Overview

itpro

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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 **$293 million** on IT products within the last 4 weeks

• **45%** of our audience purchased electrical or IT products in the last month

• We reach **3 in 4** senior IT business decision makers each month^^

• **3.0m** or **85%** of our audience own a smartphone or tablet, and **1.0m** intend to purchase one in the next 12 months

• **73%** of our audience agree say they never leave the house without their mobile phone

Key Stats

▪**Monthly Print Readership:** 1,577,000
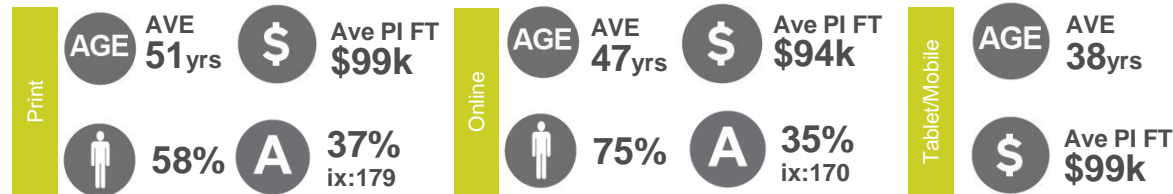▪**Online UA:** 1.2m
▪**Mobile/Tablet (SMH/Age/BT L4W):** 1.4m

Profile*

Print				Online				Tablet/Mobile		
AGE **51**yrs	$ Ave PI FT **$99k**			AGE **47**yrs	$ Ave PI FT **$94k**			AGE **38**yrs		
58%	A **37%** ix:179			**75%**	A **35%** ix:170			$ Ave PI FT **$99k**		

Advertising Contact Information
Robert Cheng 02 9282 2152
rcheng@fairfaxmedia.com.au

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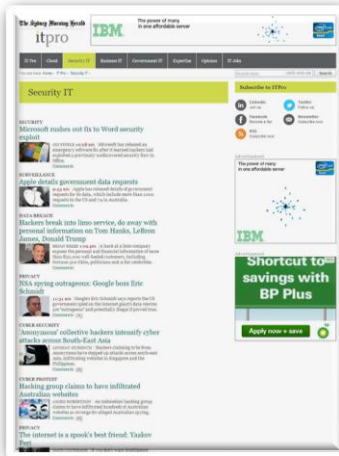**Print Material:** 1 day prior to publication.

Content

Cloud
How cloud computing affects your business - from costs, government policy and security to trends and innovations.
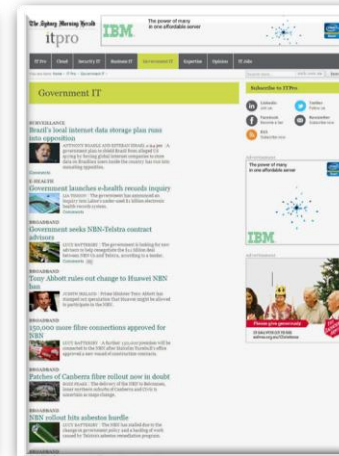
Security IT
Covering the latest in hacking scandals, privacy issues, viruses and security flaws.

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.

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Editorial Team

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

Lia Timson

Ben Grubb

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'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.

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Fairfax Business Network

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

Reaching **4 million*** ambitious and financially astute individuals each month, the Fairfax Media Business Network attracts diverse, engaged and highly sought-after audience segments.