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

mumbrella.com.au

SKIN

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 02 8296 0209 | 0488 258 877

L 🚞 oz 🚞 sydney el 🚞 News 🗠 Optus Apps 🙀 si **mUmBRELLA** LEADERBOARD GO Credit union promotes its McGrath pink Visa credit card to men PINION | FEATURES IS goodbye to Mix FM as N rebrands, takes it to TV HITS EMAIL NEWSLETTER Type in your email address Submit FOLLOW US la 58.6K follower SKIN MEDIUM RECTANGLE

BANNER

Australian news websites

nielsen

Mail Online bumps The Guardian out of top 10 HALF PAGE DR MUMBO Y&R Brisbane's Rich and Rob

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

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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

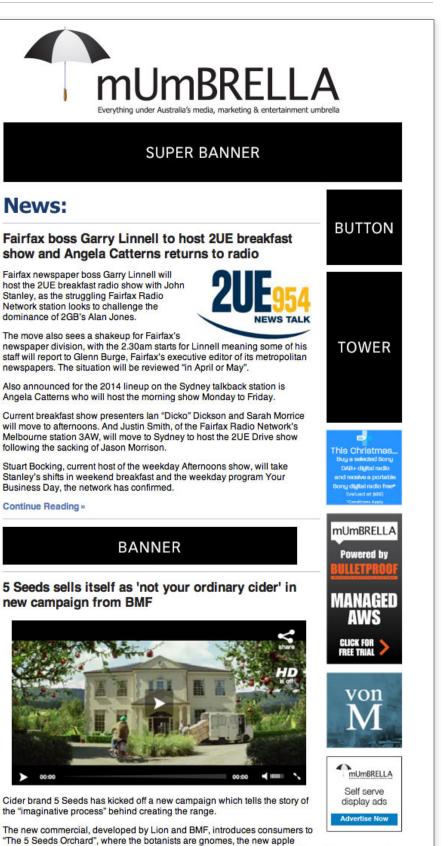
EDM TO FULL DATABASE: (35,621) Once a month we allow companies to send relevant and interesting direct messages to our email audience. Rates: \$10,000 / one send

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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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".

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.

THESOURCE IN ASSOCIATION WITH MUMBRELLA

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

ARAT					Home > Agencies > DDB Sydney				
			FAVOURITE		DDB SYDNEY			_	
	MAJOR CLIENTS				DOD STOTET			01	
🔮 Carat	COMPANY	BRAND NAME	THESOURCE	Search Site		MAJOR CLIENTS			
	L'oreal Australia	all brands	•			COMPANY NAME	BRAND NAME	MEDIA AGENCIES	
	Expedia Australia	Expedia	DASHBOARD ADVERTISER BRANDS	AGENCIES INDUSTRY INDUSTRY CLIENT/AGENCY MEDIA NEW ZEALAND		McDonald's	McDonald's	UM	
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ANY SNAPSHOT	Southern Cross Austereo	various brands	Home > Advertisers > Unilever			Mars	Wrigley	Starcom MediaVest Group	
te	City of Melbourne	City of Melbourne			Website www.ddb.com.au	Unilever	Lipton Tea	Mindshare	
arat.com.au	Schweppes Australia	Schweppes	UNILEVER	07	WOURTE Holding Company	Clorox Australia	various brands	Initiative	
g Company	Adidas Australia	Adidas	746 077	BRANDS	Publicis Omnicom Group (merger	Volkswagen Australia	Volkswagen	PHD	
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ume - 110, Sydney - 114, Perth -	Woolworth Liquor Group	<u>8W5</u>			Advertising	Expedia Australia	Expedia	Catat	
	Hoyts Group	Hoyts			Phone numbers Ph (02) 8260 2222	Woolworths Liquor Group	0WS	Catat	
s Buying	Carsales	Carsales.com.au			Addresses				
ela Planning Melbourne Office:(03) 9693 8122 Sydney Office:(03) 8994 7444 Perth Office: (03) 6296 6800	Nintendo Australia	Nintendo			Wicox Mofflin Building Level 3	KEY CONTACTS	KEY CONTACTS		
	Nokia Siemens Networks Austr								
	Mattel	various			46-S2 Mountain St Ultimo NSW 2007 Australia	LATEST NEWS			
	McCain Foods	various	Unilever		pton				
dresses sboume Office: 5 York Street, South Melbourne 3205	GM Holden	Holden	Orniever	V Record Radox	22	Expedia recruits British actor Bill	Nighy to promote sale th	rough office stationery	
	Bet365 Group	Dec365			FEEDBACK ABOUT THIS LISTING				
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	Nissan Motor Company	Nissan	COMPANY SNAPSHOT	🛛 🥨 🚧 Tomo 🚾 Imputse. Dove 👦	The second se	of the boys' 'Walk to the World O	up XI' project		
	GPT Group	GPT Group		STREETS"	-		British actor Bill Nighy lends voice to Expedia's 'Biggest Ever Sale' campaign via DDB Sydn		
owi 5. wa Fragmand St, Numh Perth A Rodi Hermann Anger Her Lemme	Mondelez International	various	Website www.unilever.com.au			British actor Bill Nighy lends voic	e to Expedia's 'Biggest Eve	r Sale' campaign via DDB Sydney	
	Mondelez International	Cadbury	Holding Company	KEY CONTACTS		British actor Bill Nighy lends voic	a to Donadia's 'Rissent Do	r Sale' compaies via DDB Sedam	
	The Walt Disney Company	Daney	Unilever N.V. and Unilever PLC	REFCONTACTS					
	Deutsche Australia	Deutsche Bank	Media Spend	NAME POSITION		Aussies interrogate McDonald's t	hrough 'Our Food, Your C	uestions' initiative via DDB Sydn	
	Perpetual	Perpetual	\$13.1m (July 2012 - June 2013, Nielsen)	Clive Stiff Chairman and Senior Vice President, Australia and New Zealand	in				
	Eairfax Media	various brands including The Age, Domain, The Sydney Mor	Number of employees	Andrea Martens VP Marketing & Managing Director, Home and Personal Care ANZ		DDB NZ ECD Andy Fackrell to mo	ve to Sydney to take on r	egional creative director role	
	Hollard Financial Service	Chossi	Contact Details	Hugo Verkuil VP Marketing & Managing Director, Food and Refreshments ANZ		DDB New Zealand executive CD A	and a Residence Research and the Analysis of	the sector of PCD and a bound in C	
	Freedom Furniture	Freedom Furniture	02 9859 6400	Anneliese Douglass Head of Media ANZ				to a contraine to role pased in Sy	
	Murray Goulburn	various brands including Devendale Danone	20 Cambridge Street, Epping, 2121,			search is on to find his NZ replac	ement		
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	The lust Group	Smiggle Peter Alexander	FEEDBACK ABOUT THIS LISTING						
	The lust Group	Portmans		Unilever website: "Dur History Australasia"	<u>}</u>	Barnados Australia launches Chr	istmas Appeal with new o	ampaign via DDB Remedy, Sydne	
	Burbank Australia	Burbank Homes		Unilever website: Executive Profiles					
	Koninklike Philips Electronics	Phillips Consumer Bectronics		Unilever: Investor Centre					
	Prada Australia	Prada		Unlineer Annual Report and Accounts Unlineer Annual Report 2011					
				Unilever Chairmans' statement					
				Uniever operational highlights 2011					
				Unilever "Winning with brands and innovation"					
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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

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