

# INTEGRATE

## BESPOKE DIGITAL OPPORTUNITIES

INTEGRATE-EXPO.COM



# MORE THAN AN EVENT

## Digital Opportunities

Integrate produces a host of year-round communications through digital channels, facilitating industry connections 365 days a year.

### WHAT?

Integrate is Australia's leading platform dedicated to helping businesses harness the power of AV to transform customer experiences. Beyond a yearly event, Integrate's digital opportunities are a platform for advertisers to create new conversations with a dedicated audience of 25,000+ AV professionals.

### WHY?

As the industry and broader population faces increased screen time, Integrate remains a digital nexus for brands to promote the latest AV products, solutions and insights with an engaged online audience. Our digital content reflects the industry trends, innovations and technological advances that demonstrate how the Australian AV industry remains at the forefront of innovation.

### WHO?

AV professionals and end users consume Integrate's content to source connections, create networking opportunities or product updates. Editorial contributions are sourced from partner publications, freelance writers and exhibiting/sponsoring brands.

# Our Audience

Over the past decade, Integrate has built a qualified audience of key decision-makers from across the Asia Pacific region. Integrate connects this audience to new markets via communications channels including the highly acclaimed Convergence content channel, website and new customised digital opportunities.

From live events specialists and integrators to end users, key manufacturers and distributors, Integrate is where this AV community converges.

18,000<sup>+</sup>

CONVERGENCE  
SUBSCRIBERS

(including national & international)

280,000<sup>+</sup>

WEBSITE VIEWS  
PER YEAR

60,000<sup>+</sup>

WEB USERS PER YEAR

\*Statistics derived from 2019  
show calendar year.

90,000

WEB SESSIONS PER YEAR

## PRODUCT INTERESTS

- Audio Systems & Equipment
- AV Systems & Integration Services
- Control Systems
- Collaboration & Cloud Technology
- Digital Content & Signage
- Interactive Display
- IT Networking & Software
- Lighting & Light Control
- Home Automation
- Projection Technology
- Media Production & Distribution
- Live Event Technology

Our Audience  
spans the  
following sectors:



Core AV



Systems  
Integration



Live  
Events



Education  
& Training



Advertising  
& Media



Retail



Building &  
Construction



Government &  
Infrastructure



Corporate  
& ICT



Healthcare



Hospitality

# INTEGRATE

# Website Opportunities

## BANNER ADVERTISING

Integrate's digital platforms offer year-round engagement. Our website alone receives over 280,000 views each year.

Cut through the noise - take advantage of this premium exposure to your target market while they are online more than ever before.

### Premium Leaderboard

For premium exposure, this leaderboard offers branding on the top visited pages of the Integrate website.

Your banner will appear as 1 of up to 3 banners prominently displayed on the home page as well as various inner pages.

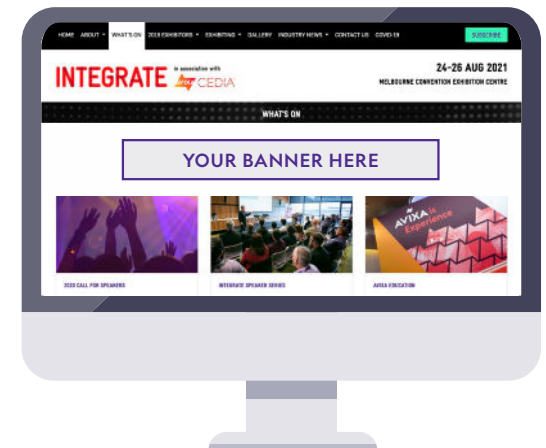
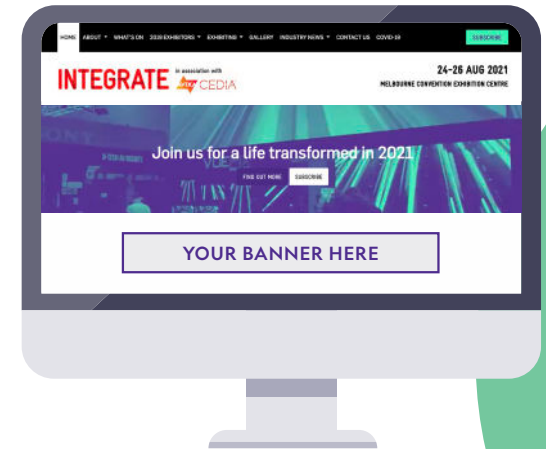
**\$2,500** + GST

### Standard Leaderboard

For prominent exposure, this leaderboard offers branding on the top visited pages of the Integrate website, with the exception of the home page.

Your banner will appear as 1 of up to 3 banners prominently displayed on various inner pages, including the Industry News section.

**\$2,000** + GST



*All content to be provided by client*

# INTEGRATE

# Content Opportunities

## BANNER ADVERTISING

'Convergence' is Integrate's content channel, presenting the latest industry insights, unique editorial, partner and association announcements and industry product highlights.

Delivered directly to 18,000+ industry professionals around Australasia and beyond, it is a proven industry source of quality AV news.

**Average Email Open Rate** 33%

### Reader Demographics

Male: 89% Female: 11%

### Location

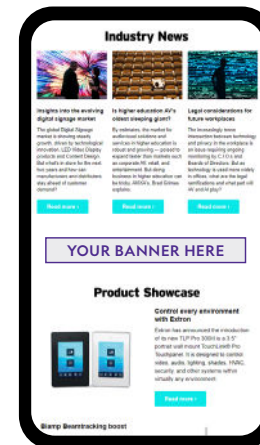
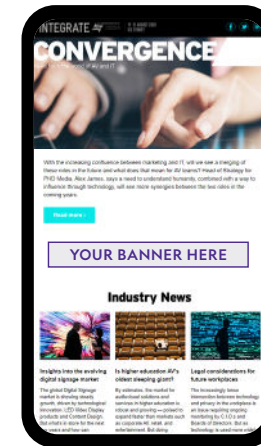
Australia: 88% US: 6% NZ: 3%

Rest of the World: 3%

### Premium Leaderboard

Your artwork will be the first leaderboard banner advertisement in one selected Convergence issue, linking to your provided URL.

**\$2,500** + GST



### Standard Leaderboard

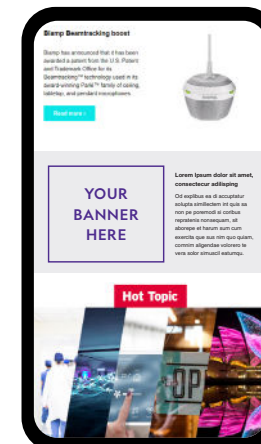
Your artwork will be the second leaderboard banner advertisement in one selected Convergence issue, linking to your provided URL.

**\$2,000** + GST

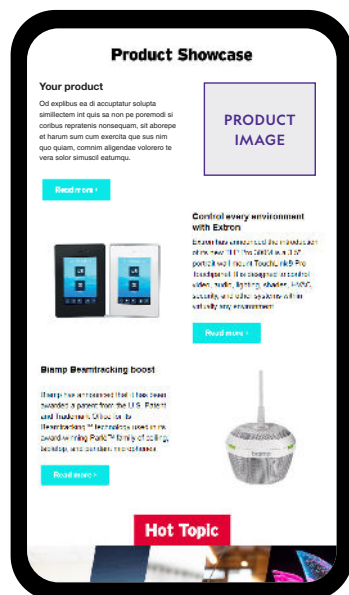
### MREC Advert

Your artwork will be the first MREC banner advertisement in one selected Convergence issue, linking to your provided URL.

**\$1,900** + GST



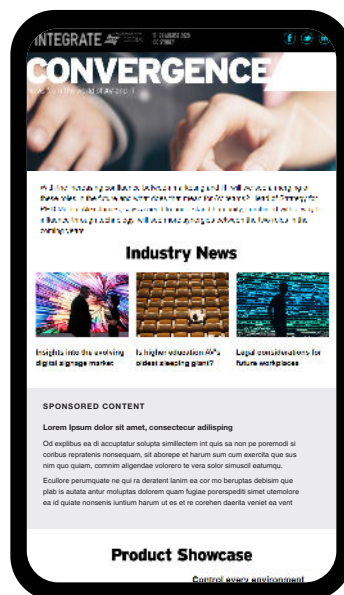
*All content to be provided by client*



## Featured Product Highlight

Your product (new or existing) will feature as 1 of 3 products highlighted in a selected Convergence, linking to further detail hosted as Industry News on Integrate's website, including a URL of your choice.

**\$1,000** + GST  
(limited per issue)

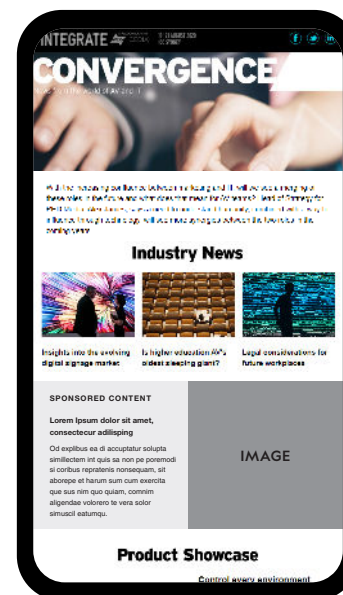


## Sponsored Article (Editorial or Advertorial) No image in Convergence

Your content piece will be featured as a sponsored article in one selected Convergence.

The email will feature an article teaser, linking through to the full content hosted as Industry News on Integrate's website, including a URL of your choice.

**\$1,300** + GST  
(limited per issue)



## Sponsored Article (Editorial or Advertorial) Inc. image in Convergence

Your content piece will be featured as a sponsored article in one selected Convergence.

The email will feature an article teaser with an image of your choosing, linking to the full content hosted as Industry News on Integrate's website, including a URL of your choice.

**\$1,500** + GST  
(limited per issue)

*All content to be provided by client*

## CONTENT PACKAGES

**Takeover Convergence!**  
Catch your target audience's attention with multiple touchpoints.

Choose to run your banner and article/product highlight in the Convergence email, or separate them into different send outs for sustained branding.

**Premium Leaderboard  
+ Sponsored Article**

**\$3,400**

**Standard Leaderboard  
+ Sponsored Article**

**\$2,975**

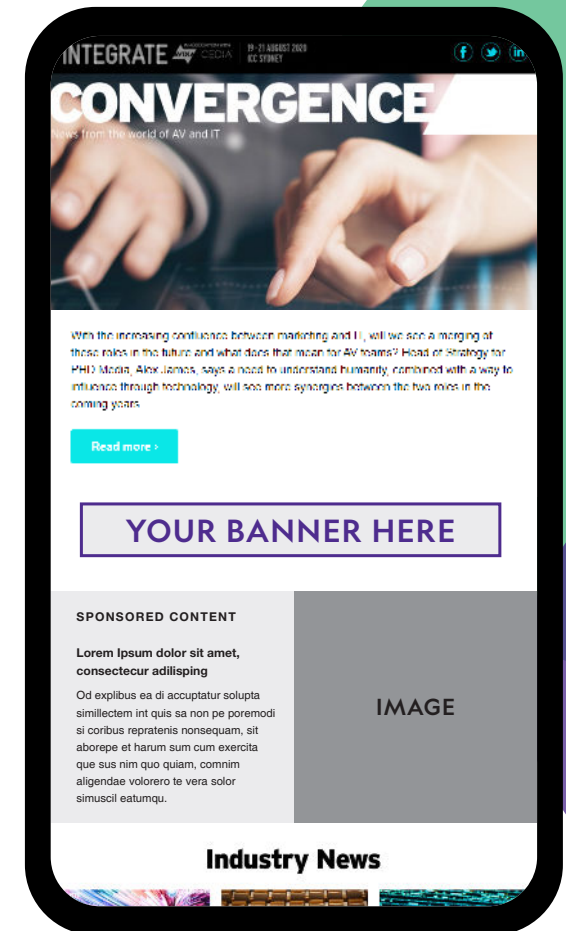
**Premium Leaderboard  
+ Featured Product Highlight**

**\$2,975**

**Standard Leaderboard  
+ Featured Product Highlight**

**\$2,550**

# INTEGRATE



*All content to be provided by client*



# Solus eDM

Solus emails are a great way to expand your marketing reach outside your own list and connect with our highly qualified, highly engaged AV audience.

Send your message without interruption to the Integrate reader database via a solus eDM blast, with your branding included.

## BESPOKE AUDIENCES

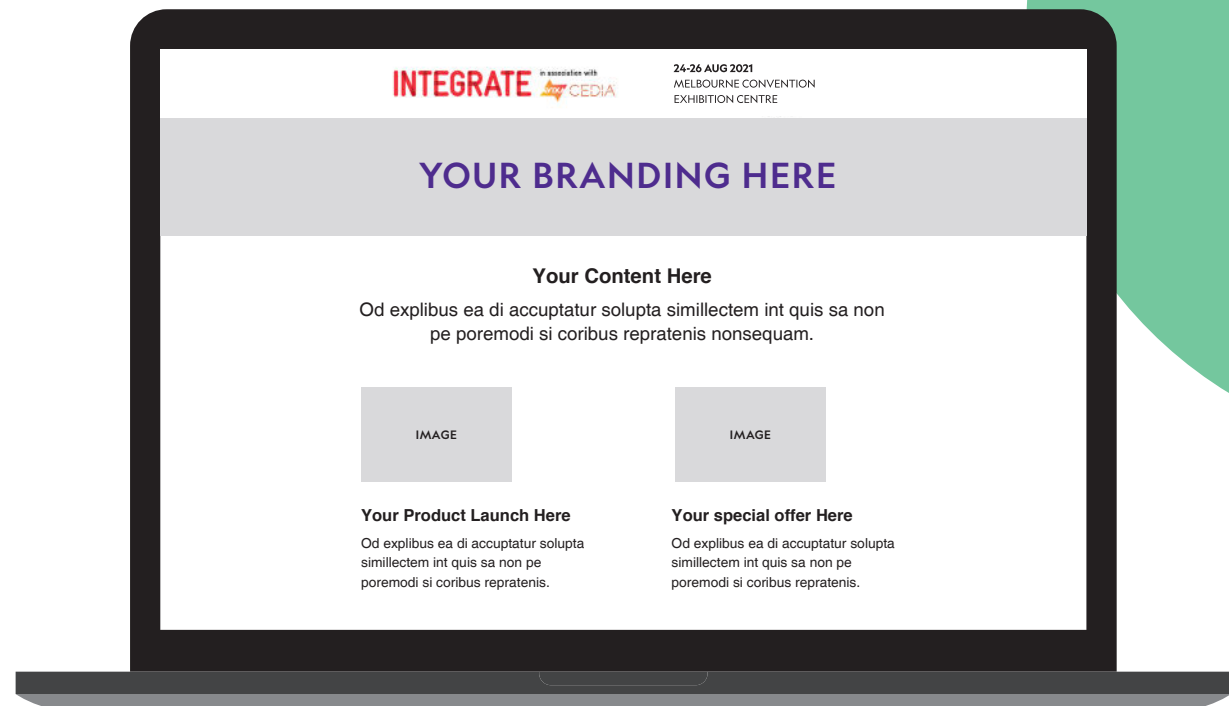
This opportunity includes the option to segment and send to specific audiences based on your brand's needs, including specific product verticals, job titles or geographical locations.

**Suggested topics to promote via solus eDMs include:**

- Product Launches
- Special Deals
- Content Pieces
- Topical Advertorial
- Promote your online event or training

**\$5,000 - \$7,500** + GST

# INTEGRATE





# Tailor a Package

Can't quite find what you are looking for?

Or would like to combine activity to give your brand maximum exposure?

Our team is available to walk you through the options that best fit your business objectives.

**GET IN TOUCH TODAY.**

**Soren Norgaard**

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P: +61 4 0766 1058

## INTEGRATE

**diversified**  
COMMUNICATIONS ■ AUSTRALIA

**INTEGRATE-EXPO.COM**

Integrate is brought to you by Diversified Communications Australia, the brand powering several industry-leading media and event brands.

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