MARKETING KIT 2020

The Content

IoT Hub is proud to be celebrating its 4th Birthday in September 2019 – 4 years of bringing Australia all of the top news stories, case studies and real world IoT projects from here in Australia.

We've seen the site grow in traffic and users, and continue to support the industry through the Australian Iot Awards (now in its 3rd year) as well as bringing you the phenomenally successful IoT festival which was attended by over 500 industry professionals in June 2019.

2020 is already shaping up to even bigger with the IoT festival and Awards confirmed for 4th June 2020, and our event listings and packages helping you to connect to even more clients, suppliers and vendors.

IoT Hub is written for Internet of Things professionals, advocates and enthusiasts alike. We cover a wide range of topics and industries, from connected hardware, to communications and data manipulation, to views and opinions of leading influencers from Australia and around the world.

❯ IoT Hub focuses on projects and initiatives that leverage Internet of Things technologies to drive business outcomes

❯ IoT Hub's editorial and freelance team have decades of technology expertise between them

THE EDITORIAL TEAM

William Maher Editor

As Commercial Editor, William is responsible for IoT Hub's content. He has nearly 20 years' experience writing about technology as a journalist, editor and corporate writer. Before joining IoT Hub, William was a writer at Editor Group, providing editorial services for organisations in the IT sector and other areas. He also worked in editorial roles at business and consumer technology titles published by nextmedia and ACP (now Bauer Media).

Ry Crozier

Ry specialises in writing high-level advice for C-Level readers around IT project management, with an equally sound knowledge of data centres and telecommunications and the mining and resources sector.

The Numbers

IoT Hub continues to deliver real world IoT stories and analysis with 54% of our audience coming to the site for Australian IoT news, and 47% coming to the site to find out how organisations can benefit from IoT (IoT Hub reader survey 2019).

AVERAGE MONTHLY PAGE IMPRESSIONS

Total.
Google Analytics
June – August 2019

26,309

AVERAGE MONTHLY USERS

Total.
Google Analytics
June – August 2019

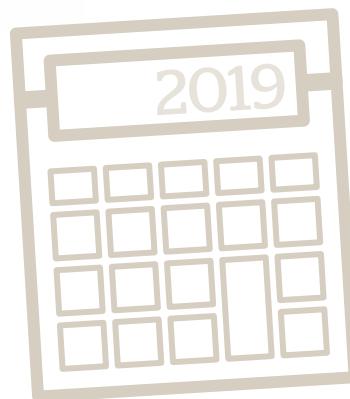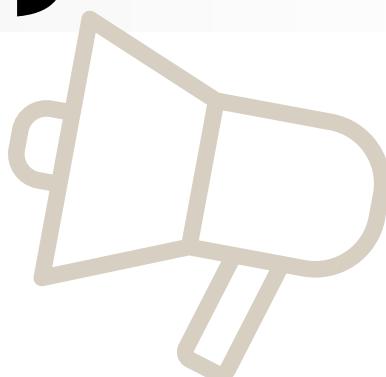## 10,335

EDM/NEWSLETTER DATABASE

August 2019

19,143

EDM DATABASE

August 2019

17,992

The Audience

Our 2019 reader survey showed that we are read by senior decision markers across the whole IOT industry. IoT Hub's audience covers a broad spectrum of the Australian business and government landscape, with nearly 75% of our readers representing 15 different sectors.

JOB TITLE	% OF
C-Level /Business owners	28%
IT Professional (Developer, Analyst, Engineer, IT Architect etc)	20%
IT Manager/ IT Directors	19%
Professional (officer, Analyst, Consultant, Educator)	12%
Sales/Marketing	12%
Student	5%
Researcher	4%

Source: nextmedia Reader Survey July 2019

INDUSTRY	% OF
Smart cities - Government, defence, Transport and storage (including warehousing, rail,	10.15%
Retail trade	4.35%
Education	9.57%
Banking, insurance and financial services	6.67%
Health and community services	5.22%
Telecommunications	7.54%
Industrial/agriculture Agriculture, forestry and fishing, Mining and resources, Manufacturing, Construction and property, Energy &Water	16.53%
Technology vendor or channel partner	26.09%
Professional services	2.9%
Other	11.02%

Source: nextmedia Reader Survey July 2019

Who Turns to IOT

54% of our audience recommend or influence IoT buying decisions

29% of our audience authorise or approve IoT buying decisions

42% of our audience are using or expect to use IOT technology in the next 12 months

15% of our audience are interested to know how IOT can help their business

48% of audience of looking at spending up to $1Million on IoT technology in the next 12 months

86% of our audience are looking at purchasing IoT Services in the next 12 months

42% of our audience work in companies with over 500 seats

58% of our audience have vistited an IoT product or service website as a result of seeing it on iotHub

Opportunities

IoT Hub provides a range of solutions to support your marketing needs, from sponsorship of the site, to targeting our core audience through EDM activity. We can also offer custom content and reports through our dedicated custom division, Next Custom - IT.

Bronze Package

INCLUDES

> **1 x News story** on IOT Hub
> **Ad Campaign** (SKIN, LDBD, MREC) – approx. 10,000 impressions
> **1 x EDM** to approx. 17,992 IOT professionals
Cost: $4,000

Silver Package

INCLUDES

> **2 x News Stories/Case studies** published on IOT Hub
> **Ad Campaign** (SKIN, LDBD, MREC) – approx. 30,000 impressions
> **2 x sponsorship of Newsletter** (banner, mrec) to approx. 19,143
> **1 x EDM** to approx. 17,992 IOT professional
Cost: $7,000

Gold Package

INCLUDES

> **4 x News Stories/Case Studies** published on IOT Hub
> **Ad Campaign** (SKIN, LDBD, MREC) – approx. 60,000 impressions
> **3 x sponsorship of Newsletter** (banner, mrec) to approx. 19,143
> **2 x EDM** to approx. 17,992 opted in IOT professionals
> **1 x Facebook Push** on an article on your choosing (approx. 5 x the view)
Cost: $12,000

Platinum Package

INCLUDES

> **8 x News/Case Studies/Exec Profiles** published on IOT
> **Ad Campaign** (SKIN, LDBD, MREC) – approx. 150,000 impressions
> **4 x sponsorship of Newsletter** to approx. 19,143
> **5 x EDMS** to approx. 17,992 opted in IOT professionals
> **4 x Facebook** pushes of articles of your choice
Cost: $18,000

Other Marketing Services

IOT FESTIVAL

The IoT Festival is a one day conference held in Melbourne in June 2020. In 2019, over 500 delegates took part in 2 streams of content covering everything from the primary produce, supply chain monitoring, farm-based IoT trials, weather tracking, road network monitoring, storm water flood prevention, smart city IoT, and various other projects. A dedicated expo area also showcased the latest products and real world IoT solutions from sponsors.

> **Platinum Package**   **$20,000**   Keynote speaking slot, 6x3 stand, Ads, EDM & Editorial package
> **Gold Package**   **$15,000**   Stream speaking slot, 3 x 3 stand, EDM and Editorial package
> **Silver Package**   **$10,000**   Panel position, 3x3 stand, EDM package
> **Bronze Package**   **$5000**   3x3 stand

For the 2020 media kit please contact Joanne Ross **jross@nextmedia.com.au**

IOT AWARDS

The IOT Awards take place at the culmination of the IoT Festival. Winners are announced in 12 categories including Women in IoT, Best Start Up, Pioneer and project categories across primary, industrial, government, healthcare and sport.

Packages start at   **$5,000**

EVENT LISTING

IoT Hub has a comprehensive list of IoT Events happening all over Australia. Listings are free but if you want to enhance your event listing like the example on the right, we can offer the following

Enhanced Listing (box out, logo and blurb)   **$750**

Enhanced Listing (box out, logo and blurb)   **$1,950**
plus 1 x news story on IoT Hub about the event

Enhanced Listing (box out, logo and blurb)   **$3,500**
1 x news story on IoT Hub and 1 x EDM (17,000 database)

SOLUS EDM

Solus EDM to our database of over 17,000

Packages start at   **$3,000**

IOT CUSTOM

Using the expertise of the IoT journalists and supported by the team at Nextcustom, we can take care of your custom needs.

- ❯ IoT Blog (300 – 400 words) for use on social media or corp. comms. **$850** per blog
- ❯ 3 x IOT Blogs (300 – 400 words) **$700** per blog
- ❯ 1 x Page Custom IoT Case Study (research, interviews, 400 words) **$2,500**
- ❯ 2 x page Custom IoT Case Study (research, interviews, 800 words) **$4,000**
- ❯ EDM (database 20,000) **$4,000**
- ❯ 10 Page Custom IoT Report (inc 3 case studies) **$12,000**
- ❯ IoT Roundtable - inc 8-10 IoT professionals at CBD restaurant **$12,000**

Any custom work undertaken over $5000 will benefit for reduced media rates, as well as a free EDM for activation purposes

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