

mUmBRELLA

Everything under Australia's media, marketing & entertainment umbrella



- Website of the Year 2012 & 2011 – Publishers Australia
- Small Publisher of the Year 2012 – Publishers Australia
- Conference of the Year 2012 – Australian Event Awards
- B2B Editor of the Year 2013 – Publishers Australia

mUmBRELLA WEBSITE

AD OPTIONS & SPECS

There are many ways to be part of our award-winning website. Your campaign will run across every page on the Mumbrella website (except banner ads). Campaigns can be restricted to locations (city/state) and times of day. All campaigns are targeted to Australian IPs unless otherwise requested.

Impressions are the number of times your advertisement appears on a web page and are calculated at a cost per 1000 impressions served.

FAST FACTS

Daily unique browsers: **11,810** (average)

Monthly page impressions: **811,807** (average)

Average session duration: **02:39**

Audited Media Association of Australia, May 2014

CONTACTS

Venetia James

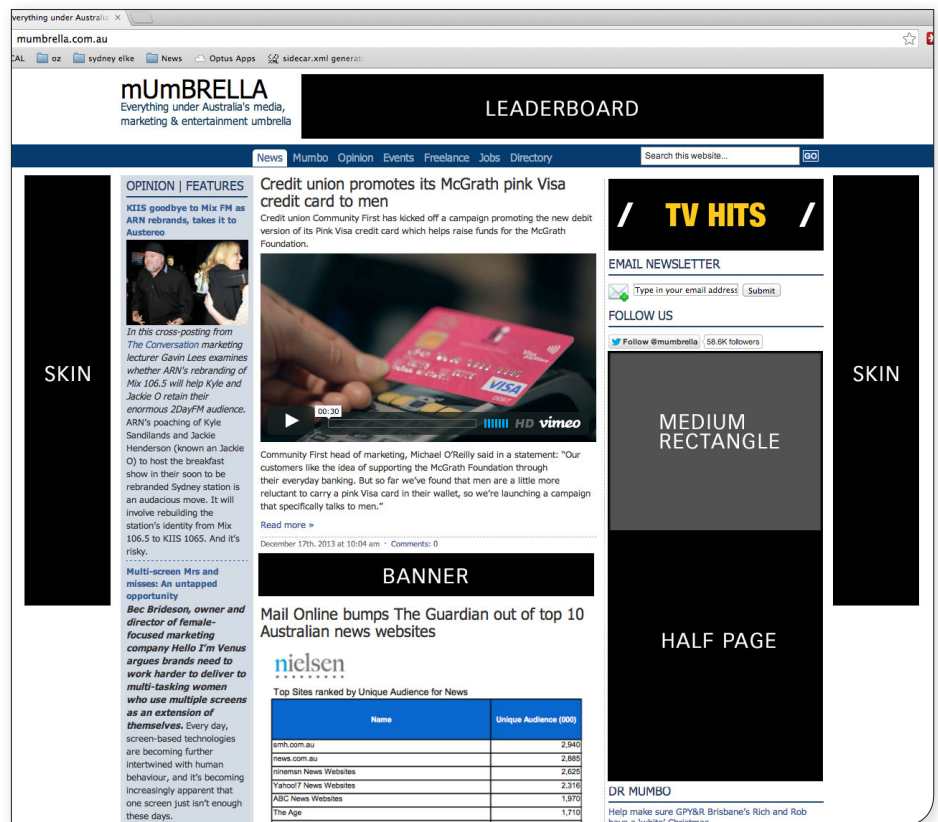
Sales Manager

venetia@focalattractions.com.au
02 8296 0220 | 0487 288 287

Rebecca Penn

Account Manager

rebecca@focalattractions.com.au
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LEADERBOARD: 728x90 pixels. Supply as jpg, gif or swf to not more than 60kb. swf files require click tags to be installed and a back-up gif. Rates: \$60 CPM

MREC: (medium rectangle) 300x250 pixels. Supply as jpg, gif or swf to not more than 60kb. swf files require click tags to be installed and a back-up gif. Rates: \$70 CPM

HALF PAGE: 300x600 pixels. Supply as jpg, gif or swf to not more than 80kb. swf files require click tags to be installed and a back-up gif. Rates: \$100 CPM

VIDEO MREC: 300x250 pixels. Supply file as MP4, which can be served as either autoplay (no sound) or user activated (with sound). Rates: \$70 CPM (no video hosting charge)

BANNER: (only runs across Mumbrella News, Mumbo and Opinion pages) 468x60 pixels. Supply as jpg, gif or swf to not more than 60kb. swf files require click tags to be installed and a back-up gif. Rates: \$50 CPM

SKIN: 20x600 Supply as a jpg, gif or swf to not more than 80kb. Only available as part of a site buy out.

SITE BUY OUT: Leaderboard, MREC, Half Page, banner for 1 day: \$8,500 to include skins: \$10,000

PRE-ROLL VIDEO: Up to 10 seconds of pre-roll video can be served at the start of Mumbrella video content. Video can include a URL hyperlink. Rates: \$1500 per month 25% SOV, \$5,000 per month 100% SOV

JOBS BOARD CATEGORY

SPONSORSHIP: (Banner ad specs) Banner appearing exclusively at the top of a job category. Rates: \$600 / month

DIRECTORY PREMIUM LISTING:

Directory listing plus top placement in your category with visible logo. When your company name is mentioned in Mumbrella articles this will hyperlink to the listing. Rates: \$850 / year

mUmBRELLA NEWSLETTER

AD OPTIONS & SPECS

Our daily e-newsletter reaches 35,621 people per day (ABA audit August 2013) and provides a range of options for advertisers. Rates are per week or per month.

SUPER BANNER: 600x90 pixels. Supply as jpg or gif - max 50KB. Rates: \$1,800 / \$7,200

BANNER: 468x60 pixels. Supply as jpg or gif - max 50KB. Rates: \$1,260 / \$4,030

TOWER: 120x240 pixels. Supply as jpg or gif - max 50KB. Rates: \$960 / \$3,090

BUTTON: 120x120 pixels. Supply as jpg or gif - max 50KB. Rates: \$520 / \$1,650

SPONSORED POST: 70 words, image and links within the e-newsletter. Rates: \$1,080 / day

DIRECTORY LISTING: Logo, text and URL link. Rates: \$250 / \$850

TEXT LISTING: Rates: \$199 / week

EDM TO FULL DATABASE: (35,621) Once a month we allow companies to send relevant and interesting direct messages to our email audience. Rates: \$10,000 / one send

PACKAGES: Many of our advertisers choose cost effective packages to reach the widest possible audience and reinforce their message. Ask your account manager about these opportunities.


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SUPER BANNER

News:

Fairfax boss Garry Linnell to host 2UE breakfast show and Angela Catterns returns to radio

Fairfax newspaper boss Garry Linnell will host the 2UE breakfast radio show with John Stanley, as the struggling Fairfax Radio Network station looks to challenge the dominance of 2GB's Alan Jones.

The move also sees a shakeup for Fairfax's newspaper division, with the 2.30am starts for Linnell meaning some of his staff will report to Glenn Burge, Fairfax's executive editor of its metropolitan newspapers. The situation will be reviewed "in April or May".

Also announced for the 2014 lineup on the Sydney talkback station is Angela Catterns who will host the morning show Monday to Friday.


Current breakfast show presenters Ian "Dicko" Dickson and Sarah Morrice will move to afternoons. And Justin Smith, of the Fairfax Radio Network's Melbourne station 3AW, will move to Sydney to host the 2UE Drive show following the sacking of Jason Morrison.

Stuart Bocking, current host of the weekday Afternoons show, will take Stanley's shifts in weekend breakfast and the weekday program Your Business Day, the network has confirmed.

[Continue Reading »](#)

BANNER

5 Seeds sells itself as 'not your ordinary cider' in new campaign from BMF



Cider brand 5 Seeds has kicked off a new campaign which tells the story of the "imaginative process" behind creating the range.

The new commercial, developed by Lion and BMF, introduces consumers to "The 5 Seeds Orchard", where the botanists are gnomes, the new apple press is a super strong Russian shot put champion, and the head of digital marketing is a cat. The ad end with the tagline "not your ordinary cider".

BUTTON

TOWER

This Christmas...
Buy a selected Sony DAB+ digital radio and receive a portable Sony digital radio free*
(valid up to \$500)
*Conditions Apply

mUmBRELLA
Powered by
BULLETPROOF
MANAGED AWS
CLICK FOR
FREE TRIAL

von
M

mUmBRELLA
Self serve
display ads
Advertise Now

Please give
generously

mUmBRELLA EVENTS

Mumbrella hosts a number of events throughout the year for different sectors of the media, marketing and advertising industry. Each event seeks to educate, inform and entertain our delegates as well as provide formal and informal networking opportunities.

Standard and bespoke sponsorship (and at certain events, exhibiting) opportunities exist at each event. Get in touch with your account manager to find out more about how your business or brand can reach our audience of senior decision makers.

SPONSORSHIP BENEFITS

- Create a tailored sponsorship that is unique to your business and serves your objectives.
- Maximise your brand awareness before, during, and after each event
- Increase your credibility and confidence in the minds of decision makers.
- Sponsors are heavily branded in the lead up publicity including print and online, in print at each event i.e. programme, with multiple signage opportunities on site
- Exhibiting offers the opportunity for you to showcase your brand, product as well as network with current and prospective business contacts
- Speaker opportunities allow you to build credibility as a thought leader within your field



MEET THE MARKETERS: Once again four of the country's top CMO will sit on a panel and take questions from guests (different CMO at each event) in Melbourne, Sydney and Brisbane.

COMMS CON: The event discusses key issues facing PR and comms practitioners with a view to providing them with new approaches and insights to assist them in their practice. An awards ceremony, with a sit down dinner, recognises the best work across the industry.

MUMBRELLA 360: Mumbrella 360 brings together, over two days, senior professionals from the worlds of media, marketing and advertising. 2014 saw record numbers with over 1500 attend.

MUMBRELLA AWARDS: The industry's night of nights celebrating the best work across media, advertising, tv and production as well as recognising unique categories such as bravery and insight. Mumbrella Awards 2014 saw over 800 professionals attend a gala dinner at The Star to network and celebrate

the best work over the previous 12 months, followed by an after party at Marquee.

BE FEST: The be FEST format allows for a day of creative learning around the production and distribution of brand funded content and entertainment. The event attracts those involved in content production, as well as those in marketing roles. An evening awards ceremony recognises best work across the industry.

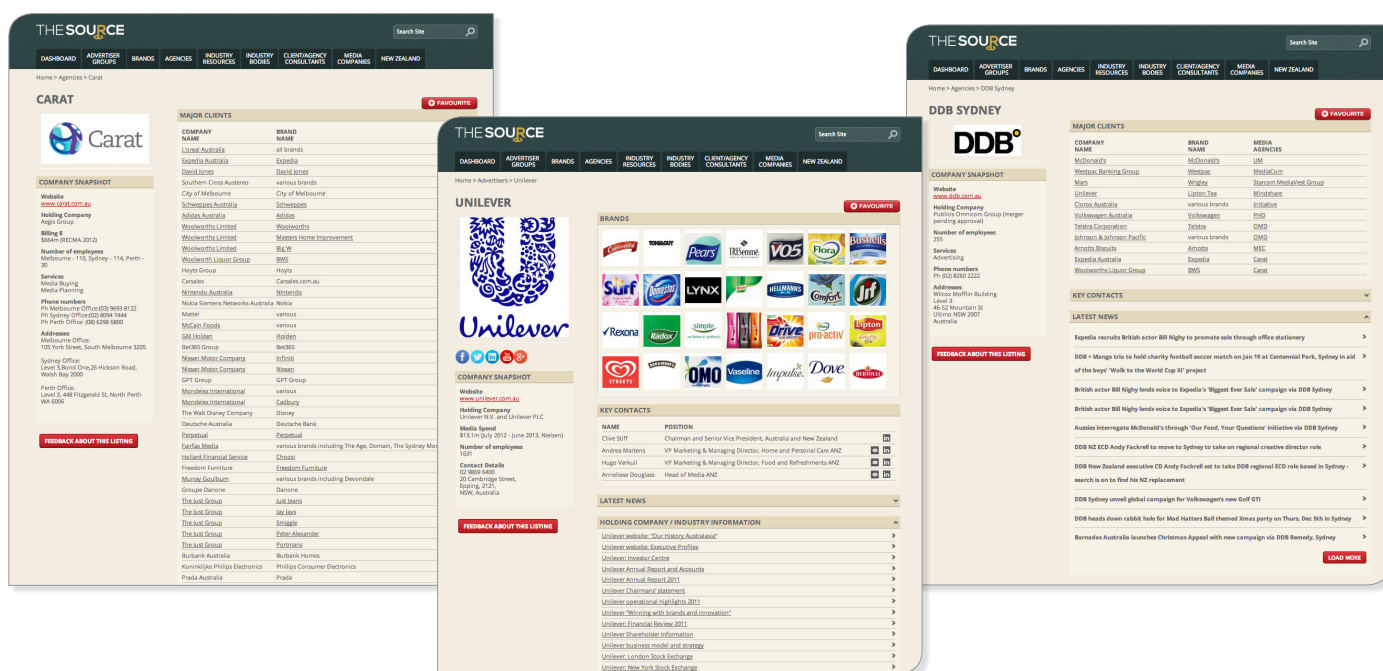
SAGE: SECRETS OF AGENCY EXCELLENCE A one day, two city, conference aimed at sharing best practice from Australia's leading media and creative agency bosses on how to run a successful agency.

BESPOKE EVENTS: We have the ability to partner with you on a bespoke event which allows you to align your business with a topic you wish to show thought leadership in. These events can take place as a breakfast, lunch, dinner or networking. We can bring third party credibility as well as full event planning.

THE SOURCE

IN ASSOCIATION WITH mUmBRELLA

The prospecting tool and guide to the biggest-spending advertisers and leading agencies in Australia.



ADVERTISER LISTINGS

- Key marketer contact information
- Incumbent agencies
- Major business and marketing news feeds
- Background company information

AGENCY LISTINGS

- Major clients
- Key staff
- Major marketing and advertising news feeds
- Agency listings include advertising agencies, media agencies, digital, PR, retail, experiential, direct marketing and branding agencies

INDUSTRY RESOURCES

- Useful resources and reports into the media and marketing industries

UP-TO-DATE INFORMATION

- Updated constantly, as media and marketing news breaks
- Companies proactively contacted every 12 weeks to update their information

TAILORED TO YOUR NEEDS

- If there's a big or emerging advertiser or agency not on The Source, subscribers can request a new company listing

AFFORDABLE & ACCESSIBLE FOR ALL COMPANY SIZES

- Talk to us about creating a value-added package

PORTABLE

- Optimised for tablets and smartphones for busy professionals on the run

TIME SAVING

- Find key advertisers and marketing news and information in one spot

SUBSCRIPTION: 12-month package from **\$999**

CONTACT Venetia James, Sales Manager | venetia@focalattractions.com.au | 02 8296 0220 | 0487 288 287