



Overview

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itpro is an environment which specifically reaches and engages with IT Professionals & Decision Makers. Our readers are both technology savvy and hungry for a product that caters to everyone.

We deliver a wide variety of information every Tuesday as part of *BusinessDay* in *The SMH* and *The Age*, and everyday online via four masthead sites.

itpro covers a mix of news and commentary from local and international stories on the IT industry.

Why Advertise*

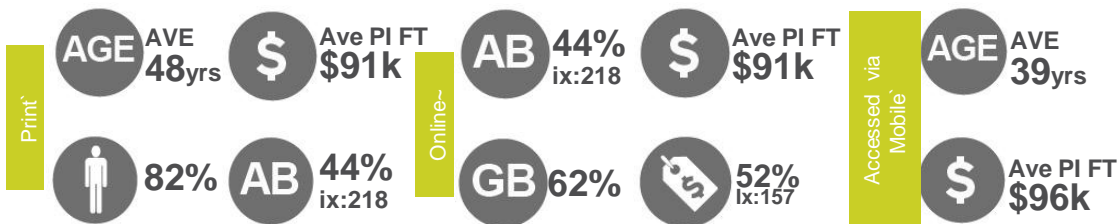
- Our audience are **71%** more likely to have purchased IT products within the last 4 weeks
- Our audience are **41%** more likely to have spent \$300+ on electrical or IT products within the last 4 weeks#
- Our audience are **62%** more likely to be business decision makers#
- **821,000** or **65%** of our audience own a smart phone or tablet computer
- **662,000** or over half of our audience go out of their way to learn everything they can about new technology (ix:160)

Key Stats

- **Print Readership 14+:** 326,000*
- **Online Ave Daily UBs:** 27,6212^
- **Mobile Ave Daily UBs:** 39,163^



Profile



Advertising Contact Information

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dmorton@fairfaxmedia.com.au

Deadlines

Rich Media: 5 days prior **eDM's:** 2 Weeks prior
Standard Media: 3 days prior
Print Booking: 2 days prior
Print Material: 1 day prior to publication.

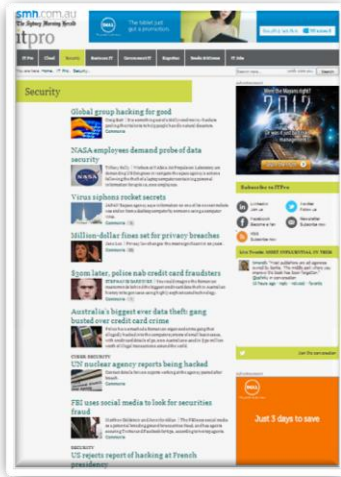
Source: *Roy Morgan Research, Sept 2012. Based on `Print- SMH/AGE (M-F) – usually read about computers and IT, Home entertainment and electronics (NSW/VIC), ~Online – smh/age.com.au-technology, watoday or brisbanetimes visited site last 7 days. `Mobile: smh,age, watoday or brisbanetimes accessed website via mobile last 4 weeks. ^ Nielsen Site Census, Nov 2012, Online: smh/age/brisbanetimes/watoday – Technology-IT Pro, Mobile: smh,age,watoday,brisbanetimes-technology. #More likely than the average Australian population.

Content



Cloud

How cloud computing affects your business, from costs, government policy and security to trends and innovations.



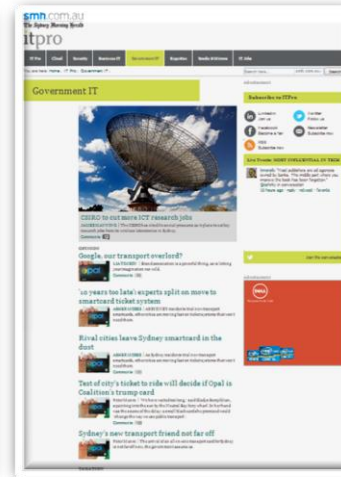
Security

Covering the latest in hacking scandals, privacy issues, viruses and security flaws.



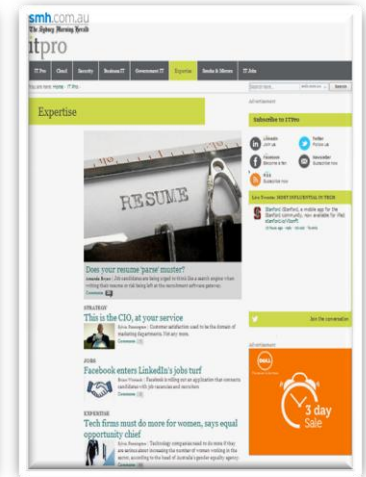
Business IT

Follow the latest news, reviews and announcements from tech giants such as Apple, Google, Microsoft and IBM too.



Government IT

Covering government policies (both domestic and international) from the NBN, internet filtering and databases through to outsourcing and training.



Expertise

Discusses the issues and trends surrounding a career in technology, from education and training through to outsourcing and recruiting.

Editorial Team

The nature of the technology world is that it is ever changing, always evolving and constantly updating.



Lia Timson

Lia has been working within the technology and business sphere with Fairfax Media for over 3 years, working as online producer, technology editor for My Business Magazine, tech editor for Sun Herald and IT Pro. Lia is a huge asset to the team and her dedication to go above the call of duty is well received by her dedicated audience.



Asher Moses

Currently the technology editor, Asher started his own website at 14 and has since written for most of Australia's leading technology publications. He has twice been named Young Australian Online Journalist of the Year by the Walkley Foundation and his video series Digital Dreamers was a finalist for Most Outstanding Video at the inaugural Kennedy Awards for NSW journalism.



Ben Grubb

Ben's journalism career began when he wrote a tech blog that focussed on internet censorship and the national broadband network (NBN). As Fairfax Media's deputy technology editor Ben continues to focus on the NBN and also likes to cover security issues and government plans to gain more power over the internet.