



CX

MEDIA
KIT

FEBRUARY 2026 - JULY 2027

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 35 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](#).

2025 INTEGRATE

News
L-ACOUSTICS HAS A NEW DISTRIBUTOR
CHANDLER THEATRE REVITALISED
ULA'S SYDNEY SHOWROOM
ACMA LIPD OUTCOME
JULIUS' NEW BOOK
D&B CCL SERIES LAUNCH
JAZZOPEN '25

Keith URBAN

Regulars
JENNY BARRETT IN NZ
ANDY STEWART'S LISTEN HERE
BACKSTAGE WITH JOHN O'BRIEN
BRIAN COLEMAN: THE GAFFA TAPES

CHAMELEON CREW WIN HIGH PRAISE FOR KEITH URBAN'S TOUR WITH FLAWLESS LIGHTING DESIGN BY ROB SINCLAIR AND LIGHTING DIRECTOR, BENJAMIN SILVERSTEIN.

UPGRADE TO VIO

VIO L210 VIO L208

HIGH EFFICIENCY SYSTEMS
Designed for touring applications

Limited-Time Offer on VIO L208 & L210!
For a short period, NAS and dBTechnologies are offering massive discounts on both the VIO L208 and VIO L210 active line array modules.
Get in contact with NAS for details.

dBTechnologies

CX REACH

WHO IS OUR AUDIENCE?



INDUSTRY

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

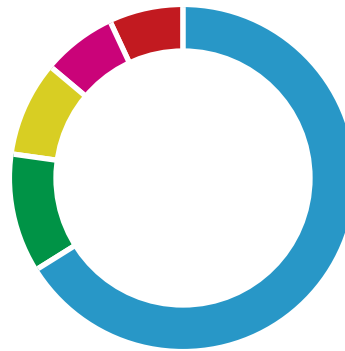
*typically Audio/Lighting/Staging



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

CONVERTING WITH THE BOOK OF MORMON

PHOTO CREDIT: DANIEL WOOD



THE IRREVERENT MUSICAL GETS A NEW PA FOR THE 2023-26 AUSTRALIAN TOUR

HELLO! The Mormons are back in Australia, joyfully proselytizing their way around the country. Starting in Sydney's Capitol Theatre back in July, the production is about to wrap up in the harbor city before heading south to Melbourne and then north to Brisbane.

The international comedy hit from the infamous creators of South Park, Trey Parker and Matt Stone, is now a surprising 16 years old, with original sound design for the first Broadway run by Brian Ronan. Australian Sound Design Associate for the current tour, David Greasley of System Sound, worked on the first Australian production in Melbourne back in 2017 and is once again tasked with getting the show up in Sydney and then transferred to every city. With a view to making the tour consistent, transferable, and fit-for-purpose, he decided it was time to revisit the choice of FoH PA, and started the conversation with Brian Ronan.

As an Associate Sound Designer, responsible for representing the designer on the ground in their absence, it's a matter of trust. "From the initial conversations we had when the show came up again, we started discussing an alternative," says David. "We agreed it needed to be modernised. It's been running for 16 years, and that's a long, long time in PA technology years. The new UK tour is happening at the moment, and that's been updated, so it was time to do it here as well."

"I've been using Meyer Sound for a lot of big shows lately, and I really like the product,"

continues David Greasley. "So, I just asked Brian the question: would you consider using a Meyer Sound PA for Mormon? I did the same thing for Groundhog Day: The Musical when it came to Australia, with sound designer Simon Baker. You've got to do a little bit of convincing, and it's been very generous on both their parts to agree to these changes. Brian is a real professional, and he knows his craft. You can't bluff Brian, because he knows what's going on, but he's also very open to what you have to say."

The main left-right PA is divided into two systems; one for the stalls, one for the circle. "That's a real Brian Ronan hallmark," adds David. The main PA hangs 14 Meyer Sound LEOPARD line array cabinets per side. 12 Meyer Sound LINA line array cabinets are used for the downfill, with another 10 in two delay arrays. A truss of eight Meyer Sound UPJ-1Ps is rigged for the back of the hall. Additional coverage includes 10 Meyer Sound UPJunior (six stage foldback, two sidefill, two utility), 12 Meyer Sound UPM-1P (six offstage, four fills, two utility), and four Meyer Sound UPA-1P for rear FX. Subs are two Meyer Sound 700-HP, four 900-LFC low-frequency control elements, and two 750-LFC low-frequency control elements, rigged alongside the delay LINA arrays. The whole system is processed through five

CX MAG AD 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	\$6,004	\$5,759	\$5,514	\$5,330
Full Page	\$3,816	\$3,625	\$3,443	\$3,099
Half Page Horizontal	\$2,348	\$2,230	\$2,119	\$1,907
Half Page Vertical	\$2,348	\$2,230	\$2,119	\$1,907
Third Page Horizontal	\$1,614	\$1,533	\$1,456	\$1,310
Third Page Vertical	\$1,614	\$1,533	\$1,456	\$1,310

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



PREMIUM POSITIONS - CONTRACTED ADVERTISERS ONLY	11X
Quarter strip COVER	\$4,289
Inside front cover	\$4,901
Inside back cover	\$3,553
Back cover	\$4,534

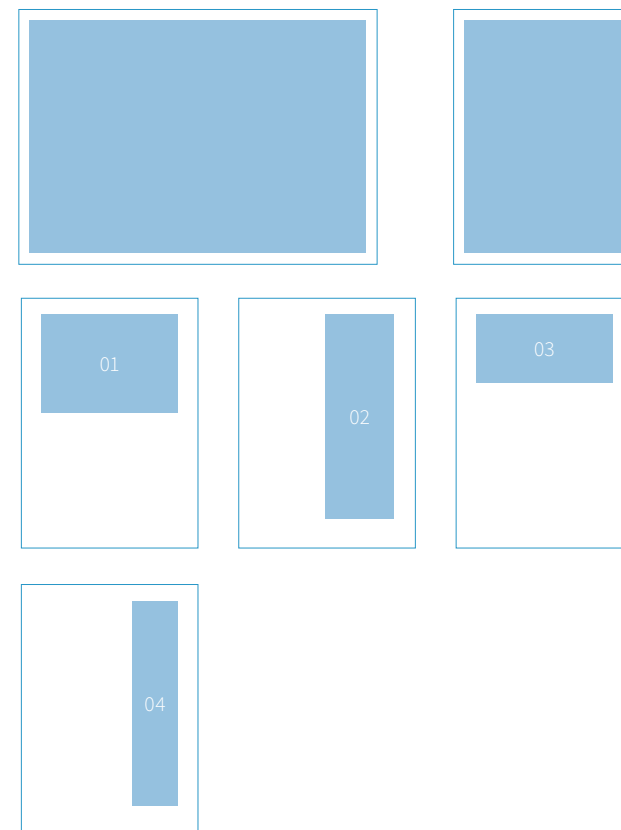
For editorial creation, or inclusion of existing editorial material, contact jason@vcscreative.com or +61 (0) 407 735 920 for a custom quotation

CX MAG AD SPECS

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

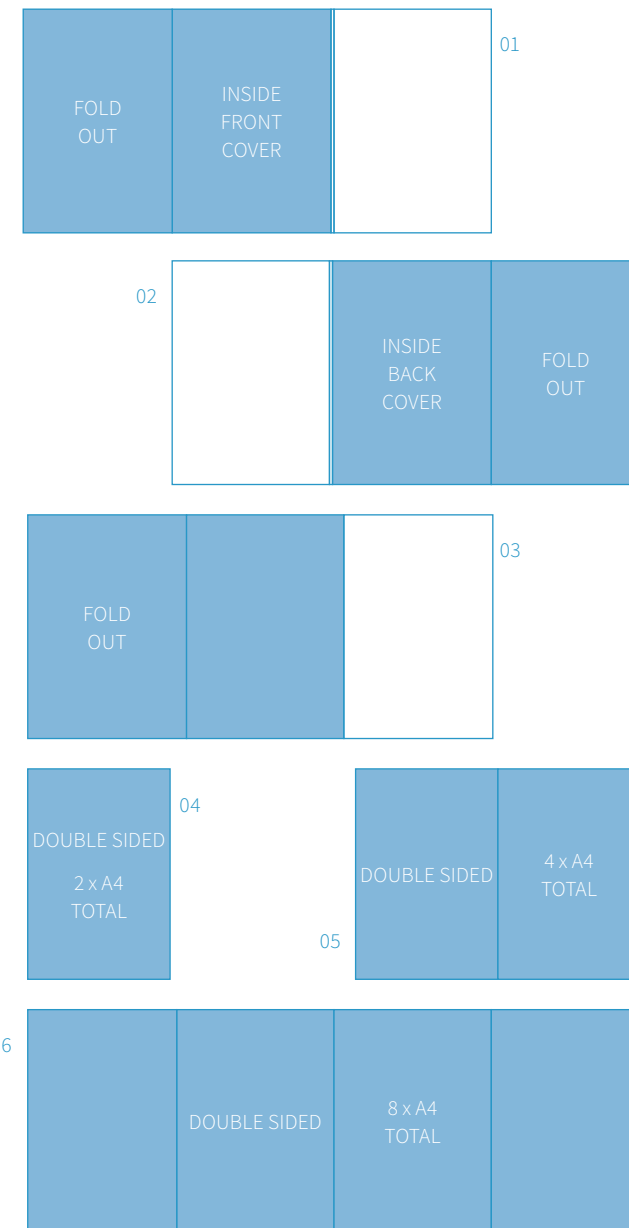
SIZE	TRIM	BLEED 	TEXT AREA/IMAGE 
Double page spread	420mm x 297mm	426mm x 303mm	400mm x 277mm
Full page	210mm x 297mm	216mm x 303mm	190mm x 277mm
1/2 page horizontal (01)	185mm x 136mm		
1/2 page vertical (02)	91mm x 272mm		
1/3 page horizontal (03)	185mm x 91mm		
1/3 page vertical (04)	60mm x 272mm		



SPECIALTY ADS

SIZE	TRIM	PRICE
Two-page inside gatefold cover (front) (01)	OBC 210mm + Spine 4mm + OFC 208mm + Flap 197mm	\$6,127
Two-page inside gatefold cover (rear) (02)	Flap 197mm + OBC 208mm + Spine 4mm + 210mm	\$6,127
Two page Centrefold (03)	Trim – 297 x 615mm (Open) 297 x 208/197/210 (Folded)	\$6,127
Two page Centrefold w/ pull-out perforation	As above, but Perf needs to be 10mm from spine	\$6,739
Two page insert (one double sided page) randomly inserted into magazine (04)	280 x 190mm	\$4,289
Four page insert (one A3 folded in half) randomly inserted into magazine (05)	280 x 380mm (Open) 280 x 190mm (Folded)	\$5,514
Eight Page Double Gatefold Bound Insert (06)	297 x 810mm (Open) 297 x 197/208/208/197mm	\$7,352

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



EDITORIAL THEMES

CX MAGAZINE EDITORIAL THEMES – FEBRUARY 2026 TO JULY 2027

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
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
CX227 August 2026	Integrate - promote your stand at Integrate Expo
CX228 September 2026	Communications
CX229 October 2026	People
CX230 November 2026	Control
CX231 December 2026	Production - includes 2027 Rental Directory
CX232 February 2027	Touring
CX233 March 2027	Venues
CX234 April 2027	Integration
CX235 May 2027	ENTECH - promote your stand at ENTECH Roadshow
CX236 June 2027	Wireless
CX237 July 2027	Projection



DIGITAL AD 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	\$528	\$502	\$477	\$454
Banner lower in CX NZ email	600 x 60px	\$312	\$296	\$282	\$268
MREC in body of CX NZ email	260 x 260px	\$206	\$195	\$185	\$176
Leaderboard on cxnetwork.com.au on NZ stories only	728 x 90px	\$183	\$174	\$166	\$158
MREC on cxnetwork.com.au on NZ stories only	260 x 260px	\$140	\$133	\$126	\$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	\$309.25
MREC in sidebar/page body	260 x 260 pixels	\$236.49

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

CX

CONTACT US

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