

MEDIA KIT



Technology news and experience from all levels of government



The GTR model

Government is one of the largest buyers of information technology goods and services, investing in excess of \$10 billion dollars annually.

Federal Government spending is around \$4.4 billion, with combined State Government expenditure at \$4.8 Billion and Local Government outgoings nearly \$800 million.

Why the big spend? Information technology is integral to almost every government service. Whether it be information processing on the vast scale of a Centrelink or a Council sending text messages about its sporting fields, technology makes it possible for government to serve stakeholders more effectively.

Government Technology Review holds a mirror up to public sector use of IT.

Readers are offered the chance to learn from their peers' experiences wielding technology to deliver services.

Government Technology Review has compiled a bespoke database of IT and e-government decision makers in Federal,

State, Local Government, Universities, Government Business Enterprises and other agencies in Australia and New Zealand.

The magazine is distributed to these recipients every two months.

Editorial coverage includes interviews with key government ministers, industry experts, CIO's, heads of industry associations and industry "thought leaders".

The magazine is written by award-winning, veteran IT journalists.

Topics we cover include e-government, procurement, human resources, shared services, open source, storage & storage infrastructure, Security of information, Data Centres, Cloud Technology, Virtualisation, Data security, biometrics, VoIP, Data management, Information Management, e-government, ECM, Document Management, Internet & Intranet development, Outsourcing, Contact Centre Technology and IT Training & Development.

“ Today government wants to be a one stop shop for its citizens ICT & e-government solutions technology is at the core of this information technology boom.”

\$10 billion
in e-government initiatives



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Summary

Government Technology Review is published bi-monthly by Commstrat, a media company which has for more than a decade worked collaboratively with industry and professional associations to provide a range of services to their members. Organisations CommStrat serves include the Australian Water Association, Institute of Public Works Engineering, Environment Institute of Australia and New Zealand, Australia India Business Council, Economic Development Australia, Council of Small Business of Australia and many others.

Circulation

A bespoke bi-monthly ICT and e-government editorial magazine with an audited controlled circulation of 11,466 (CAB audited). Copies are delivered to the widest possible selection of CIO's, ICT managers and e-government influencers in Federal, State, Local Government and associated GBE's (Government Business Enterprises) in Australia and New Zealand.



Editorial Charter

Government Technology Review aims to explore technology's role as an enabler of service delivery for all levels of government.

The magazine focuses on the business of government. Accordingly, the magazine believes the most valuable voices our readers can find in our pages are those of our readers' peers, namely people actively involved in government.

Government Technology Review's editorial will always be independent, unbiased and unswayed by other issues. It will also be respectful of its readers' needs and time: our content will aim to impart relevant information in an entertaining, approachable format.

We will also aim to be actionable: each issue of Government Technology Review should leave its readers' feeling they can take the information and experiences recorded in its pages and use them to inform their own endeavours.

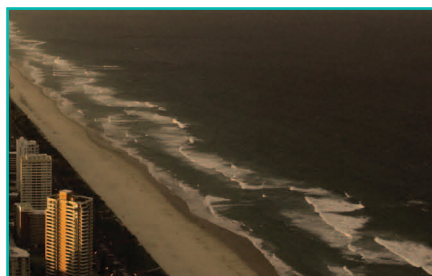
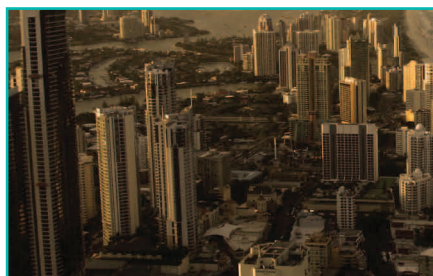
“Government and the public sector is actively embracing ways at leveraging on partnerships that will bring about synergy and long term ICT and e-government sustainable programs”

11,466 copies
bi-monthly

Technology news and experience from all levels of government

Typical Readers of Government Technology Review include:

Chief Information Officer
Chief Executive Officer
Chief Financial Officer
Managing Director
Manager, Procurement, Grants and Contract Management
Manager ICT Infrastructure Services
Information Management Section Manager
Business Operations Manager
Facilities, Records, and Security Manager
ICT Strategies and Infrastructure Manager
Infrastructure, Support & IT Security Manager
Data centre manager
National Manager, Business Development & Communications
ICT Centre Director
Executive Manager Enterprise Infrastructure
National Manager Applications Architecture
National Manager Business Integrity & Workflow Systems
National Manager, Call Operations
National Manager, Call Performance
National Manager, Channel Development
National Manager, Data Services
National Manager, Employment and on-line systems
National Manager, Fraud & Intelligence
National Manager, ICT Capability
National Manager, ICT Services
National Manager, ICT Strategic Initiatives
National Manager, Marketing, Online
and Customer Communications
National Manager, Performance & Information Management
National Manager, Security,
Infrastructure Applications & Services
National Manager, Customer Contact Systems
National Manager, Service Network Systems
National Manager, Strategy & Service Delivery Partnerships
National Manager, Technical Architecture
National Manager, People Services
General Manager, Business Systems
General Manager, ICT & Corporate Services
General Manager, Network Operations
General Manager, Network Performance
Executive Manager, Standards Development
& Future Technology
Head of IT
Director, IT Business & Engagement Solutions
Director, Governance & Strategic Planning
Director of IT & Business Improvement Team
Executive Manager Infrastructure
National Manager, Information Technology
National Manager, Corporate Services
Cyber Safety Manager
Online Content Regulations Manager
Records Manager
Manager Business Integrity & Workflow Systems
ICT Management Services
Group Manager Identity Services team
Director Program Delivery
Head of Information Communications
Marketing and Communications Director
Finance and Procurement Manager
Director of ICT Operations
Manager, Information Technology — Information Technology
& Data Centre Department
National Manager, National Library & Knowledge Services
Director, Client Service & Market Development
National Director, HR & People Development Services
Information Technology Manager
National Manager, Forensic & Data Centres
Head Technology Services
General Manager — Digital Economy
Executive Manager — Security, Safety and e-Education
General Manager of Information Management &
Technology Services
National IT Operations Manager
Executive Manager — Spectrum Infrastructure
Property Office Services & IT Manager
Director, New Media and Digital Services
General Manager Technology & Asset Services
General Manager IT Operations
Director, e-Security Project



Editorial and advertising features

Feb/Mar 2012

LEAD FEATURE: Data Security

SECOND FEATURE: Meeting Room Technology

Apr/May 2012

LEAD FEATURE: Field Service

SECOND FEATURE: Printers & Managed Print Services

Jun/Jul 2012

LEAD FEATURE: Data Centres

SECOND FEATURE: Cloud Infrastructure

Aug/Sep 2012

LEAD FEATURE: Customer Service technology

SECOND FEATURE: Mobile Devices

Oct/Nov 2012

LEAD FEATURE: Green technology

SECOND FEATURE: Spatial Technology

Dec 2012/Jan 2013

LEAD FEATURE: E-Learning / Computer based training

SECOND FEATURE: Simulation Technology

Publication Schedule

| Issue | Booking deadline | Material deadline | On Sale date |
|------------------|------------------|-------------------|--------------|
| 2012 | | | |
| February/March | 24 February | 2 March | 23 March |
| April/May | 16 April | 19 April | 10 May |
| June/July | 25 June | 28 June | 19 July |
| August/September | 27 August | 30 August | 20 September |
| October/November | 22 October | 25 October | 15 November |
| December/January | 11 January | 16 January | 27 January |

Mechanical specifications

FILE FORMATS: Please supply an Adobe Portable Document Format (PDF). Prepare all PDF's as specified by the 3DAP guideline (visit www.3dap.com.au/creating.html for instructions). Artwork can be supplied on disc, USB or by email (up to 5mb). Files larger than 5mb should be sent via an online file delivery service such as Yousendit.com **IMAGES:** Minimum of 300 dpi at 100% scaling. Line art images minimum of 1200 dpi at 100% scaling. **COLOUR:** Any RGB or Spot colours must be converted to CMYK. **FONTS:** Please ensure all fonts are embedded. **PROOFS:** A coloured proof should be supplied with all ads. No responsibility will be accepted for reproduction of the advertisements unless a colour print out is supplied as reference for the printer and all files saved as specified above.

Advertising Sizes

Please include **4MM BLEED** on all ads except quarter page.

FULL PAGE

Trim size: 297mm H x 210mm W
Type area: 262mm H x 182mm W

DOUBLE PAGE SPREAD

Trim size: 297mm H x 420mm W
Type area: 262mm H x 394mm W

HALF PAGE HORIZONTAL

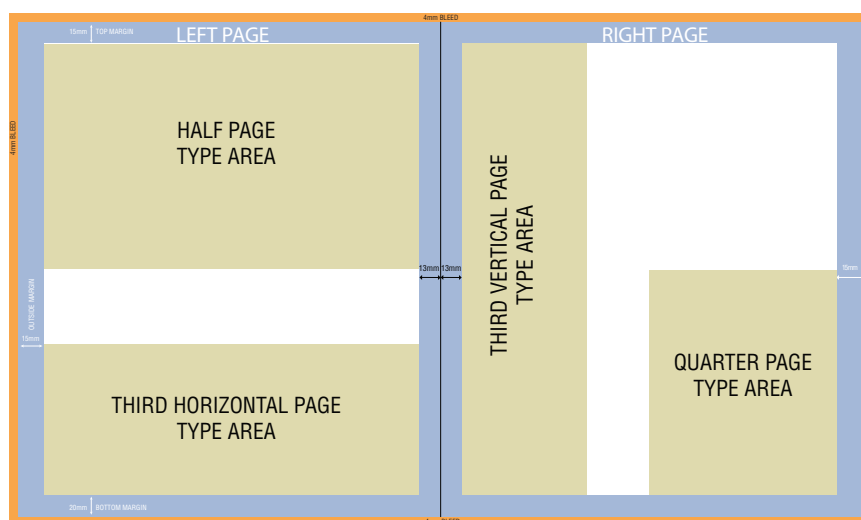
Trim size: 145mm H x 210mm W
Type area: 125mm H x 182mm W

HALF PAGE VERTICAL

Trim size: 297mm H x 104mm W
Type area: 262mm H x 89mm W

THIRD PAGE VERTICAL

Trim size: 297mm H x 71mm W
Type area: 262mm H x 58mm W



NOTE: The actual positions of ads can vary. This diagram is for illustration purposes only.

THIRD PAGE HORIZONTAL

Trim size: 105mm H x 210mm W
Type area: 182mm W x 85mm H

QUARTER PAGE VERTICAL

127mm H x 89mm W

QUARTER PAGE HORIZONTAL

64mm H x 182mm W

MARGINS

Type to be at least 12mm from the trim.

Advertising Rates

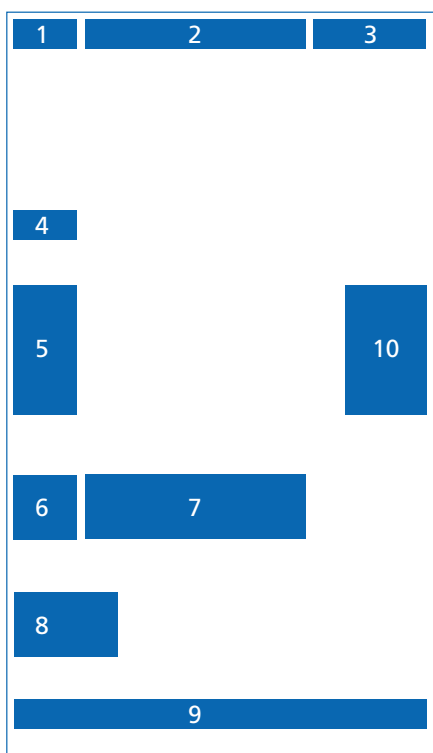
| Rate* | Casual | 3 x (-5%) | 6 x (-10%) |
|---------------|--------|-----------|------------|
| Full page | \$5000 | \$4750 | \$4500 |
| DPS | \$9000 | \$8550 | \$8100 |
| Half page | \$3000 | \$2850 | \$2700 |
| Half page DPS | \$5500 | \$5225 | \$4950 |
| Third page | \$2000 | \$1900 | \$1800 |
| Quarter page | \$1750 | \$1662 | \$1495 |

* Please note, rates are exclusive of 10% GST

Online Advertising specifications

FILE FORMATS: GIF, JPEG, PNG.

CUSTOM CODE: Custom advertising code provided by third party advertisers are also accepted and we can upload files to the our site after testing. Please allow 3 days for evaluation and testing before launching.



Online sizes

- | | |
|---|--|
| <p>1 TOP LEFT LEADERBOARD 160px x 90px Max file 50kb</p> <p>2 CENTRAL LEADERBOARD 500px x 90px max file 100kb</p> <p>3 TOP RIGHT LEADERBOARD 300px x 90px max file 70kb</p> <p>4 LEFT 1ST TOWER PANEL 160px x 90px max file 50kb</p> <p>5 LEFT 2ND TOWER PANEL 160px x 350px max file 70kb</p> | <p>6 LEFT 3RD TOWER PANEL 160px x 195px max file 60kb</p> <p>7 CENTRE CONTENT PANEL 495px x 130px max file 100kb</p> <p>8 BOTTOM BLOCK PANEL 280px x 165px max file 70kb</p> <p>9 FOOTER PANEL 963px x 90px max file 130kb</p> <p>10 RIGHT 1ST TOWER PANEL 300px x 250px max file 130kb</p> |
|---|--|

Introducing... GTR tv



www.govtechreview.com.au now has an exclusive online TV channel dedicated to showing interviews, site inspections, conference presentations, product reviews and related material of interest to public sector ICT managers. Advertisers have the opportunity to include both pre-roll and overlay advertisements to reach a highly engaged audience. Format details can be provided upon request.

| FORMAT | DESCRIPTION | RATE per month |
|---------------------------|---|----------------|
| Pre-Roll (Linear) | Before feature video. Takes over full video experience for period of time. | \$5,000 |
| Overlay (Non-linear) | During feature video. Runs concurrently to video content at bottom of video screen. | \$4,000 |
| Both Pre-Roll and Overlay | N/A | \$8,000 |

Electronic Direct Mail (eDMs)

GovTechReview has recently introduced client eDMs sent out to 7,000 direct subscribers. We restrict the number of eDMs to 2 per month. GTR's email database is completely unique and without peer within Australian media, and provides a thorough targeting of Federal, State & Local Government as well as Higher Education.

PERCENTAGE BREAKDOWN

- Fed - 25%
- State - 30%
- Local - 40%
- Higher Education - 5%

JOB TITLES

Most common recipients by job title are:

- CIO
- Manager ICT Infrastructure
- CEO
- IT Manager
- Manager Procurement/Grants/Contract Management
- National Manager – ICT Services
- CSO
- Director ICT Operations

DATABASE SIZE

7,000 email addresses
The database is refreshed monthly to ensure it is up-to-date.

INVESTMENT COST

\$3,000 + GST

GTR

Own It. Your Cloud.

2011

REGISTER NOW

Department of Education and Communities presents their virtualization journey at vForum 2011

the largest Virtualization and Cloud of the Year!

Department of Education and Communities present their virtualization journey at vForum 2011

REGISTER NOW

“ When executed correctly, eDM is a valuable marketing tool in educating, selling and gauging consumer reaction to your brand.”

7,000
direct subscribers

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Contacts

GTR Government Technology Review is a sure way to reach the real decision makers in government and the public sector who make decisions on both ICT and e-government investments — with no wastage.

Advertising

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“ GTR is a sure way to reach the real decision makers in government and the public sector who make decisions on both ICT and e-government investments — with no wastage.”

Influence
strategically targeted audience

