



CX Network Media Kit



Digital + Print
August 2019 – August 2020



Fast facts

CX NETWORK IS:

CX Magazine

- Quality print Magazine monthly
- Online version monthly
- View on your chosen device

CX Online [Digital]

- 2 big traffic websites
- CX News email newsletter weekly
- 500,000+ page views annually

ENTECH On Tour

- Every Summer
- Every major city
- Pop-up' tradeshow
- Ultimate networking

Fast contacts

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Publisher

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For 27 years CX has reported on technology and issues behind live production and installation.

About CX

Reaching the majority of the market every week, CX is a print and digital magazine with a network of websites - backed by social media. Each month our print and digital magazine sets the agenda.

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 Network Reach

Print monthly: 2,400 copies reach 6,000+ readers

CX Online is emailed to 18,000+ recipients

Websites have over 40,000 impressions monthly

CX News email goes to over 18,000 people weekly

CX Facebook has at least 50,000 reach monthly

Bundle saver

This gives ultimate flexibility, since many campaigns start late and our deadlines are now daily. You can run what you need.

- Commit to a fixed monthly spend for 12 months
- Buy any product as required
- Enjoy a negotiated discount rate on all products
- At the end, we settle the account
- Budget your monthly spend with certainty
- We give you spend alerts if your spend is trending larger than the average
- Lock up your media costs for 12 months

Why CX?

We are one network covering one industry, presenting media to our viewers on platforms relevant to them.

CX Magazine - Print is paid circulation, one of the few trade magazines worldwide that is sold on subscription. Online is viewed free at www.cxnetwork.com.au

CX Online is a carefully curated collection of websites designed for continual engagement.

Facebook and EDM campaigns direct our audience to breaking news, reviews and issues.

CX Advertising Rates

CX (Australia and New Zealand) is published every month (except January).
11 x year. Print and online.

Prices in Australian Dollars, and subject to + 10% goods and services tax to be added.

SIZE	1X	4X	8X	11X
Double page spread	4,900	4,700	4,500	4,340
Full page	3,114	2,958	2,810	2,529
1/2 page horizontal	1,916	1,820	1,729	1,556
1/2 page vertical	1,916	1,820	1,729	1,556
1/3 page horizontal	1,317	1,251	1,188	1,069
1/3 page vertical	1,317	1,251	1,188	1,069
1/4 page	1,019	968	919	827
1/4 page strip	1,019	968	919	827
1/8 page	790	750	710	690

Contract

	11X
Quarter strip COVER	3,500
Inside front cover	4,000
Inside back cover	2,900
Back cover	3,700

Editorial opportunities

'How To' guides - instructional pieces on your equipment or service, with your branding, written by your product experts or by arrangement with CX. **FREE** to advertisers with 12 month contracts. Casual rates:

	1X	4X	8X	11X
Per page	3,114	2,958	2,810	2,529

Online

	Size	Web, per month	CX News, per week	CX News, per month
Leaderboard (CX News)	600 x 60 px		290	950
Leaderboard (web)	728 x 90 px	170		
Medium Rectangle	260 x 260 px	130	190	650
EDM Top	600 x 60 px		500	1,700
EDM Tall	260 x 600 px		500	1,700
EDM Video Link w/Image	260 x 260 px		650	2000
EDM Premium job ad			150	550
Editorial in EDM			Contact us	Contact us

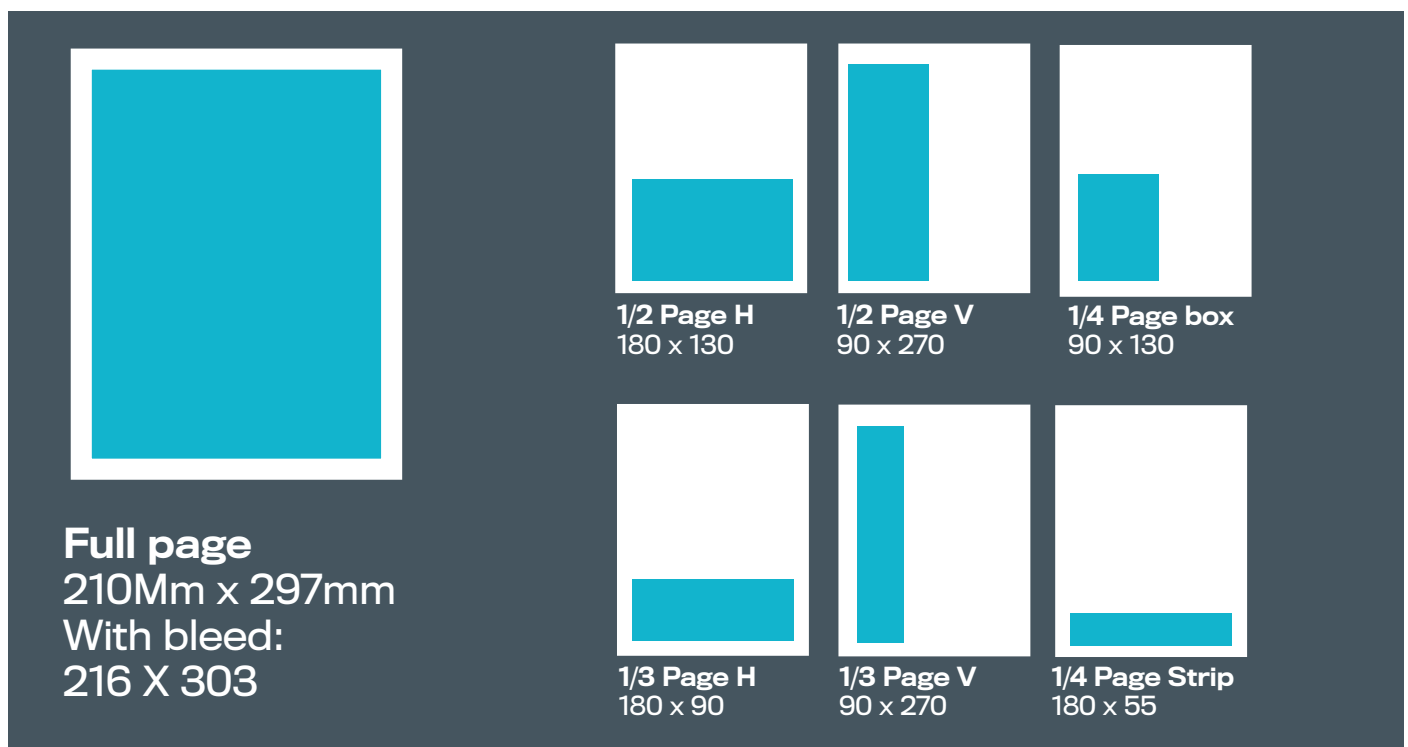
CX Specifications

- Monthly February to December
- Published first day of the month
- Booking deadline one month prior
- Art deadline 7th day of month prior

Width mm x Height mm

Supply All Art with Crop Marks & minimum 3mm bleed (Classifieds excluded)

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	180mm x 130mm		
1/2 page vertical	90mm x 270mm		
1/3 page horizontal	180mm x 90mm		
1/3 page vertical	60mm x 270mm		
1/4 page box	90mm x 130mm		
1/4 page strip	180mm x 55mm		
1/8 page	180mm x 38mm		



Editorial Calendar

Each issue of CX Magazine is themed to inspire our editorial staff and assist our advertisers get maximum ROI.

Not all content in the magazine has to conform to that month's theme, but a significant proportion of it will. Each theme is a keyword that can be interpreted many ways. Here's the rundown for 2019-2020.

AUG 2019

- Video

SEPT 2019

- Installation

OCT 2019

- Projection

NOV 2019

- Communications

DEC 19/JAN 2020

- Recording

FEB 2020

- Collaboration (promote your involvement in ENTECH Australia in this issue)

MARCH 2020

- ENTECH (this edition will be current as ENTECH Australia tours)

APRIL 2020

- Support

MAY 2020

- Wireless

JUNE 2020

- Supply

JULY 2020

- Mixing

AUG 2020

- Lighting



Advertising order

Julius Media Group Pty Ltd ACN 134 170 460
Post: Locked Bag 30 Epping NSW 1710 Australia
Office: 108 Palmer street Balmain NSW 2042 Australia
Phone: +61 408 498 180 email: steve@juliusmedia.com www.juliusmedia.com

Company

Name of representative

Billing addresss

Phone

Email

Agreed placements

.....

.....

Agreed rates

.....

.....

Included

Not included

Other

(ONLINE Advertising, Bandwidth pg.4: please nominate target time online, min 1 week, max 1 month)

Conditions of advertising placement*

1. Publisher reserves the right to refuse to place or run any advert that may breach any Australian law or attract adverse action or any advert which does not meet the CX definition of industry common standard. All rights must be obtained by advertiser with copyright release for any third party images or vision or endorsement. Publisher not liable for action brought by third parties as a result of advertisements. **2.** Company/entity (above) undertakes to place advertising as nominated on this agreement. **3.** Where less advertising is placed, and where a lower rate per advert is charged based on advertising volume ordered here, a price adjustment upwards to the prevailing rate may be made. **4.** If advertising artwork not received by deadline, publisher reserves right to repeat previous artwork or to charge the placement if run without artwork. **5.** Company/entity agrees to pay for advertising within Julius Media Group Pty Ltd standard terms of account.*Customer agrees to these Conditions of placement:

Signed

Date