

Technology



Overview

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Our online technology section is geared towards an IT professional environment, reaching a range of technology enthusiasts from every day gadget consumers to business decision makers where enterprise solutions are high-stakes.

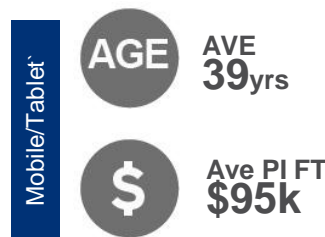
Why Advertise~

- Our audience are **48%** more likely to have purchased large electrical goods, home entertainment or communication items within the last 4 weeks.
- Our audience are **47%** more likely to have spent \$300+ on electrical or IT products within the last 4 weeks#
- **656,000** or **67%** of our audience own a smart phone or tablet computer
- **507,000** or over half (**52%**) of our audience are big spenders
- **483,000** or half of our audience go out of their way to learn everything they can about new technology (ix:150)

Key Stats Per Month

- **Online UAs:** 1.63 million[^]
- **M-Site Ave Daily UBs:** 39,163^{^^}
- **Tablet App Users last 4 weeks** 388,000^{*}

Profile



Advertising Contact Information

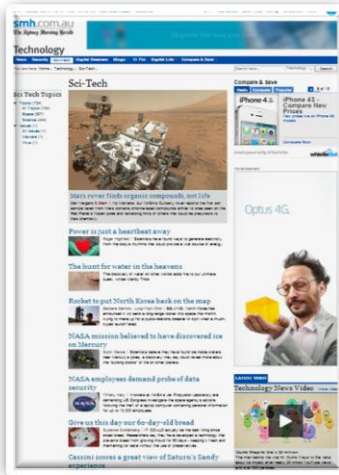
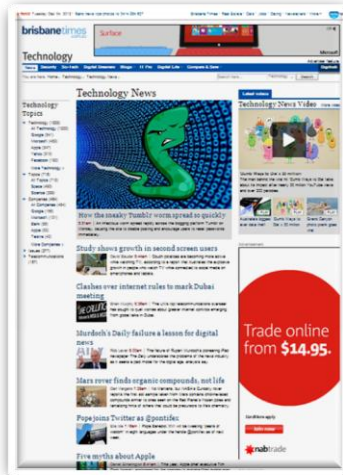
Chris Ferguson 8596 4128
chris.ferguson@fairfaxmedia.com.au

Booking and Material Deadlines

Rich Media: 5 days prior eDM's: 2 Weeks prior
Standard Media: 3 days prior

Source: Roy Morgan Research, Sept 2012. Based on ~Online – smh/age.com.au-technology, watoday or brisbanetimes visited site last 7 days. `Mobile/Tablet: smh,age, watoday or brisbanetimes accessed website via tablet/mobile last 4 weeks. ^Nielsen Online Ratings, Oct 2012, smh/age/brisbanetimes/watoday – Technology (unduplicated). ^^Nielsen Site Census, Nov 2012, smh,age,watoday,brisbanetimes-technology mobile sites. ``Google Analytics, smh/age appfigures as at end of Oct 2012.. # More likely than the average Australian population.

Content and Editorial



Asher Moses



Ben Grubb



James Manning

News

Breaking technology news, from the latest Facebook, Twitter and YouTube scandals to internet speeds and government innovation.

Sci-Tech

The latest in science and technology news. Covering space travel, nano-technology, medical breakthroughs and more!

Asher is the Technology Editor. He 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'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.

Since using the Apple Macintosh Classic from age 4, James has been obsessed with technology in all its varied forms. James began working for Fairfax Media in 2010 during the final year of his journalism degree at the University of Technology, Sydney (UTS). As a technology reporter, he enjoys covering consumer technology and security issues, as well as games and apps.