

INTEGRATION | AUDIO | LIGHTING | VIDEO | STAGING



# MEDIA KIT

FEB 2002  
- JUNE 2023



# 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 31 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](#), [Instagram](#) 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.





## WHO IS OUR AUDIENCE?



### INDUSTRY

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

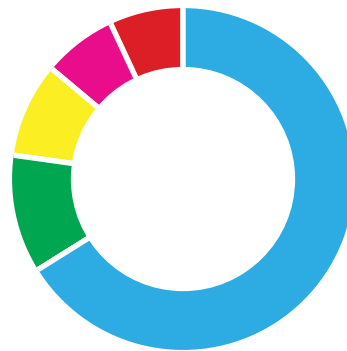
\*typically Audio/Lighting/Staging



### 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 7,200+ 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,  
INSTAGRAM 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 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](mailto: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.



# 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](mailto:jason@vcscreative.com) or +61 (0) 407 735 920 for a custom quotation

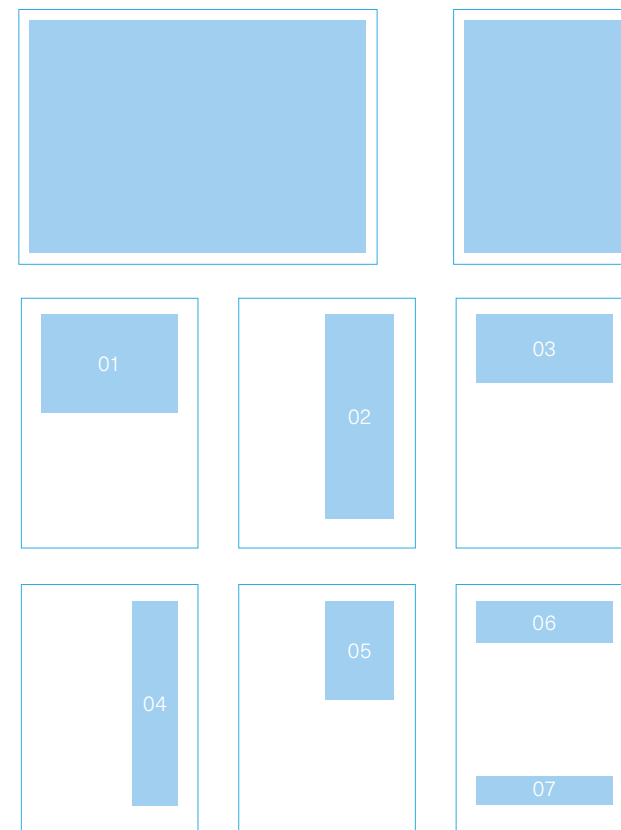
Prices are in Australian Dollars, and subject to + 10% Goods and Services Tax for Australian customers.

# AD SPECIFICATIONS

CX Magazine is published monthly, February to December inclusive. The digital edition goes live at [www.cxnetwork.com.au/cx-magazine/](http://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

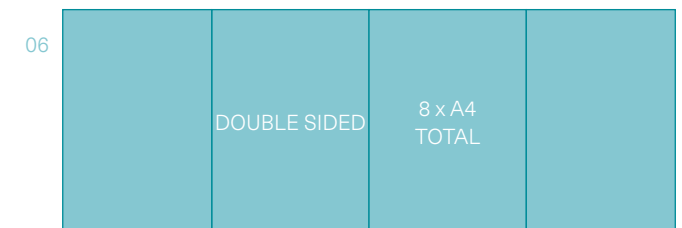
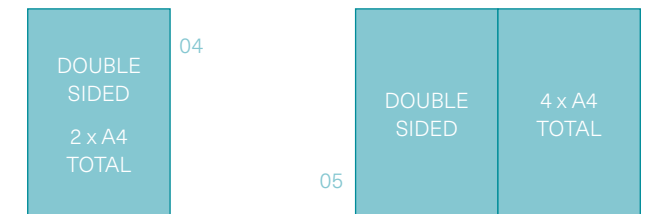
SIZE	TRIM	BLEED	TEXT AREA/IMAGE
Double page spread	420mm x 297mm	426mm x 303mm	400mm x 277mm
Full page	210mm x 297mm	216mm x 303mm	190mm x 277mm
1/2 page horizontal (01)	180mm x 130mm		
1/2 page vertical (02)	90mm x 270mm		
1/3 page horizontal (03)	180mm x 90mm		
1/3 page vertical (04)	60mm x 270mm	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



# SPECIALITY ADS

SIZE	TRIM	PRICE
Two-page inside gatefold cover (front) (01)	OBC 210mm + Spine 4mm + OFC 208mm + Flap 197mm	\$5,000
Two-page inside gatefold cover (rear) (02)	Flap 197mm + OBC 208mm + Spine 4mm + 210mm	\$5,000
Two page Centrefold (03)	Trim – 297 x 615mm (Open) 297 x 208/197/210 (Folded)	\$5,000
Two page Centrefold w/ pull-out perforation	As above, but Perf needs to be 10mm from spine	\$5,500
Two page insert (one double sided page) randomly inserted into magazine (04)	280 x 190mm	\$3,500
Four page insert (one A3 folded in half) randomly inserted into magazine (05)	280 x 380mm (Open) 280 x 190mm (Folded)	\$4,500
Eight Page Double Gatefold Bound Insert (06)	297 x 810mm (Open) 297 x 197/208/208/197mm	\$6,000

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





# EDITORIAL THEMES

## CX MAGAZINE EDITORIAL THEMES - MARCH 2021 TO JUNE 2022

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
CX179 April 2022	Audio
CX180 May 2022	Wireless
CX181 June 2022	Network
CX182 July 2022	Virtual
CX183 August 2022	Artistic
CX184 September 2022	Installation
CX185 October 2022	ENTECH
CX186 November 2022	Disruptive
CX187 December 2022	Lighting
CX188 February 2023	Reliable
CX189 March 2023	Control
CX190 April 2023	Creative
CX191 May 2023	Retro
CX192 June 2023	Future





# 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
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

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## 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
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.

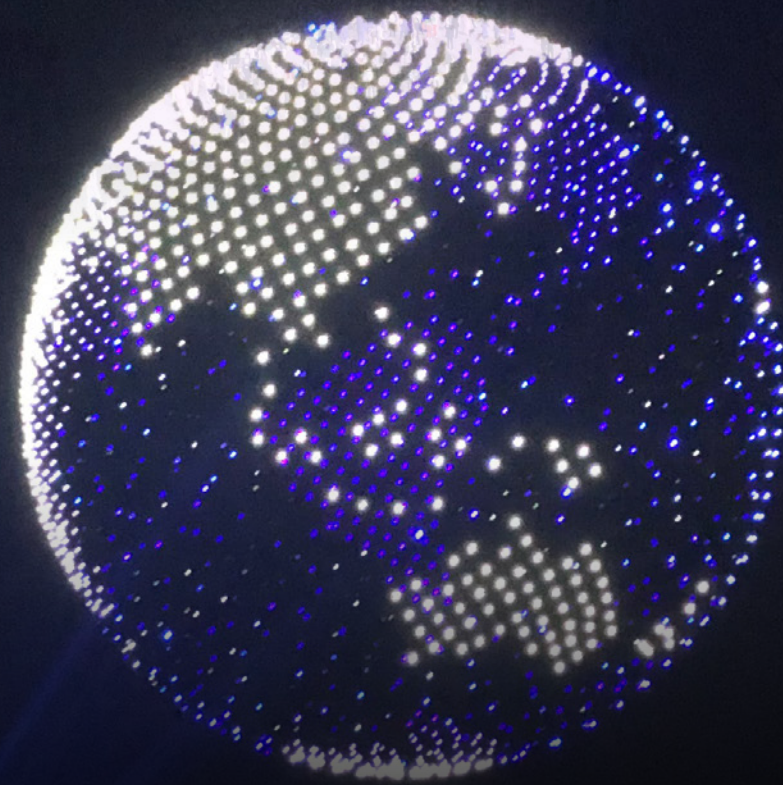
## CXNETWORK.COM.AU

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.

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## CONTACT US

For all enquiries, please contact owner and publisher  
Jason Allen at [jason@vcscreative.com](mailto: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