

# SMARTHOUSE

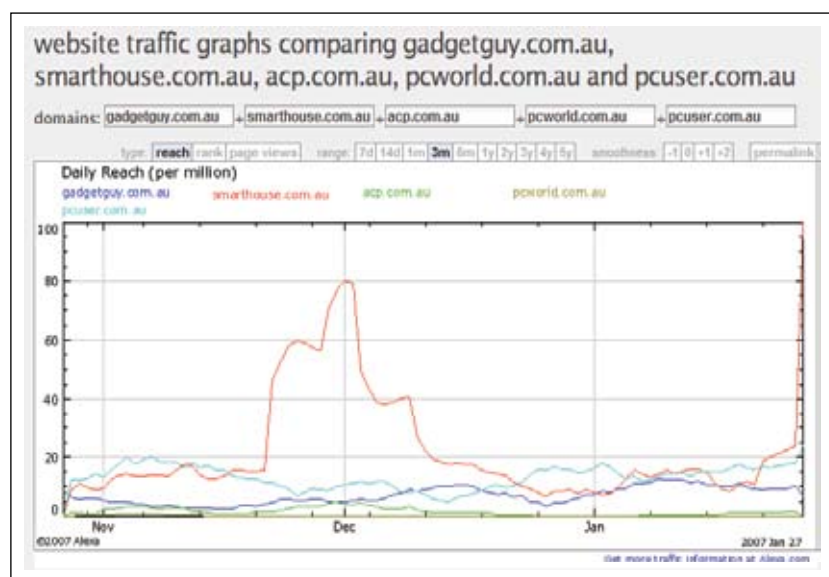
www.smarthouse.com.au



## SmartHouse - The Site

#1 website for consumers actively seeking information on lifestyle technology. SmartHouse website launched a new-look site in 2007. This new-look site has more product reviews, group tests and more traffic. Delivering over 650,000 page impressions each month, SmartHouse is the logical choice for advertisers who need to reach a unique target audience of consumers looking for information on lifestyle technology. Independent figures by Alexis Research show SmartHouse out performs most of the major technology sites.

## Alexaholic Graph SmartHouse



## SmartHouse - The Editorial

Unlike the print medium, the Web offers the key benefit of immediacy. As such, SmartHouse online is news-oriented – we can publish breaking news as it happens. People searching online want the latest news and information at their fingertips – we provide that. Of course, the other benefit of the Web is that there is no limitation on space, which means we have the freedom to publish in-depth analysis articles, how-to articles, buyers guides and an extensive product reviews database. Each month we host particular features relevant to the current marketplace.

## SmartHouse - The Audience

SmartHouse delivers an audience of consumers who are actively seeking information prior to re-search. They are arriving at SmartHouse because we rank so strongly with Google. They are staying with us because we are a niche site offering dedicated information on technology products. We are not a mainstream site who focuses on news, sport or crime – we are 100% technology based. With over 78% of the traffic being new visitors each month you are guaranteed new eyeballs for your campaign each and every month.

- 53% aged 40+
- 91% prefer to search for information online than in print
- 47% will invest in TVs or Home Cinema in the next 12 months
- 9% will invest in Automation in the next 12 months
- 68% are from Australia

## SITE STATS

- Nearly 3 million consumers in 2007
- Nearly 7 million pages viewed
- 80% Male
- 57% earn over \$80,000 per year



4Square Media Pty Ltd  
Suite 503, 100 Mount Street  
North Sydney NSW 2060

Nicole Bence  
nbence@4squaremedia.com  
P> 02 9919 6603

Jessica Bloom  
jbloom@4squaremedia.com  
P> 02 9919 6621

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## SmartHouse – The Opportunity

SmartHouse Website continues to grow in strength. With over 6,500,000 page impressions in 2007 – we are clearly the number one local site for lifestyle technology information. SmartHouse Website offer CPM advertising at \$45 per thousand. In addition, we also offer extremely targeted section sponsorship offering advertisers the opportunity to sponsor a sub-section of the site. Depending on the popularity of the section this can deliver a CPM between \$15 and \$65 – very cost effective for such targeted information within a niche environment.

## CLIENT TESTIMONIAL SMARTHOUSE WEBSITE

THANK YOU (NICOLE) FOR THE ATTENTION YOU HAVE PROVIDED TO OUR ACCOUNT THIS YEAR. YOUR ADVICE MEANT THAT WE HAVE BEEN ABLE TO MAXIMIZE OUR ADVERTISING DOLLAR WITH YOUR COMPANY AND MOST IMPORTANTLY WE HAVE FOUND THAT WE RECEIVE REGULAR ENQUIRIES FROM THE ADVERTISING.

**NICK LIBERTONE**  
MANAGING DIRECTOR  
CONVERGENT TECHNOLOGIES P/L

## SECTION SPONSORSHIP RATES:

Creative	1 x month	3 x month	6 x month	12 x month
BANNER	\$1400	\$1300	\$1100	\$1000
TOWER	\$1400	\$1300	\$1100	\$1000
TILE	\$1400	\$1300	\$1100	\$1000
WIDE TOWER	\$1400	\$1300	\$1100	\$1000
BUTTON	\$400	\$250	\$150	\$100

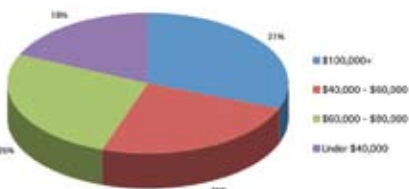
## HOMEPAGE RATES & SPECIFICATIONS

CREATIVE	COST	SPECIFICATIONS
BANNER	\$3500/month	728 x 90 pixels
WIDE TOWER	\$3500/month	300 x 600 pixels
TILE	\$3000/month	250 x 300 pixels
TOWER	\$2750/month	120 x 600 pixels
BUTTON	\$1200/month	120 x 90 pixels

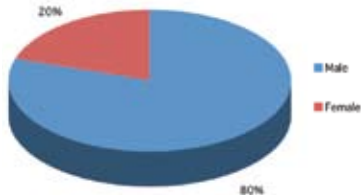
\* Creative must be supplied as either Flash (Click-through must be embedded into file) Html, JavaScript, GIF or JPEG. \* Files no larger than 32K

## NEWSLETTER REGISTRATION DEMOGRAPHIC SURVEY

Income



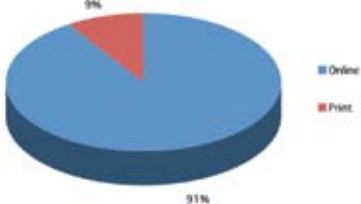
Gender



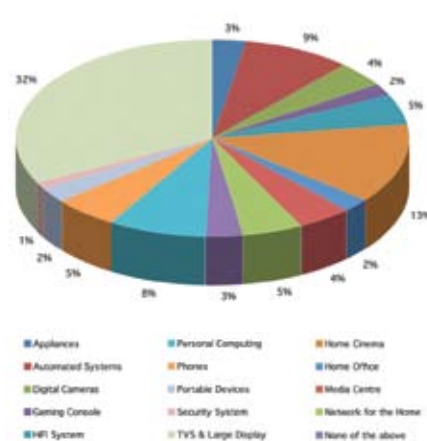
Age



Where would you prefer to search for information?



What would you invest in over the next 12 months?



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