

Technology



Overview

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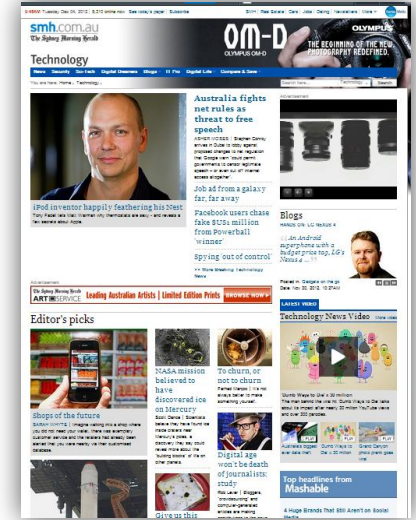
Our online *Technology* section is geared towards an IT professional environment, reaching a range of technology enthusiasts from every day gadget consumers to business decision makers where enterprise solutions are high-stakes.

Why Advertise~

- Our audience are **24%** more likely to intend to purchase a tablet device in the next 12 months.
- Our audience are **20%** more likely to intend to buy a smart phone in the next 12 months.
- 645,000** of our audience are responsible for telecommunication decisions in the household.
- Over half (56%; 819,000)** our audience agree that they think it's important to keep up to date with the latest gadgets.

Key Stats Per Month

- Online UAs:** 1.215 million[^]
- Mobile Ave Daily UBs:** 37,309^{^^}
- Tablet Ave Daily UBs:** 13,288^{^^}



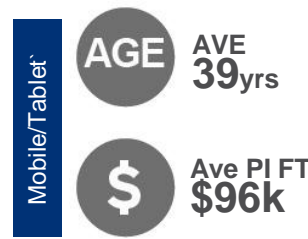
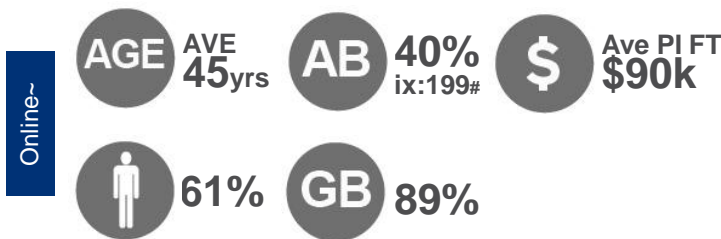
Profile

theage.com.au
THE AGE

[WA today](http://watoday.com.au)
.com.au

smh.com.au
The Sydney Morning Herald

brisbanetimes.com.au



Advertising Contact Information

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Booking and Material Deadlines

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

Source: emma June2013. Based on ~Online – smh/age.com.au-technology, watoday or brisbanetimes visited last 4 weeks. ~Mobile/Tablet: smh,age, watoday or brisbanetimes accessed website via tablet/mobile last 4 weeks. ^Nielsen Online Ratings Hybrid Jul13, smh/age/brisbanetimes/watoday – Technology (unduplicated). ^^Nielsen MI Aug13, smh,age,watoday,brisbanetimes-technology mobile or tablet platform. # More likely than the average Australian population.

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Contributors & Content



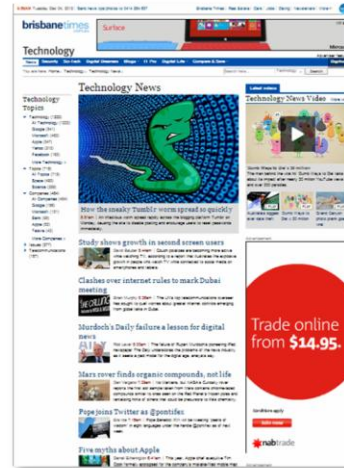
Ben Grubb

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.



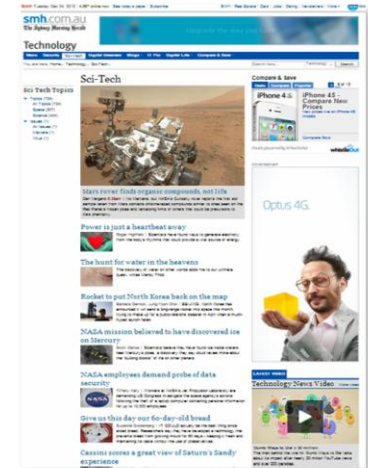
James Manning

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.



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!