

INTEGRATION | AUDIO | LIGHTING | VIDEO | STAGING



**MEDIA
KIT**

**FEB 2023
- JULY 2024**



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 32 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 over 8,000 following and interacting regularly.





WHO IS OUR AUDIENCE?



INDUSTRY

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

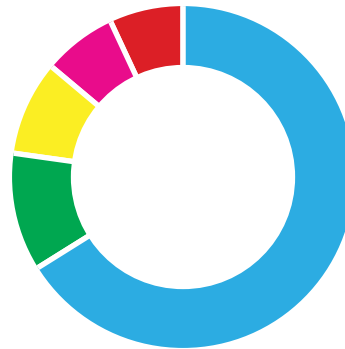
*typically Audio/Lighting/Staging



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 of advertising and content creation 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

CX CX100 / MAY 2022 / \$10.00AU

NEWS
SIX TO TOUR
The British musical SIX to tour Australia with Chameleon Rig

INTEGRATION / AUDIO / LIGHTING / VIDEO

THEATRE
MUSIC OF THE NIGHT
Handa Opera on Sydney Harbour

THE WIRELESS ISSUE

AROUND THE GROUNDS WITH PRM
THE P.A. PEOPLE AT NATIONAL DAY 50 UAE
EASY RIDING WITH RIEDEL
CUTTING THE CORD FOR RIGGING

Regulars
/ Andy Stewart's Listen Here
/ Jenny Barrett covers NZ
/ John O'Brien's Backstage
/ Brian Coleman: The Gaffa Tapes
/ Tech Talk

News
/ PremiAir Racing chooses D2N Technology Solutions
/ JBL announce surprise, retroactive 7-year warranty
/ Omegatech Deliver Stability and Reassurance
/ Elite MegaPointe Investment

Road Test
/ Shure SLX-D

JBL INTRODUCING **EON700** SERIES
MAXIMUM PERFORMANCE

ICONIC ACOUSTICS. SUPERIOR SOUND.
Experience the next generation innovation with the new JBL EON700 series with mixing technology supplied by Soundcraft, dbx DriveRack and JBL Pro Connect app control. Learn more at cml.com.au/jbl-eon-700.

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WARRANTY

ADVANCED JBL ACOUSTICS | MAX POWER (up to 1500 watts) | BLUETOOTH 5.0 STREAMING | PROCONNECT APP CONTROL | INTUITIVE LCD DISPLAY

Cmi Music & Audio
For more information, contact the CMI Audio Solutions team.
e. audio@cml.com.au
p. (03) 9315 2244

CX MAGAZINE ADVERTISING RATES

CX Magazine (Australia) is published every month except January - 11 x a year. All prices are inc GST

SIZE	1X	4X	8X	11X
Double Page Spread	5,659.50	5,428.50	5,197.50	5,024.25
Full Page	3,596.67	3,416.49	3,245.55	2,921.00
Half Page Horizontal	2,212.98	2,102.10	1,997.00	1,797.18
Half Page Vertical	2,212.98	2,102.10	1,997.00	1,797.18
Third Page Horizontal	1,521.14	1,444.91	1,372.14	1,234.70
Third Page Vertical	1,521.14	1,444.91	1,372.14	1,234.70
Quarter Page	1,176.95	1,118.04	1,061.45	955.19
Quarter Page Strip	1,176.95	1,118.04	1,061.45	955.19
One Eighth Page	912.45	866.25	820.05	796.95

PREMIUM POSITIONS - CONTRACTED ADVERTISERS ONLY	11X
Quarter strip COVER	4042.50
Inside front cover	4620.00
Inside back cover	3349.50
Back cover	4273.50

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

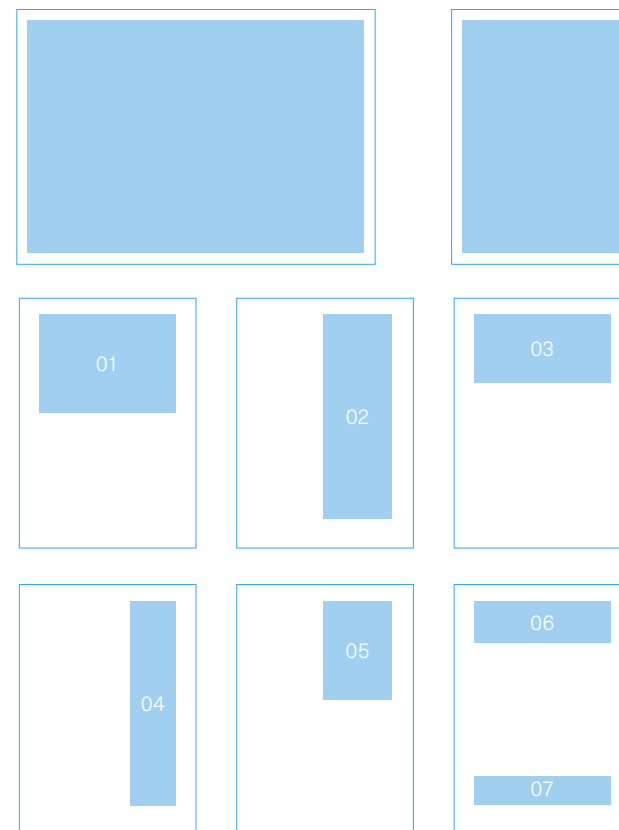
Prices are in Australian Dollars, and include the 10% Australian Goods and Services Tax

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

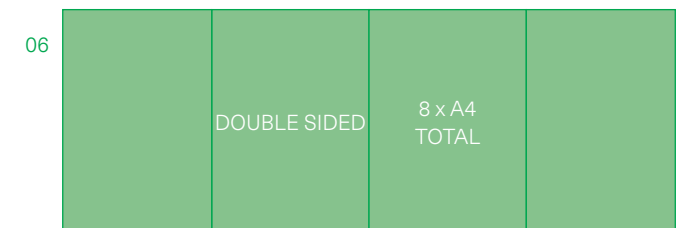
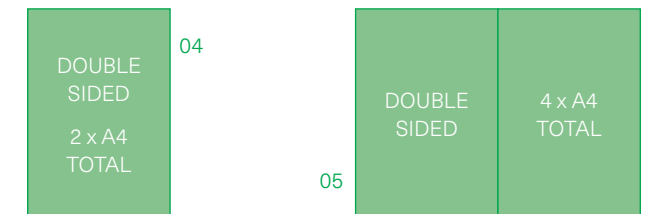
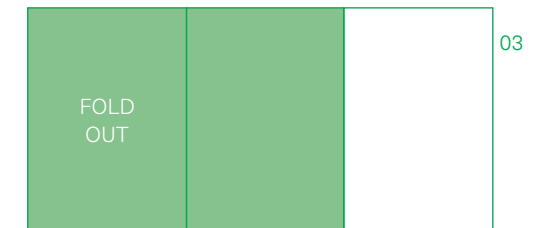
SIZE	TRIM	BLEED	TEXT AREA/IMAGE
Double page spread	420mm x 297mm	426mm x 303mm	400mm x 277mm
Full page	210mm x 297mm	216mm x 303mm	190mm x 277mm
1/2 page horizontal (01)	180mm x 130mm		
1/2 page vertical (02)	90mm x 270mm		
1/3 page horizontal (03)	180mm x 90mm		
1/3 page vertical (04)	60mm x 270mm	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



SPECIALITY ADS

SIZE	TRIM	PRICE
Two-page inside gatefold cover (front) (01)	OBC 210mm + Spine 4mm + OFC 208mm + Flap 197mm	5,775.00
Two-page inside gatefold cover (rear) (02)	Flap 197mm + OBC 208mm + Spine 4mm + 210mm	5,775.00
Two page Centrefold (03)	Trim – 297 x 615mm (Open) 297 x 208/197/210 (Folded)	5,775.00
Two page Centrefold w/ pull-out perforation	As above, but Perf needs to be 10mm from spine	6,352.50
Two page insert (one double sided page) randomly inserted into magazine (04)	280 x 190mm	4,042.50
Four page insert (one A3 folded in half) randomly inserted into magazine (05)	280 x 380mm (Open) 280 x 190mm (Folded)	5,179.50
Eight Page Double Gatefold Bound Insert (06)	297 x 810mm (Open) 297 x 197/208/208/197mm	6,930.00

* 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
CX188 February 2023	Reliable
CX189 March 2023	Control
CX190 April 2023	Creative
CX191 May 2023	Retro
CX192 June 2023	Future
CX193 July 2023	Corporate
CX194 August 2023	Integrate - promote your stand at Integrate Expo
CX195 Sept 2023	Video
CX196 Oct 2023	ENTECH - promote your stand at ENTECH Roadshow
CX197 Nov 2023	Theatre
CX198 Dec 2023	Rental
CX199 Feb 2024	Venue
CX200 March 2024	People
CX201 April 2024	Installation
CX202 May 2024	Communications
CX203 June 2024	Lighting
CX204 July 2024	Projection



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	514.50	488.25	464.10	441.00
Banner lower in CX NZ email	600 x 60px	304.50	288.75	274.05	260.40
Square ad in body of CX NZ email	260 x 260px	304.50	190.05	180.60	171.15
Leaderboard on cxnetwork.com.au on NZ stories only	728 x 90px	178.50	169.05	160.65	153.30
Square ad on cxnetwork.com.au on NZ stories only	260 x 260px	136.50	129.15	122.85	116.55

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	577.50	1,963.50
Banner in lower positions	600 x 60 pixels	334.95	1,097.25
Square ad in message body	260 x 260 pixels	219.45	693.00
Video Link with Image	260 x 260 pixels	750.75	2,310.00
Premium job ad (text plus image)	-	577.50	1,963.50
Editorial	contact us for a custom quotation		

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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	196.35
Sidebar/page body	260 x 260 pixels	150.15

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INTEGRATION | AUDIO | LIGHTING | VIDEO | STAGING



WOMADELAIDE
- THE WORLD'S FESTIVAL -

CONTACT US

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