / Vertical</td>
<td>$2,200</td>
<td>$2,030</td>
</tr>
<tr>
<td>Double Page Spread</td>
<td>$6,400</td>
<td>$5,820</td>
</tr>
<tr>
<td>Loose Inserts</td>
<td>$3,200</td>
<td>$3,200</td>
</tr>
</tbody>
</table>

*Rates do not include GST. Inside double-page spreads command a 15% loading. Back cover +25%.

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**MAGAZINE DEADLINES**

<table>
<thead>
<tr>
<th></th>
<th>BOOKING DEADLINE</th>
<th>MATERIAL DEADLINE</th>
<th>MAILHOUSE DATE</th>
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<tbody>
<tr>
<td>March</td>
<td>February 6</td>
<td>February 13</td>
<td>March 20</td>
</tr>
<tr>
<td>June</td>
<td>April 9</td>
<td>April 16</td>
<td>May 22</td>
</tr>
<tr>
<td>August*</td>
<td>July 22</td>
<td>July 29</td>
<td>August 14</td>
</tr>
<tr>
<td>October</td>
<td>September 4</td>
<td>September 11</td>
<td>October 16</td>
</tr>
<tr>
<td>December</td>
<td>November 8</td>
<td>November 15</td>
<td>December 18</td>
</tr>
</tbody>
</table>

*Integrate Edition (Official Show Guide)*

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**6,000+**
Circulation

**94.4%**
Business owner

**3.5**
Readership per copy

**73.6%**
Purchasing decision

**73.6%**
Read most/cover to cover

**90.2%**
Retention as ongoing resource
www.connectedmag.com.au is a niche website that caters to our industry as a whole. The site fills the gap between the regular print editions of the magazine and provides the industry with a single resource for keeping up-to-date with industry news and new product announcements. We regularly receive industry and product news that doesn’t meet our print publishing schedules, so the website offers a unique environment to disseminate this information to our active database of industry visitors.

The website has been developed for responsive viewing – making it accessible to residential and commercial integration professionals on any device they choose (desktop, tablet or mobile).

### WEBSITE

<table>
<thead>
<tr>
<th>DIMENSIONS</th>
<th>INVESTMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard Banner</td>
<td>728 x 90 pixels</td>
</tr>
<tr>
<td>M-Rec</td>
<td>300 x 250 pixels</td>
</tr>
</tbody>
</table>

*minimum 3 month commitment
The Connected e-Newsletter provides a powerful communication medium, to reach our opt-in audience of industry professionals.

The e-Newsletter acts as a news feed service for the industry and is published twice weekly, featuring all the latest industry news and new product release information. In addition to providing regular updates to the market, the e-Newsletter also provides a comprehensive training diary for industry.

### NEWS-IN-BRIEF (NIB)

<table>
<thead>
<tr>
<th>DIMENSIONS</th>
<th>INVESTMENT</th>
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</thead>
<tbody>
<tr>
<td>News Tower</td>
<td>$250 per week*</td>
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<tr>
<td>News Breaker</td>
<td>$250 per week*</td>
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*minimum commitment 4 weeks

<table>
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<tr>
<th>2320</th>
<th>20.4%</th>
<th>2.5%</th>
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<tbody>
<tr>
<td>Opt in subscribers</td>
<td>Avg open rate</td>
<td>Avg click through rate (ctr)</td>
</tr>
</tbody>
</table>
In 2018, the Training Diary had over 1,500 courses listed from across the entire industry supply chain - manufacturers, industry associations and training organisations.

We actively promote the Training Diary in our Electrical Connection and Connected magazines, in addition to having them accessible on our industry websites:

- www.trainingdiary.com.au

The Training Diary is heavily promoted in our regular e-Newsletters across the electrical trades and home automation professionals.

<table>
<thead>
<tr>
<th>TRAINING DIARY</th>
<th>INVESTMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium listings</td>
<td>$100 per course for a premium listing during 2019.</td>
</tr>
<tr>
<td>Free listings</td>
<td>Include all your training courses for free.</td>
</tr>
</tbody>
</table>
**Connected TV** complements our magazine, website and e-newsletter offering. Online videos are unquestionably a popular vehicle for brands looking to build or maintain a strong voice in the industry. **Connected TV** is a service aimed at giving marketers an opportunity to communicate with our important audience of engaged systems integration professionals.

As with any marketing, reach is a key objective. **Connected TV** leverages existing websites, e-Newsletters and social media within the Connected eco-system to ensure your message is in front of the whole Australian/New Zealand market. The **Connected TV** channel can be found at [www.connectedhome.com.au/tv/](http://www.connectedhome.com.au/tv/).

All videos, once uploaded to the **Connected TV** YouTube channel, will be distributed through:
- **Connected** website
- e-Newsletter platform (NIB)
- Social Media (Facebook, Twitter, Google+ and Linkedin)

<table>
<thead>
<tr>
<th><strong>CONNECTED TV</strong></th>
<th><strong>INVESTMENT</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Per Video</td>
<td>$200</td>
</tr>
</tbody>
</table>

Connected Jobs is a targeted jobs board for the systems integration industry in Australia and New Zealand.

At Connected, we are often approached by industry asking about staff on the move, requesting introductions or looking for new staff to fill important positions within their business.

By leveraging the Connected eco-system of media, Connected Jobs reaches into the industry and puts your job in front of industry professionals.

Positions published on the Connected Jobs site will be distributed through the www.connectedmag.com.au website, the NIB and on our social media platforms (Facebook, Twitter, LinkedIn) thereby increasing the reach and ensuring that your job is in front of the right people at the right time.

<table>
<thead>
<tr>
<th>CONNECTED JOBS</th>
<th>INVESTMENT</th>
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</thead>
<tbody>
<tr>
<td>Job Listing</td>
<td>$99</td>
</tr>
</tbody>
</table>

*Listing duration 30 days*
G E N E R A L  M A N A G E R

Jeremy Sweet
03 9542 9009
jeremysweet@build.com.au

E D I T O R

Paul Skelton
03 9542 9016
paulskelton@build.com.au

A D V E R T I S I N G  T R A F F I C

Tracey Glanville
03 9542 9000
traffic@build.com.au

T E R M S  A N D  C O N D I T I O N S

1: The advertiser assumes responsibility for the quality of any advertising material that does not comply with the material specifications.

2: The advertiser assumes responsibility for delivery of material to Connection Magazines by the material deadline.

3: Payment of invoices is strictly within 15 days of invoice.

4: Cancellations of bookings after the booking deadline will incur fees to the full value of the booking placement.

5: The publisher will make every endeavour to ensure the insertion of an advertisement in accordance with the advertiser's instructions, but no liability will be accepted for any loss occasioned by omission or misplacement.

6: The publisher reserves the right to treat any condition or placement instructions by the advertiser as a request only. The advertiser acknowledges that the publisher will not be held liable for any loss suffered by the advertiser as a result of the publisher's failure to place an advertisement (or any part of an advertisement) or from any error in any advertising material published.

8: At no time will any advertising agreement be contingent on the provision of editorial in the magazine by Connection Magazines.

9: The publisher reserves the right to cancel or suspend booking confirmation at any time.