



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 spent a combined total of **\$354 million** on IT products within the last 4 weeks.
- **45%** of our audience purchased electrical or IT products in the last month.
- We reach 2 in 3 senior IT business decision makers each month*.
- **3.5m** or **79%** of our audience own a smart phone or tablet.
- **2.4 million** or over half of our audience agree it's important to keep up with all the latest gadgets.

Key Stats

- **Monthly Print Readership:** 3.27 million[†]
- **Online Ave Daily UBs:** 21,369[^]
- **Mobile Ave Daily UBs:** 15,277[^]



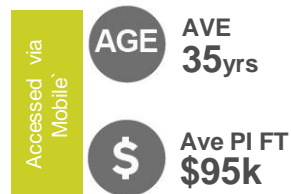
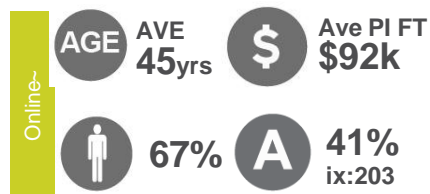
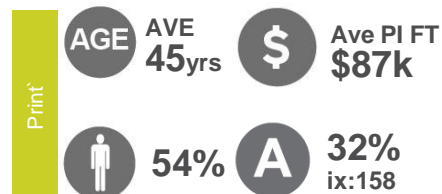
WAtoday
com.au

The Sydney Morning Herald

brisbanetimes
com.au

THE AGE

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.

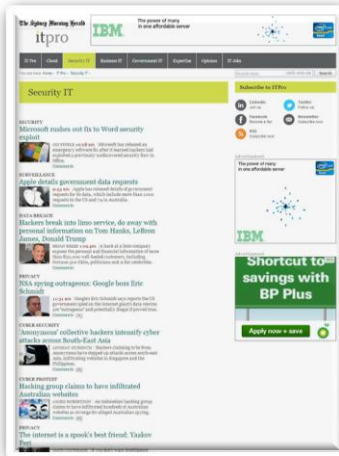
Source: emmaTM conducted by Ipsos MediaCT, people 14+ for the 12 months ending September 2013, Nielsen Online Ratings September 2013, people 14+ only. Based on [†]Print- SMH/AGE M-F Last 4 Weeks, ⁻Online – smh/age/bristimes.com.au-technology, or watoday Last 4 Weeks. [~]Mobile: smh, age, or brisbanetimes accessed via mobile last 4 weeks. *Business Elite Australia Survey, 2012. Based on SMH/Age print and SMH/AGE/Brisbane times online. [^]Nielsen Site Census, September 2013, Online: smh/age/brisbanetimes/watoday – Technology-IT Pro, Mobile: smh,age,watoday,brisbanetimes-technology.

Content



Cloud

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



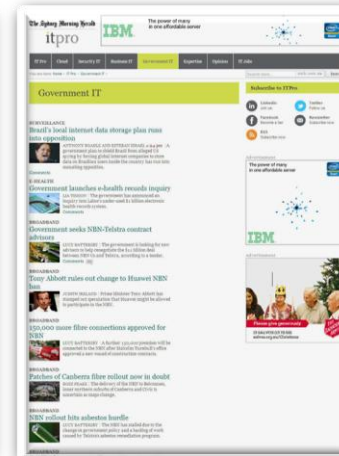
Security IT

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.



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.

Fairfax Business Network



*IT Pro*s part of the Fairfax Business Network; a collection of Australia's most trusted business and personal finance brands.

Reaching **4.07 million*** ambitious and financially astute individuals each month, the Fairfax Media Business Network attracts diverse, engaged and highly sought-after audience segments.

FINANCIAL REVIEW

 THE AUSTRALIAN
Financial Review Magazine

BOSS
FINANCIAL REVIEW

BusinessDay

Asset
FINANCIAL REVIEW

ExecutiveStyle



itpro

MySmallBusiness



smartinvestor

BRW.

moneymanager
.com.au

**Trading
Room**

 **InvestSMART**
Your Move