

INTEGRATION | AUDIO | LIGHTING | VIDEO | STAGING



MEDIA KIT

MARCH 2025
- JULY 2026

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 34 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 15,000+ 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.

CX REACH

WHO IS OUR AUDIENCE?



INDUSTRY

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

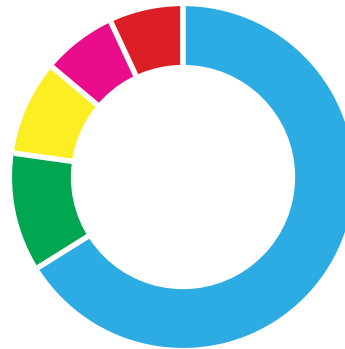
*typically Audio/Lighting/Staging



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 7,200+ readers



CX NEWS
is emailed to 15,000+ 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

CX210 / FEBRUARY 2023 / \$10.00 AU

EXPO
The NAMM Show

INTEGRATION / AUDIO / LIGHTING / VIDEO / STAGING

VIDEO
ANYMA
GENSYS, MELBOURNE

LIVE
COLD CHISEL
Cold Chisel's 50th Anniversary Tour

News

- / Vale Trant Barclay
- / New L-Acoustics K2 system at BOSC
- / Brisbane Sound Group showcases VuePix linked screens
- / Steve Grimes joins Design Quotient
- / LSC's UNITY installed at Canberra Theatre
- / ENTECH Regional 2023 Cancelled
- / Pioneer Australia New Lighting Hub

INSTALLATION
THE PLAZA HOTEL

LIVE LIVE
CROWDED HOUSE SHURE WMAS
The Gravity Stairs Tour Debuts in NSW

INTERNATIONAL
INTERPOL ON TOUR
Ed Warren's lighting is a work of modern art

Regulars

- / Andy Stewart's Listen Here
- / Jerry Barrett in NZ
- / Backstage with John O'Brien
- / Brian Coleman's The Guffa Tapes

RoadTest
/ ChanSys Quick Q 20

The new cardioid way.
Next level.
Scaled down.

d&b
audiotechnik

More art. Less noise.

NAS
VIC: (03) 8756 2000
NSW: (02) 9998 0670
sales@nas.solutions
www.nas.solutions

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	\$5,829	\$5,591	\$5,353	\$5,175
Full Page	\$3,705	\$3,519	\$3,343	\$3,009
Half Page Horizontal	\$2,279	\$2,165	\$2,057	\$1,851
Half Page Vertical	\$2,279	\$2,165	\$2,057	\$1,851
Third Page Horizontal	\$1,567	\$1,488	\$1,413	\$1,272
Third Page Vertical	\$1,567	\$1,488	\$1,413	\$1,272
Quarter Page	\$1,212	\$1,152	\$1,093	\$984
Quarter Page Strip	\$1,212	\$1,520	\$1,093	\$984
One Eighth Page	\$939	\$892	\$845	\$820

PREMIUM POSITIONS - CONTRACTED ADVERTISERS ONLY	11X
Quarter strip COVER	\$4,164
Inside front cover	\$4,759
Inside back cover	\$3,450
Back cover	\$4,402



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

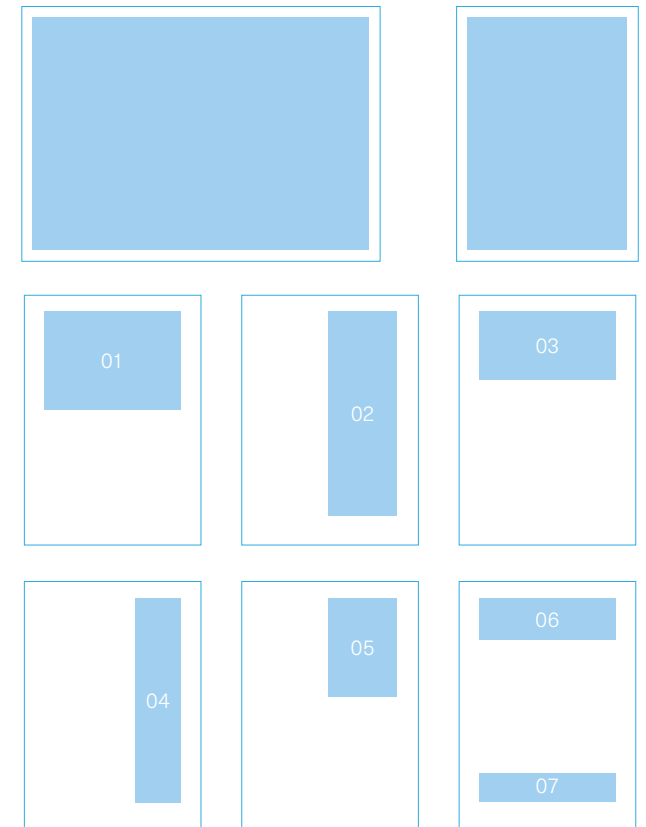
Prices are in Australian Dollars, and include the 10% Australian Goods and Services Tax

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

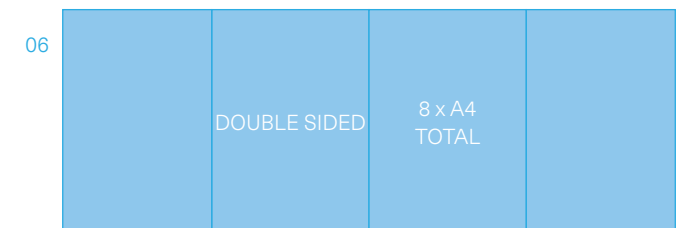
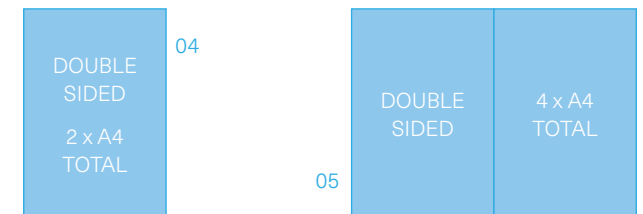
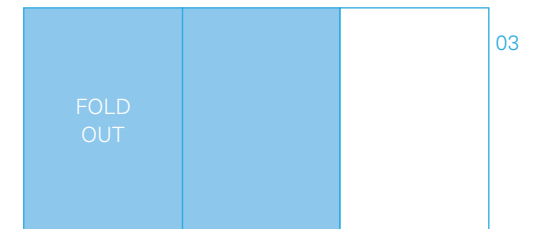
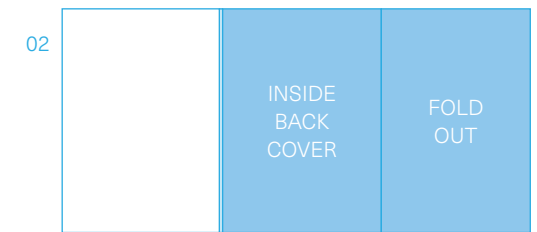
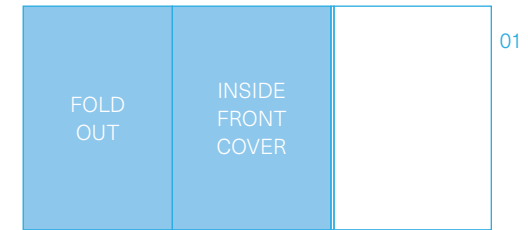
SIZE	TRIM	BLEED 	TEXT AREA/IMAGE 
Double page spread	420mm x 297mm	426mm x 303mm	400mm x 277mm
Full page	210mm x 297mm	216mm x 303mm	190mm x 277mm
1/2 page horizontal (01)	180mm x 130mm		
1/2 page vertical (02)	90mm x 270mm		
1/3 page horizontal (03)	180mm x 90mm		
1/3 page vertical (04)	60mm x 270mm		
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	\$5,948
Two-page inside gatefold cover (rear) (02)	Flap 197mm + OBC 208mm + Spine 4mm + 210mm	\$5,948
Two page Centrefold (03)	Trim – 297 x 615mm (Open) 297 x 208/197/210 (Folded)	\$5,948
Two page Centrefold w/ pull-out perforation	As above, but Perf needs to be 10mm from spine	\$6,543
Two page insert (one double sided page) randomly inserted into magazine (04)	280 x 190mm	\$4,164
Four page insert (one A3 folded in half) randomly inserted into magazine (05)	280 x 380mm (Open) 280 x 190mm (Folded)	\$5,353
Eight Page Double Gatefold Bound Insert (06)	297 x 810mm (Open) 297 x 197/208/208/197mm	\$7,138

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



EDITORIAL THEMES

CX MAGAZINE EDITORIAL THEMES - MAY 2024 TO JUNE 2025

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
CX211 March 2025	People
CX212 April 2025	International
CX213 May 2025	Local
CX214 June 2025	Lighting
CX215 July 2025	Projection
CX216 August 2025	Integrate - promote your stand at Integrate Expo
CX217 September 2025	Communications
CX218 October 2025	Corporate
CX219 November 2025	Control
CX220 December 2025	Production
CX221 February 2026	Video
CX222 March 2026	Staging
CX223 April 2026	Audio
CX224 May 2026	ENTECH - promote your stand at ENTECH Roadshow
CX225 June 2026	Lighting
CX226 July 2026	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	\$530	\$503	\$478	\$454
Banner lower in CX NZ email	600 x 60px	\$314	\$297	\$282	\$268
MREC in body of CX NZ email	260 x 260px	\$314	\$196	\$186	\$176
Leaderboard on cxnetwork.com.au on NZ stories only	728 x 90px	\$184	\$174	\$165	\$158
MREC on cxnetwork.com.au on NZ stories only	260 x 260px	\$141	\$133	\$127	\$120

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	\$693	\$2,356
Banner in lower positions	600 x 60 pixels	\$402	\$1,317
MREC in message body	260 x 260 pixels	\$263	\$832
Video Link with Image	260 x 260 pixels	\$858	\$2,640
Premium job ad (text plus image)	-	\$150	\$550
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	\$294.53
MREC in sidebar/page body	260 x 260 pixels	\$225.23

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

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CONTACT US

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