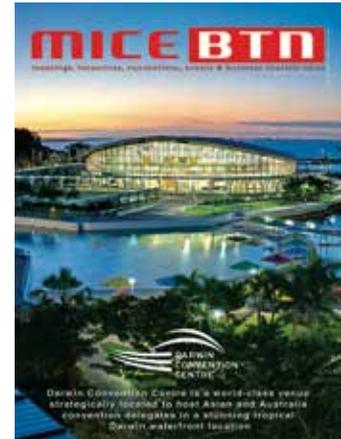
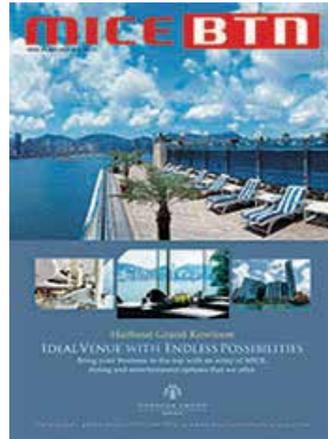
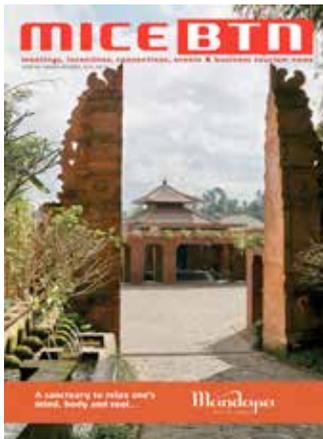
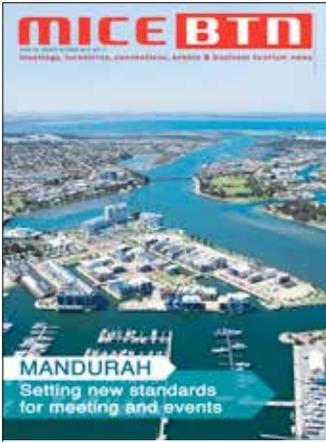


MICE BTN DIGITAL

E-ZINE, WEBSITE, E-NEWS

2016/17 media kit



Business intelligence for intelligent businesses

For Advertising, Contact: Sofia Hurd — sofia@impactpub.com.au
or micebtn@impactpub.com.au

Web: micebtn.com or impactpub.com.au/micebtn

Published by IMPACT PUBLICATIONS, PO Box 1035,
West Perth, WA, 6872 Australia. T (61) 8 9382 8388

MICEBTN

DIGITAL - VIRTUAL/PDF EDITION EACH QUARTER

The information industry changes as the internet evolves, with an increasing number of 'news' channels created.

We've changed too, over the years. We have a much-admired (and pirated) daily online news service (available in 50+ languages), a double opt-in weekly e-newsletter whose subscription list is growing, plus e-magazines available in a variety of formats including downloadable pdf files...

These can be accessed by desktop computer, tablet, smartphone, social media channels (we're also active on Facebook and Twitter). Many of our readers save stories to file or - paper lives on, just! - print them off for themselves and colleagues.

This multi-channel service is driven 24/7 by an experienced team based in several time zones, identifiable by name and proven over the years. We have a personal as well as corporate reputation and work hard not only to maintain but also strengthen it.

SAVINGS & EXPANDED DISTRIBUTION

Now we've gone entirely digital, we have been able to significantly reduce advertising costs. That means we can deliver extra value for our partners' dollars on multiple platforms, quickly reaching the targeted readers our supporters want to keep up to date.

Readership distribution has been increased to 15,000+. The magazine is sent to subscribers inboxes with links to be read in two options - PDF or virtual as well as being accessible in smart phone format.

2016/17 issue dates:

NOV FEB MAY AUG

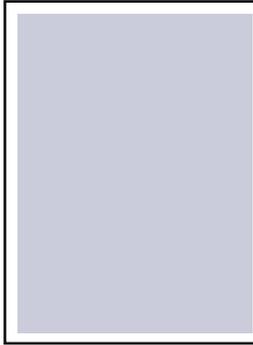
Booking deadlines:

7th of month prior to publication

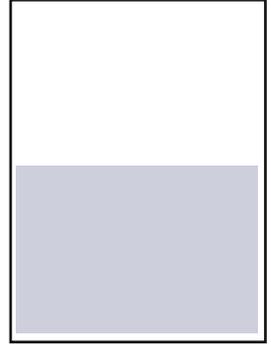
Material deadline: 15th of month prior

Material format: PDF in 200 dpi

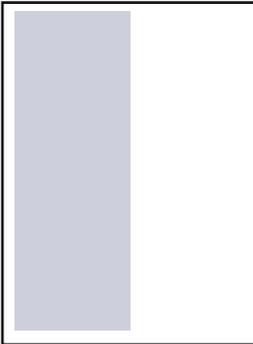
ADVERTISING RATES - preferred and favoured sizes in AUD



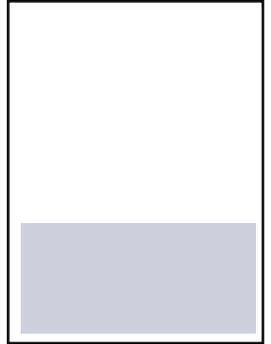
FULL PAGE COL (depth first)
Size: 305mm X 215mm (Bleed)
\$1200



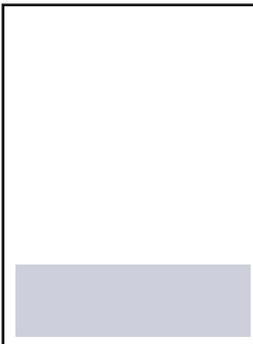
HALF PAGE COL (horizontal)
Size: 139mm X 185mm
\$795



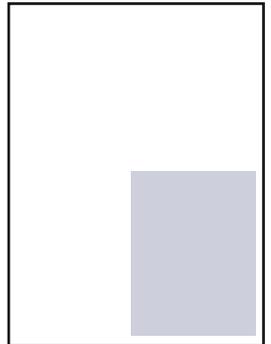
HALF PAGE COL (vertical)
Size: 260mm X 90mm
\$795



THIRD PAGE COL (horizontal)
Size: 90mm X 185mm
\$650



QUARTER PAGE COL (depth first)
Size: 70mm X 185mm
\$550



QUARTER PAGE COL
Size: 130mm X 90mm
\$550

MICEBTN

**ONLINE: DAILY - WEBSITE
WEEKLY E-NEWS**

MICEBTN ONLINE...

WEBSITE – 800,000 hits per month
E-NEWS – 15,000+ subscribers each week.

MICEBTN magazine is supported by an online digital edition on website www.impactpub.com.au/micebtn where news items are posted daily plus a weekly online newsletter, delivered to subscriber's inboxes.

With MICEBTN's online options advertisers can reach industry professionals in a product-focused direct response environment. Readers can use 'click through' functions and links to access our supporters' landing page and/or email addresses.

WEBSITE HITS: Website hits on MICEBTN average more than 800,000 hits per month with unique visitors of around 45,000.

E-NEWS - Simple and cost effective, the MICEBTN news-wire is distributed to more than 15,000+ subscribers each Friday.



COMPETITIVE ONLINE BANNER ADVERTISING RATES

E-NEWS

1 week	\$ 150
1 month	\$ 500
3 months	\$1200
6 months	\$2200
12 months	\$4000

WEBSITE

N/A	
1 month	\$ 500
3 months	\$1200
6 months	\$2200
12 months	\$3950

EXPANDED BANNER AD SIZE

BANNER SIZE: 200 X 300 pixels - width first (70mm X 105mm)

Files to be supplied in gif for E-news and Swf for website.

* Buy one online service and receive a second at 50% discount.



Special Packages for

MICEBTN MEDIA PARTNERS

DIGITAL MAGAZINE

Annual schedule:

Commit to a minimum of four FPC insertions at \$1,050 per issue (Total annual spend \$4,200) and benefit from:

- regular support editorial within the magazine issues as well as the daily MB website and weekly e-news.
- FOC banner adverts on website OR e-news for 3 months with special rate to extend.

1/2 page X four at \$700 per issue

(\$2,800 total spend)

- regular support editorial within the magazine issues as well as the daily MB website and weekly e-news.
- A FOC banner advert on website OR e-news for 2 months

EDITORIAL ONLY

MICEBTN DIGITAL MAGAZINE

ADVERTORIAL-STYLE - *your copy your images**

Costs per issue single insertion

Double page spread (DPS) \$1100.00

Full page (FPC) \$ 595.00

Half page \$ 395.00

Press releases (online website & e-news)

(applicable to non advertisers)

Single insertion \$150.00

2-3 insertions \$270.00

4-6 insertions \$500.00

* note Advertorials may be edited to meet our style and format needs.



MICEBTN CONTACTS CLASSIFIEDS

Improved, with more options ...

MICEBTN's popular Contact Classified section will move to Page 2 (inside front cover) in the MICEBTN digital magazine - making the section easier to find.

Rates have been adjusted accordingly and advertisers have the added benefit of having their websites accessible under MB's Contact Classified link at the MICEBTN website.

Size options and pricing

Cost per insertion:

50mm X 60mm - \$150
80mm X 60mm - \$250
100mm x 80mm - \$350

BONUSES

Virtual magazine option allows readers to click-through to any website or email address listed on an advertisement.

FREE link to advertisers websites on MICEBTN CONTACTS at the MB website during the period of a campaign.

Let MICEBTN create an attractive schedule that works. T: 08 9382 8388
E: micebtn@impactpub.com.au

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www.caricature.net.au

Caricatures from photos



MICEBTN

MICEBTN - Who and where we go to...

With Digital, MICEBTN readership distribution has been increased to **15,000+**. The magazine is sent to subscribers in boxes with links to be read in two options - PDF or virtual as well as being accessible in smart phone format.

BREAKDOWN BY COMPANIES

CONFERENCE 40%

PCOs (personal conference organisers), convention venues, events/exhibition organizers, tourist bureaux, venues, market research, hotels & resorts, casinos, associations, attractions, destination management companies and sporting clubs.

BUSINESS 25%

Architects, automation , banks, business councils, computer-IT companies, corporate, engineering, franchise holdings, insurance brokers, law firms, management consultants, mining companies, wine merchants.

TRAVEL & TOURISM 22%

Corporate Travel agencies, cruise operators, hotel representatives, apartment operators, rail and coach services, restaurants, training a/educational, travel & tourism companies, airlines & airports.

SUNDRY 13%

Advertising agencies, colleges, golfing, PR/marketing, government organization, individual and uncategorized.

The benefits of becoming a **MICEBTN MEDIA PARTNER**

Every day hundreds of thousands of press releases are issued by companies, governments, organisations and associations around the world. Quite probably millions.

Many are straightforward, informative and useful. Some are hype, others pompous, a few downright lies or even dangerously manipulative.

Fortunately our industry sector veers hugely towards informative, honest and helpful. Like all media organisations we welcome these releases as foundation stones for news and feature reports, along with our own research, industry contacts and hard-won knowledge/experience

But the information business has been changing as the internet matured and an increasing number of 'news' channels evolved, some of them professional and sector-specific but many simply clearing houses for bulk news on which advertising could be sold.

We've changed too, over the years. We have a much-admired (and pirated) daily online news service (available in several languages), a double opt-in weekly e-newsletter whose subscription list is growing, e-magazines available in a variety of formats including downloadable pdf files....

These can be accessed by desktop computer, tablet, phone, social media channels (we're active on Facebook and Twitter). Many of our readers save stories to file or – paper lives on, just! – print them off.

This multi-channel service is driven 24/7 by an experienced team based in several time zones, identifiable by name and proven over the years. We have a personal as well as corporate reputation and work hard at not only maintaining but also strengthening it.

Now that we've gone entirely digital, saying a slightly sad farewell to the print magazines which have remained part of the mix long beyond making economic sense, we have been able to reduce advertising costs.

That means we can deliver extra value for your dollar on multiple platforms, cutting through quickly to the people you need to keep up to date.

OK, so you have a company newsletter. A website which takes a lot of work to keep current. Social media, ditto. All good, but you need us too to deliver arm's length, credible messages that motivate current and new customers.

An annual package – as you can see from the rates within this media kit – is not only genuinely cost-effective but can also be tailored exactly to your needs.

And we'll back up every dollar of advertising with your news. We see advertisers as genuine partners – always have, always will. Just let us know what's happening and we'll do a story (or two).

With our e-books the ads live on for months – not only for the current edition but also archived editions which many people refer back to. **Click-throughs galore.**

And if you'd like us to print your press releases verbatim, we're happy to do that, too. So we've come up with a special rate which can give you coverage in all our formats. It's a bargain, adding massive value to your releases. We'll follow those up editorially, too, at no extra cost.

Thanks for considering this. We'd be delighted to discuss this personally in more detail.