



iTWire & JobsWire

MEDIA & INFORMATION KIT

iTWire: Profile

iTWire (www.itwire.com) is Australia's leading, independent technology news and information site.

A must-have source of information for industry professionals in the information technology and telecommunications sectors, iTWire delivers news, informed comment and analysis from a respected team of award-winning journalists.

An average of 795,000 unique visitors every month visit the iTWire information portal for the latest news and views on Australia's and the world's technology companies. Monthly page views average 2 million and visitors to the iTWire forum comment on more than 2,000 news and opinion articles a month.

iTWire reaches a wide audience of readers in the technology marketplace, from consumers and users of technology products and services, to IT and telecommunications professionals, business users.

Our team of writers cover the news and latest industry developments in the major markets of North America, Europe and Asia, as well as Australia and New Zealand, and have earned a reputation for authoritative comment and critical analysis.

The iTWire.com portal delivers:

- **Analysis:**
Insightful, authoritative analysis of the business of technology, including corporate performance and developments, product and service offerings, industry and market trends including the technology jobs and recruitment market
- **News:**
News updates delivered constantly throughout the day seven days a week from our editorial team drawing on their many industry sources and years of experience reporting on all areas of the technology marketplace and the science sector. Breaking news posted to the iTWire site daily and delivered six days a week by e-newsletter.
- **Blogs:**
iTWire's journalist bloggers are forthright, hard-hitting and, at times, quirky, as they bring their own personal style to bear with independent and objective comment and analysis on the latest news and developments in the global technology market
- **Lifestyle:**
iPhones and mobile phones, iPods and mobile music players, enterprise products, software, hardware, services, gadgets, games, gizmos, internet telephony and almost anything that consumers and businesses use today's are reported, reviewed and critiqued in Tech Lifestyle
- **Events:**
For the technology professional, iTWire has an up-to-date calendar of all the industry events staged each month – conferences, exhibitions, training days, seminars and industry talk-fests.
- **Releases:**
Industry has its own say, posting their own media releases and information announcing corporate and company developments, new products and services, expansions, mergers and acquisitions and new appointments. A window direct to the marketplace for companies, without necessarily relying on coverage in iTWire's editorial columns.
- **Jobs:**
iTWire's technology jobs service, JobsWire, specialises in technology recruitment and jobs search. Many of Australia's leading, specialist technology recruiters and major technology companies each month list their job and career opportunities on JobsWire. More than 1,500 jobs are listed on JobsWire at any one time, and viewed by the thousands of visitors to the iTWire news and information portal every month.

iTWire: Stats & Facts

- **Traffic**
795,000-plus average monthly unique visitors to the website
- **Page loads**
2 million web pages of news and information read every month
- **Newsletter**
243,000 e-mail newsletters delivered monthly to 13,500 opted-in e-mail subscribers;
25% average daily open rate
- **News Alerts**
iTWire one of the first online news providers in Australia to offer the Skinkers news alerts service. News alerts are delivered straight to the desktop of subscribers who opt to receive the iTWire News Alert service, LiveWire
- **Audience**
iTWire's audience comprises senior IT & T professionals in the private and government sectors. Demographics collected with email subscription registration confirm that iTWire users are CEOs, managing directors, CIOs, general managers, department heads and managers.

Research by one of Australia leading research firms, Roy Morgan Research shows that iTWire's audience is:

Professional managers who use the internet for IT Information

- 81% of visitors surveyed are AB Quintile
- 69% of visitors surveyed have a diploma or degree
- 93% of visitors surveyed are employed full time
- 39% of visitors surveyed intend to purchase a technology item for the household
- 81% of visitors surveyed have been using the internet for 5 years or more
- iTWire's readers comprise:
 - 20% Senior executives
 - 18% Senior roles within ICT sector
 - 13% ICT consultants
 - 11% Middle management
- Business sectors where iTWire readers are employed include:
 - Telecommunications
 - ICT service providers, consultants
 - ICT sales
 - Recruitment/HR management

iTWire: Stats & Facts

- Software development
- PR/Advertising
- ICT manufacturers
- Government
- Banking/financial services

JobsWire @ iTWire: Jobs & Recruitment

- JobsWire is iTWire's jobs and recruitment channel, specialising solely in technology jobs. Unlike general recruiting sites with a division for IT recruitment, JobsWire was established for the sole purpose of bringing online recruiters specialising in technology recruiting together with the iTWire community of readers who are senior technology professionals in private industry and government.
- Jobs listed on JobsWire by recruiters and businesses employing technology professionals will be exposed to the thousands of IT professionals who make up an average of 700,000-plus unique visitors each month to iTWire.

Like recruiters, the HR and recruitment teams of technology companies or other business organisations and government departments can post jobs directly to JobsWire.

- JobsWire adds value to your business in its own unique way through integration with the iTWire news site. JobsWire will deliver you upwards of 30,000 visitors every week day, all technology professionals and potential quality candidates who come to JobsWire through the iTWire technology news and information portal.

They visit iTWire seeking up-to-the-minutes news and analysis of the technology market in Australia and internationally. Many of the iTWire visitors flow through to JobsWire where they're exposed to the job listings and brand advertisements of major recruiters.

JobsWire is unique in adding further value by delivering a substantial number of passive job seekers, all technology professionals not necessarily active in the market searching for a job or new career opportunity.

Testimony to this is the comment by leading technology recruiter, Paxus:

"Twelve percent (12%) of applicants that we got through JobsWire were a 'must see' and were not even in our database of candidates. That's enormously valuable to a recruiter who is always on the lookout for stand-out candidates."

Amanda Miles, Paxus Marketing Manager

The Paxus website regularly experiences traffic increases of up to 33% from 3,000 to 4,000 unique visitors a month due to the click throughs from candidates accessing jobs listed on JobsWire.

- JobsWire also provides recruiters with the added benefit of directly putting their jobs in front of iTWire's 13,500 subscribers to the daily Update newsletter.
- Many JobsWire subscribers are now also opting to receive iTWire's **desktop news alerts** twice a day. By-passing the inbox and delivered straight to the desktop, the LiveWire Alerts give our readers a brief, up-the minute snapshot of the latest news, including recent job listings.
- JobsWire partner company, LinkMe, brings both recruiters and job seekers an additional online resource. For *job candidates*, LinkMe is an online resource, which serves as a personal career manager for candidates listed on JobsWire. The JobsWire/LinkMe service uploads resumes into the system and presents a candidate's experience to recruiters and employers looking for staff solutions.

JobsWire @ iTWire: Jobs & Recruitment

For *recruiters*, JobsWire/LinkMe can save time sourcing candidates by providing instant access to a large pool of quality candidates and:

- Generate additional revenue by accessing hard to find candidates - including those working for your clients' competitors
- Access quality passive candidates not found through traditional job boards but who are regular visitors to iTWire and JobsWire
- Save time by alerting you when hard to find candidates join the database.

JobsWire: Feature-rich, Specialist Jobs Board

JobsWire is a jobs board designed and developed specifically to meet the needs of the technology recruitment industry and provide a dedicated service to the IT and telecommunications industries.

Integrated with the iTWire technology news and information portal, JobsWire is a gateway to the specialist technology recruitment sector and thousands of job and career opportunities.

JobsWire incorporates a number of unique features specifically designed by iTWire to provide an easy to use, highly accessible service to recruiters and candidates. JobsWire offers:

Recruiters

- Jobs are defined by job type with a large "dictionary" of Skills tags to further define each job listing
- By using 'guest apply only', users have to manually apply for each job thus reducing "noise" from candidates who "CV bomb" using a 1-step apply button found on other boards
- Promote recruiters' brands through featured jobs and a unique sponsored banner advertising system

Job candidates

- A super simple approach which makes it very easy to search for jobs
- Keyword search for quick job location
- Browsing by:
 - Job type
 - Skills tags
 - Recruiter
 - Locations (geographic) of jobs
 - Registration for daily alerts of jobs matching Skill tag categories
 - Guest only job applications

iTWire: Advertising & Sponsorship

Advertising Channels

iTWire website:

iTWire & JobsWire portals attracting 795,000-plus unique visitors monthly.

Reaches senior technology business managers in private industry and government and consumers of technology products and services

Update e--newsletter:

iTWire Update e-newsletter. An average of 243,000 email newsletters delivered directly to the inbox of 13,500 opted-in subscribers every month. Open-rate 25% daily

JobsWire:

Specialist technology jobs and recruitment site servicing thousands of senior executives and technology professionals in senior and middle management positions. Ideal for brand advertising and significant exposure to vast pool of potential job seekers

News Alerts:

LiveWire news alerts delivered direct to the desktop of iTWire readers and subscribers twice daily. By-passes inbox of subscribers and takes advertisers' brand direct to the desktop of opted-in LiveWire subscribers

Advertising Specifications

Standard & Rich Media Creatives

- Leaderboard
- Skyscraper
- Wide Skyscraper
- Medium Rectangle
- Over the Page Ad (OTP)
- Sponsored editorial (site, news stream), tool bars

Newsletter

- Sponsorship
- Advertorial
- Medium Rectangle
- Standard banner

iTWire: Editorial Team

iTWire's Australian, US and UK editorial team comprises respected and experienced technology and science journalists and industry commentators.

With a wealth of knowledge and many years covering all facets of the information technology and telecommunications industries, games and entertainment, our team of writers post daily updates and reports on the latest stories breaking in Australia and around the world in the major markets of North America, Europe and Asia. The world of science is covered by our specialist correspondent in the United States.

Stan Beer: Editor in Chief

Stuart Corner: Editor, Telecommunications

Alex Zaharov Reutt: Editor, Technology

Adam Turner: Home & digital entertainment, personal computing

David Williams: Linux & Open Source

Stephen Withers: Apple, IT

Angus Kidman: IT

Davey Winder: IT, specialising in security

Sam Varghese: Open Source

Mike Bantick: Games & Entertainment

William Atkins: Science & technology

Tony Austin: IT