



Olivia Newton-John Cancer and Wellness Centre by McConnell Smith and Johnson Architects + Jackson Architecture.

# INDESIGNLIVE®

DAILY CONNECTION TO ARCHITECTURE & DESIGN

**INDESIGNLIVE.COM**  
MEDIA KIT 2015

A unique opportunity to promote your brand to over 26,000 architects, designers and high-end consumers across Australasia.

Indesignlive is the region's foremost daily newsfeed for a global community of highly engaged and digitally empowered architects, designers and design-savvy consumers.

Daily news updates for 26,000+ unique users  
Weekly newsletters to 20,000+ subscribers

[indesignlive.com](http://indesignlive.com)

Indesignlive provides your brand with an immediate connection to the Australasian architecture and design community, delivering live information to the desktops and mobile devices of more than 26,000 readers across the region.

Reporting daily on projects, events, products and people, Indesignlive provides an environment for brands to strengthen their market presence, and gain direct exposure to a digitally native audience of design professionals.

**IndesignMediaAsiaPacific**  
Print Digital Events

Indesign® Media Asia Pacific, ABN 96 101 789 262  
Level 1, 50 Marshall Street, Surry Hills NSW, 2010 Australia,  
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Charter Hall by BVN  
Architecture and  
Frost\*collective's Urbanite  
Photo: Shannon McGrath

## INDESIGNLIVE.COM MEDIA KIT 2015

The following are average statistics for web traffic on [indesignlive.com](http://indesignlive.com)

### Website traffic (monthly)

Total page views:	60,000
Unique page views:	52,000
Unique users:	26,840
Click through rate (CTR):	0.19%*

Newsletter subscriptions: 20,000+

### Social Media (as of January 2015)

Facebook Likes:	7,700+
Twitter followers:	4,900+
Instagram followers:	900+

\* Figures as at Jan 2015

\* Australian industry average CTR 0.12%



## **INDESIGNLIVE.COM** **MEDIA KIT 2015**

### **Dynamic. Direct. Everyday**

Gain immediate and broad exposure for your brand among an audience of highly engaged, digitally empowered design professionals.

### **Content Marketing Options**

#### Sponsored editorial \$500 per article

A discrete, integrated approach to branded content, Indesignlive's experienced editors create articles on your behalf to be published within the Indesignlive editorial section. Stories remain on the Indesignlive homepage for an undisclosed period of time. As new content is published to the site, your article is archived to the appropriate section.

#### Advertorials \$1650 per advertorial, per month

Advertorials are published to the Indesignlive advertorial section for 1 month and shared through the Indesignlive newsletter. These articles are on random rotation across 5 placements, among a selection of other brands. At month's close, the content joins Indesignlive's live, searchable content archive.

#### Premium advertorials \$2,500 per month

An advertorial that enjoys premium placement on Indesignlive offering your brand higher impressions and click-throughs. The article is shared through the Indesignlive newsletter and social media pages. Brands receive their own custom landing page where Indesignlive publishes additional brand stories, brand related content and links to your website.

#### Spotlight \$5,000 per month over 3 months

A 3 month campaign with 6 articles that promote your marketing objectives, written in the Indesignlive editorial style by our experienced team of editors. Stories are uploaded every fortnight over a 3 month period, published to a custom brand landing page and shared across social media and newsletters. Your brand is positioned in a premium, unique module on the Indesignlive homepage, with a view to driving traffic directly to your content.



Benitic Biopharma fitout by studiobd

**INDESIGNLIVE.COM**  
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**Advertising rates**

Leaderboard Banner*	\$1,650 p/m
Medium Rectangle*	\$1,650 p/m
Wide Skyscraper	\$5,500 p/w
Advertorial – space	\$1,6500 p/m
Newsletter skin	\$5,000
Newsletter Banner	\$2,200 p/w
Social Media (FB)	\$250 per post
Spotlight	\$5000 p/m

**Advertising Specifications (w x h)**

Leaderboard Banner*	728 x 90 px	jpeg, gif, swf
Medium Rectangle*	300 x 250 px	jpeg, gif, swf
Wide Skyscraper	160 x 600 px	jpeg, gif
Advertorial – space	525 x 440 px	jpeg, gif
Newsletter skin	160 x 600 px	jpeg
Newsletter Banner	560 x 190 px	jpeg
Social Media (FB)	50 words + URL link	1 x jpeg,

\*The capacity of these allocations are limited to 10 ads per month.

\* All rates AUD excl. GST

**Advertising**

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