



iWire & JobsWire

MEDIA & INFORMATION KIT

iTWire: Profile

iTWire (www.itwire.com.au) is Australia's fastest growing technology business 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 some of Australia's most respected journalists.

Over a million unique visitors every month visit the iTWire information portal to find out the latest news and views on Australia's and the world's technology companies.

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 award-winning 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 hard-hitting, insightful comment and critical analysis.

The iTWire.com.au portal delivers:

- **Analysis:**
Insightful, authoritative analysis of the business of technology, including corporate performance and developments, product and service offerings, industry and market trends
- **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.
- **Blogs:**
iTWire's journalist bloggers are forthright, hard-hitting and, at times, quirky, as they bring their own personal style to bear with critical comment and analysis on the latest news and goings on in the market
- **Lifestyle:**
iPods, mobile phones 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, seminars and industry talk-fests.
- **Industry 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
- **Jobs:**
iTWire's dedicated 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

iTWire: Stats & Facts

- **Traffic**
1.3 million unique visitors on average to the website monthly
- **Page loads**
2.5 million web pages of news and information read every month
- **Newsletter**
288,000 e-mail newsletters delivered monthly to 12,000 opted-in e-mail subscribers
- **News Alerts**
iTWire the first online news provider in Australia to offer the Skinkers news alerts service. News alerts are delivered straight to the desktop of subscribers who have opted to receive the iTWire News Alert service, LiveWire
- **Audience**
iTWire's audience comprises senior IT & T professionals in both 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

Business sectors where iTWire readers are employed

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

JobsWire @ iTWire: Jobs & Recruitment

- JobsWire is iTWire's jobs and recruitment channel, and is not just another general recruiting site with a division for IT recruitment. JobsWire was established for the sole purpose of bringing online recruiters specialising in technology recruiting together with iTWire readers, who are senior technology professionals in private industry and government.
- JobsWire is where recruiters and companies looking to attract quality candidates with technology expertise come to and where job seekers with skills and experience in the information technology and telecommunications industries look to for their next job or major career move

Jobs listed on JobsWire by recruiters and businesses employing technology professionals will be seen by thousands of IT professionals who make up an average of 1.3 million unique visitors each month to iTWire.

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

- JobsWire adds value to your business in its own unique way because it's more than just a jobs board. Unlike other jobs boards, JobsWire will deliver you upwards of 40,000 visitors every, all technology professionals and potential quality candidates, every day, who come to JobsWire through the iTWire technology news and information portal.

They visit iTWire every day seeking up-to-the-minutes news and analysis of the technology market in Australia and internationally and, at the same time, will be exposed to JobsWire listings and your brand advertisements.

- JobsWire is unique in that we also add significant value by delivering a substantial number of passive job seekers, all technology professionals who are not necessarily active in the market searching for a job or new career opportunity. They are regular, daily visitors to the iTWire news and information portal

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 has experienced a traffic increase of 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 gives recruiters and technology companies the added benefit of directly putting their jobs in front of iTWire's 12,000 subscribers to the daily Update newsletter.
- Many of JobsWire subscribers are now also opting to receive iTWire's new **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.

LiveWire also provides recruiters with an additional sponsorship channel through which you can promote and advertise your brand.

- And, JobsWire and iTWire have partnered with LinkMe to bring recruiters and job seekers an addition 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 you time sourcing candidates by giving you 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: A Jobs Board Specialising in Technology Recruiting

JobsWire is a jobs board dedicated to serving the needs of the technology recruitment industry and providing a service to the IT and telecommunications industries.

The new JobsWire site, integrated into the iTWire technology news and information portal, is a gateway to the specialist technology recruitment sector and thousands of job and career opportunities.

With a predicted boom in technology sector jobs in an already buoyant market, JobsWire is ideally positioned to give recruiters and technology companies maximum exposure to 1.2 million technology professionals and business managers every month through iTWire.

JobsWire services will add value and bring benefits to recruiters, businesses looking for new, quality staff and job seekers. JobsWire is a highly accessible, user-friendly jobs board offering the recruitment and jobs industry a comprehensive, specialist resource:

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 1.3 million 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. More than 280,000 email newsletters delivered directly to the inbox of 12,000 opted-in subscribers every month. Open-rate 30-40% daily

JobsWire:

Specialist technology jobs and recruitment site servicing thousands of senior executives and technology professionals in senior and middle management positions

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 subscribers to the Alert service

Advertising Specifications

Standard & Rich Media Creatives

- Tower
- Leaderboard
- Skyscraper
- Wide Skyscraper
- Medium Rectangle
- Over the Page Ad (OTP)
- Half Page Ads
- Sponsorships/advertorials (iTWire newsletter)

Newsletter

- Monthly sponsorship
- Advertorial
- Medium Rectangle
- Standard banner

iTWire: Editorial Team

iTWire's editorial team comprises some of Australia's most respected and experienced technology 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:

Stephen Withers:

Angus Kidman:

Sam Varghese: Open Source

Mike Bantick: Games & Entertainment

William Atkins: Science & technology