

PROFILE



WEBSITE OVERVIEW

www.shippingindustry.com.au is an essential online information source for news and developments in the shipping industry.

Content includes news and developments from the shipping industry, cutting edge products and emerging trends in technological processes

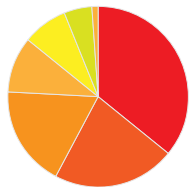
The site is updated daily with a variety of news stories, focuses on trends, product features and multimedia. Visitors also have the opportunity to post feedback to suppliers.

To further drive relevant and targeted traffic to each site, readers will have the option to subscribe to an e-newsletter delivered twice weekly.

The site targets CEO's, operational managers & coordinators of the largest container shipping companies and associated logistics companies.

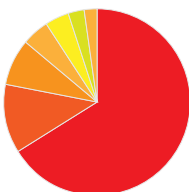
DEMOGRAPHICS

SUBSCRIBERS BY INDUSTRY



- SHIPPING COMPANIES - 36%
- PORTS AND HARBOUR SERVICES - 22%
- SHIP DESIGNER & BUILDERS - 18%
- LOGISTICS - 10%
- SHIP REPAIRS AND MAINTANCE - 8%
- RECRUITMENT - 5%
- GOVERNMENT - 1%

TRAFFIC SOURCE



- AUSTRALIA 67%
- UNITED STATES 12%
- INDIA 8%
- UNITED KINGDOM 5%
- SINGAPORE 4%
- GREECE 3%
- HONG KONG 2%

\*GOOGLE ANALYTICS

SPONSORSHIP PACKAGE

THE DISPLAY ADVERTISING PACKAGE INCLUDES:

1. One tile ad run-of-site (ROS)
2. Rotational ROS banner inventory
3. Rotational Editorial island ad inventory
4. Exclusive editorial rights (includes lead generation)
5. One tile throughout sponsorship life in weekly email newsletter
6. Rotational banner inventory throughout sponsorship life in twice weekly email newsletter



PACKAGES STARTING FROM \$1000 + GST PER MONTH

WEB SPECS

Positions	Specs (pixels)	Size	
Mega Banner	728 x 90	30 kb	
Banner	468 x 60	35 kb	
Tile	125 x 125	20 kb	
Island	300 x 250	35 kb	

MATERIAL SPECIFICATIONS

We currently support Flash player 6 or higher

**Please refer to our Spec Sheet for further details.**Please note that Microsoft Outlook 2007 users will only see frame one on animated gif files, to ensure you gain the best exposure from your advertisement, we recommend that frame one of your animated artwork includes all contact details.

CONTACT:

Vertial Online Account Manager

Jimmy Gupta

T: +61 (2) 9422 8940 M: 0421 422 722

E: jimmy.gupta@reedbusiness.com.au

PROFILE



WEBSITE OVERVIEW

www.printgraphicnews.au is an essential online source of information for the printing and graphic design industries.

Content includes news and developments in the printing sector, cutting edge products, emerging trends in technological processes and the latest print and graphic design events coverage.

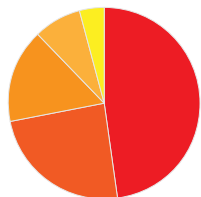
The site is updated daily with a variety of news stories, focuses on trends, product features and multimedia. Visitors also have the opportunity to post feedback to suppliers.

To further drive relevant and targeted traffic to each site, readers can subscribe to an e-newsletter delivered twice weekly.

The site targets buyers, specifiers and decision makers across the breadth of the print and graphic design industries including owners, directors, CEOs, senior technical personnel.

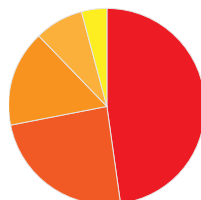
DEMOGRAPHICS

SUBSCRIBERS BY INDUSTRY



GENERAL PRINTING - 41%  
 COMMERICAL PRINTING - 22%  
 SCREEN PRINTING & GRAPHIC IMAGING - 18%  
 JOB PRINTING - 10%  
 STATIONARY & OTHER PRINTING - 9%

TRAFFIC SOURCE



NSW 48%  
 VIC 24%  
 NZ 16%  
 QLD 8%  
 SA & WA 4%

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WEBSITE OVERVIEW

www.securityindustry.com.au is an essential online source of information for the security industry news.

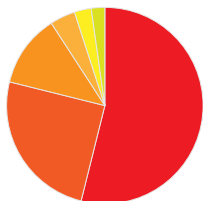
Content includes news and developments in the security sector/ IP Technology, CCTV, access control, bio-metrics IT security and detection control.

The site is updated daily with a variety of news stories, focuses on trends, product features and multimedia. Visitors also have the opportunity to post feedback to suppliers.

To further drive relevant and targeted traffic to each site, readers will have the option to subscribe to an e-newsletter delivered twice weekly. The site is targeted at buyers, specifiers and decision makers across the breadth of the security industries including owners, directors, CEOs, senior technical personnel.

DEMOGRAPHICS

TRAFFIC SOURCE



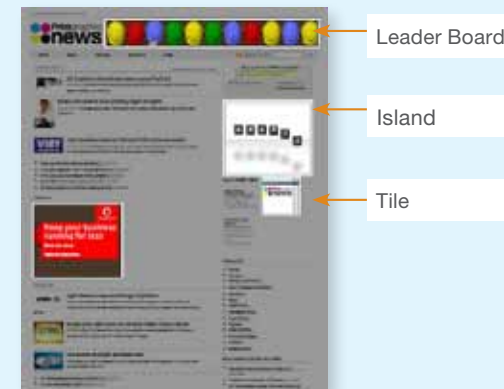
NSW	54%
VIC	25%
QLD	12%
WA	4%
SA	3%
ACT	2%

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