



Digital Media Newsletter – the latest insight into the world of digital media





PROFILE

Digital Media is Australia's only website and newsletter dedicated to the coverage of the evolving new media landscape.

It is a weekly wrap of the major issues and breaking stories that are affecting the growth of Digital content and infrastructure industries. We report on how digital innovation and entrepreneurship are transforming the business of new media and how business is transforming society.

It delivers the latest news, insight and practical information for anyone grappling with the growth of interactive media- whether online, mobile or red button.

It's free to subscribers, informative, interactive and sent directly to your inbox.

ADVERTISING

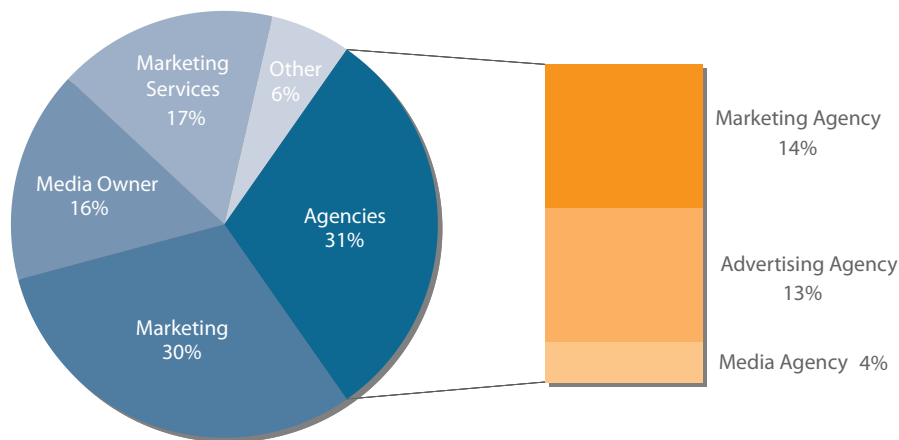
Simple and cost effective, Digital Media e-newsletter has recently been launched May 2008. Each subscriber has elected to receive the online newsletter, straight to their inbox. As a result they are more actively engaged in the content and therefore means greater exposure for advertising.

With Digital Media you can reach digital industry professionals in a product-focused direct response environment

Subscribers can use click through functions and links to access your page and/or email directing business to you. Furthermore advertisers can track the success of their online campaign with weekly statistic reports.

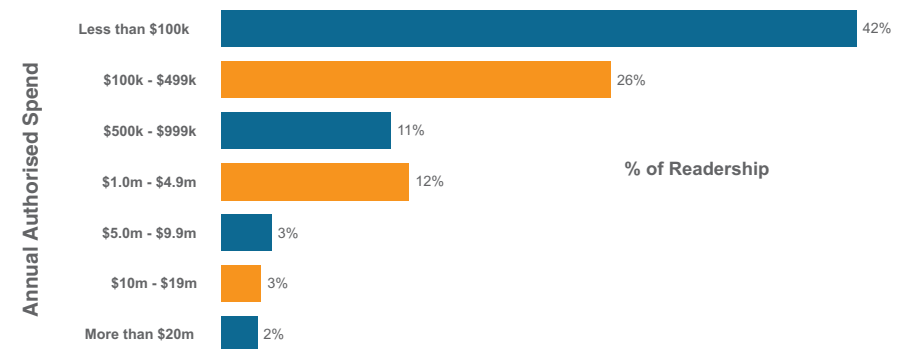
DEMOGRAPHICS

Digital Media Readers by Industry



Source: B&T Reader Survey 2007 n=425

Digital Media Readers' Purchasing Power



Source: B&T Reader Survey 2007 n=413





CONTACTS

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MATERIAL REQUIREMENTS

HTML E-MAIL

All creative must be supplied with a URL.

File can be supplied as GIF or JPEG.

Animated GIF is fine, no looping restrictions.

WEBSITE

	Rate (CPM)	Specs (pixels)	Positions
Mega Banner	\$60	728 x 90	
Island	\$80	300 x 250	

NEWSLETTER

	Specs (pixels)	Positions
Banner	468 x 60	
Tower	125 x 250	

EMAIL BLAST

Exclusive direct email marketing opportunity to our 3rd party subscribers also available.

