



LIGHTING | AUDIO | VIDEO | STAGING | INTEGRATION



MEDIA KIT

› JULY 2020 – JULY 2021

ABOUT CX NETWORK

CX Network is a trade media company for the entertainment and installation technology sectors. We produce

CX MAGAZINE

- A high-quality monthly printed trade magazine, published continuously for 30 years. Subscribers can pay for a print subscription, or read free online with registration. CX stands for technical excellence and supports its readership by championing professional development and high standards. CX is not afraid to report difficult issues, and takes the long view.
- CX Magazine features an Editorial Theme each month, allowing you to target the most relevant edition for your product or service. See our [Online Publishing Calendar](#) for all themes, material deadlines, and publishing dates.

CX NEWS

- A weekly news email to 18,000+ subscribers, keeping them informed about industry issues, breaking news, and job opportunities

CX NZ

- A monthly online-only version of CX Magazine tailored for New Zealand, with specially commissioned content, sent to an exclusive NZ database. It is published 11 times a year, with the exception of January, on the second Thursday of each month.

CXNETWORK.COM.AU

- Our news and content website, constantly updated with exclusive original material and news from our partners. It runs an active job listings board, which is supported by promotion in the weekly CX News email
- cxnetwork.com.au also hosts our vast archive of published magazines, dating back to the early 1990s, is searchable and downloadable for registered members. It is a valuable reference tool for the industry as a whole

CX SOCIAL

We communicate with our 100% organically grown [Facebook](#) and [LinkedIn](#) audiences to inform and entertain, promote CX Magazine and our advertising partner's posts, and to drive traffic to cxnetwork.com.au. Facebook remains our largest audience and source of web referrals with just under 8,000 following and interacting regularly.



CX REACH

WHO IS OUR AUDIENCE?



INDUSTRY

AV	32%
Other*	26%
Sound	23%
Lighting	18%

*typically Audio/Lighting/Staging



WORKPLACE

Other*	27%
Production Supply	19%
Corporate	15%
Conventions & Exhibitions	13%
Theatre	13%
Education	8%
Worship	5%

*typically Audio/Lighting/Staging



EMPLOYMENT TYPE

Permanent	67%
Freelance	11%
Other*	9%
Perm/Casual	7%
Casual	7%

*typically self employed



ANNUAL SPENDING

Up to \$10K	11%
\$10K - \$49K	14%
\$50K - \$99K	11%
\$100K - \$499K	15%
Over \$500K	15%



CX MAGAZINE

in print monthly: 2,400 copies
reach 6,000+ readers



CX NEWS

is emailed to 18,000+ recipients
each Wednesday. Open rates are
an industry leading 25-30%



CXNETWORK.COM.AU

has over 40,000
impressions monthly



CX FACEBOOK AND LINKEDIN

generates at least 50,000
impressions monthly

WORK WITH CX

HOW TO WORK WITH CX NETWORK TO PROMOTE YOUR BUSINESS

Advertising opportunities are available in all our printed and digital products, on a casual or contracted basis. Businesses that enter into a 12-month contract to advertise across any or all platforms enjoy additional benefits including

- access to editorial creation services
- preferential placement of press releases and news stories
- access to our 'How To' product tutorials and 'Road Test' professional product reviews

12 MONTH ADVERTISING CONTRACTS – OUR 'UNIT BUNDLE' SYSTEM FOR CROSS-PLATFORM AND DEMAND-BASED FLEXIBILITY!

Contracted advertisers have the option to enter into one of our 'Unit Bundle' contracts. Put simply, we create a custom package for your business that bills you a fixed amount per month in exchange for a set amount of advertising that can be used at any time over the 12-month period.

For example, your business may choose to run a full page ad about a new product in CX Magazine one month, do nothing for the next two months, then run editorial and ads in every edition of CX News and on the web the month after to promote a sale or event. This system provides flexibility and guaranteed exposure without the obligation to produce artwork and ads every month regardless of business activity.

Contact jason@vcscreative.com or on +61 (0) 407 735 920 to discuss tailoring a package that suits your business needs, advertising style, and editorial content.

CX156 | MARCH 2020 \$7.50AU

CX

LIGHTING | AUDIO | VIDEO | STAGING | INTEGRATION

ON TOUR

MUSE, BJÖRK, HUGH JACKMAN, AND PENDULUM

THE ENTECH ISSUE

YOUR FULL 12 PAGE GUIDE TO ENTECH ROADSHOW INSIDE!

NEWS

- CMG's new touring arm buys Meyer Sound LEO
- ALIA FireAid raises \$60K!
- PAVT ends 28 year relationship with ClearOne
- ChamSys for Resolution X

REGULARS

- Listen Here: Andy Stewart
- Jenny Barrett covers NZ
- John O'Brien – Industry Insider
- Tech Talk with Simon Byrne
- Dunc's World by Duncan Fry

ROAD TEST

EAW Radius
Shure TwinPlex

ROADSKILLS

Michael Bublé
Cold Chisel

VIOX 205

60" x 60" 100" x 100"

THE MULTIPURPOSE POINT-SOURCE

NAS nas.solutions

dBTechnologies

CX MAGAZINE ADVERTISING RATES

CX Magazine (Australia) is published every month except January - 11 x a year.

SIZE	1X	4X	8X	11X
Double Page Spread	4,900	4,700	4,500	4,350
Full Page	3,114	2,958	2,810	2,529
Half Page Horizontal	1,916	1,820	1,729	1,556
Half Page Vertical	1,916	1,820	1,729	1,556
Third Page Horizontal	1,317	1,251	1,188	1,069
Third Page Vertical	1,317	1,251	1,188	1,069
Quarter Page	1,019	968	919	827
Quarter Page Strip	1,019	968	919	827
One Eighth Page	790	750	710	690

PREMIUM POSITIONS - CONTRACTED ADVERTISERS ONLY	11X
Quarter strip COVER	3,500
Inside front cover	4,000
Inside back cover	2,900
Back cover	3,700



For editorial creation, or inclusion of existing editorial material, contact jason@vcscreative.com or +61 (0) 407 735 920 for a custom quotation

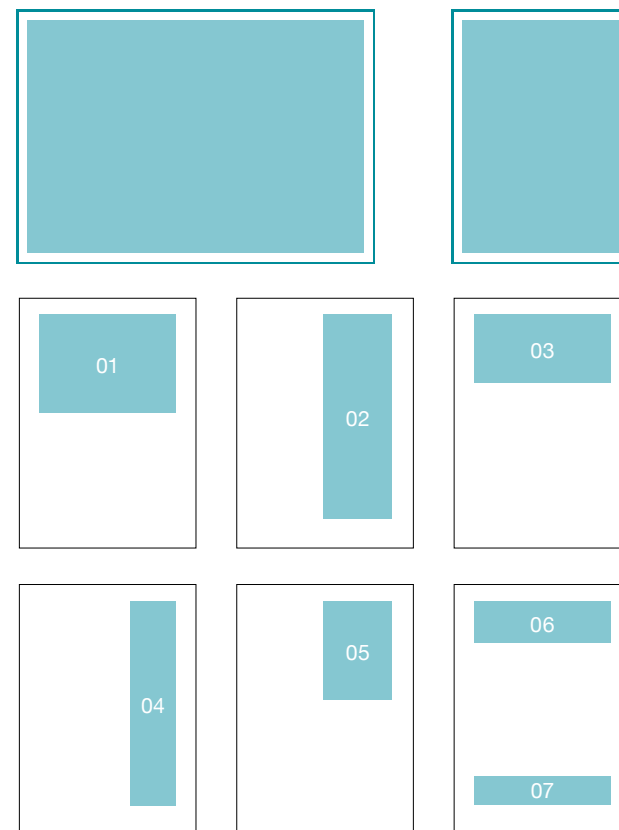
Prices are in Australian Dollars, and subject to + 10% Goods and Services Tax for Australian customers.

AD SPECIFICATIONS

CX Magazine is published monthly, February to December inclusive. The digital edition goes live at www.cxnetwork.com.au/cx-magazine/ on the first day of the month, with print copies in the post a day or two later.

The deadline for booking both adverts and editorial falls on the 15th of each month (or the Friday beforehand if the 15th is on the weekend). Refer to our [Online Publishing Calendar](#) for every editorial theme, deadline, and publishing date

SIZE	TRIM	BLEED 	TEXT AREA/IMAGE 
Double page spread	420mm x 297mm	426mm x 303mm	400mm x 277mm
Full page	210mm x 297mm	216mm x 303mm	190mm x 277mm
1/2 page horizontal (01)	180mm x 130mm		
1/2 page vertical (02)	90mm x 270mm		
1/3 page horizontal (03)	180mm x 90mm		
1/3 page vertical (04)	60mm x 270mm		
1/4 page box (05)	90mm x 130mm		
1/4 page strip (06)	180mm x 55mm		
1/8 page (07)	180mm x 38mm		



EDITORIAL THEMES

CX MAGAZINE EDITORIAL THEMES – JULY 2020 TO JULY 2021

Each edition of CX Magazine has an editorial theme to inspire our contributors and give advertisers the best ROI for their advertising dollar. Please be aware that, under exceptional circumstances only (such as the COVID-19 emergency), we may change the theme at short notice to reflect current events. Our [Online Publishing Calendar](#) will be kept up-to-date with any changes

ISSUE	THEME
CX159 July 2020	Budget
CX160 August 2020	Homegrown
CX161 Sept 2020	Wireless
CX162 Oct 2020	Premium
CX163 Nov 2020	Integration
CX164 Dec 2020/Jan 2021	Lighting
CX165 Feb 2021	Automation
CX166 March 2021	ENTECH
CX167 April 2021	Creative
CX168 May 2021	Mixing
CX169 June 2021	Projection
CX170 July 2021	Communications



DIGITAL ADVERTISING RATES

CX NZ ADVERTISING RATES

CX NZ is the online only version of CX Magazine, made for our New Zealand audience. It features specially commissioned NZ content, articles and press from the NZ market, and is sent to NZ customers only.

CX NZ - ADVERTISING RATES	SIZE (W x H)	1X	3X	6X	12X
Banner at top of CX NZ email	600 x 60px	\$490	\$465	\$442	\$420
Banner lower in CX NZ email	600 x 60px	\$290	\$275	\$261	\$248
Square ad in body of CX NZ email	260 x 260px	\$290	\$181	\$172	\$163
Tall ad in body of CX NZ email	260 x 600px	\$490	\$465	\$442	\$420
Leaderboard on cxnetwork.com.au on NZ stories only	728 x 90px	\$170	\$161	\$153	\$146
Square ad on cxnetwork.com.au on NZ stories only	260 x 260px	\$130	\$123	\$117	\$111

Prices are per edition and are in Australian Dollars, and subject to + 10% Goods and Services Tax for Australian customers.

CX NEWS

The weekly CX News email is sent out at 12 p.m. each Wednesday to 18,000+ subscribers, with an annual hiatus between the last week before Christmas and the third week of January.

CX NEWS	SIZE (W x H)	WEEKLY	MONTHLY (X 5 WEEKS)
Banner at top of email	600 x 60 pixels	\$500	\$1,700
Banner in lower positions	600 x 60 pixels	\$290	\$950
Square ad in message body	260 x 260 pixels	\$190	\$600
Tall rectangular ad in message body	260 x 600 pixels	\$500	\$1,700
Video Link with Image	260 x 260 pixels	\$650	\$2,000
Premium job ad (text plus image)	-	\$150	\$550
Editorial	contact us for a custom quotation		

Prices are in Australian Dollars, and subject to + 10% Goods and Services Tax for Australian customers.

CXNETWORK.COM.AU

cxnetwork.com.au is the online home for CX Magazine, its vast archive of all back issues, an active jobs board, news, exclusive content, and industry history. Average unique visits are 40,000 per month, and extensive metrics and reporting is available for all ad placements.

CXNETWORK.COM.AU	SIZE (W x H)	MONTHLY (CALENDAR MONTH)
Leaderboard	728x 90 pixels	\$170
Sidebar/page body	260 x 260 pixels	\$130

Prices are in Australian Dollars, and subject to + 10% Goods and Services Tax for Australian customers.



LIGHTING | AUDIO | VIDEO | STAGING | INTEGRATION

CONTACT US

For all enquiries, please contact owner and publisher
Jason Allen at jason@vcscreative.com or on +61 (0) 407 735 920

CX Network is owned and operated by:
VCS Creative Publishing Pty Ltd
PO Box 1045
Ascot Vale, VIC, 3032
Australia