



Monthly traffic

18,023 impressions 🔵 🔵 15,720 visitors

(Statistics taken from October 2019)

### Overview

#### **ProjectManager.com.au** is the go-to online resource for Australian project management professionals, combining sector news, how-to articles on the discipline of project management, and insights on emerging trends, methodologies and best practice.

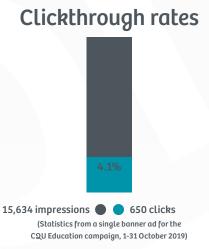
In addition to content on starting, managing and closing projects, we also provide assistance to readers in project-related roles such as business development, business analysis, program and portfolio management, and change management.

ProjectManager.com.au is designed for three key readerships:

- **Beginners**, including aspiring or accidental project managers or non-project managers in project-related roles looking for advice on running a project.
- **Experienced practitioners** seeking news and discussion on current issues and career advice.
- **Experts and academics** interested in reading and sharing the latest project management research.

Due to the versatile nature of being online we publish articles on niche topics and specialist fields that capture specific readerships. Our content therefore enjoys relevance and longevity well after its initial publication.





# Reader engagement

Although ProjectManager.com.au is an Australian domain, our readers come from around the world. The top five countries of our visitors are:

- 1. Australia (28%)
- 2. United States
- 3. United Kingdom
- 4. India
- 5. Canada

Due to the high relevance of our content, most of our traffic comes from organic search engine results (84%), followed by direct traffic (16%)\*.

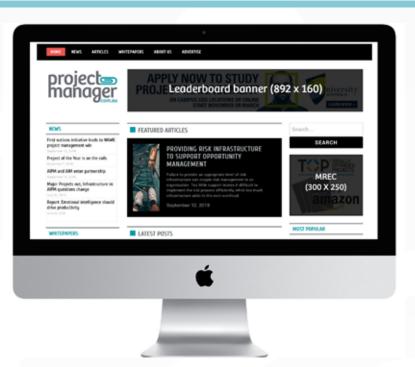
We also have a significant social media reach with an active LinkedIn group of more than 950 members and a Twitter following in excess of 3,800\*\*.

Of the social media networks, LinkedIn drives the most traffic to our website, confirming our professionally focused readership.

\*Statistics from Google Analytics, 19 November 2019 \*\*Figures taken on 19 November 2019



# project



### **Banner rates**

### **Exclusive rates**

Leaderboard	\$500 per month
Medium	\$300
Rectangle	per month

Exclusive means only your banner will show in the nominated position. Month means 30 days from the

nominated start of your campaign.

### **Remnant rates**

Leaderboard	\$300 per month
Medium	\$200
Rectangle	per month

Remnant advertisers share that position per month.

## **Creative specifications**

Creative material to be supplied two working days prior to campaign start date.

### **Image specifications**

- Dimensions given in pixels, width by height
- File size should not exceed 100KB
- Please specify a clickthrough URL
- Material to be in GIF or JPEG format only

### **Dimensions**

Leaderboard	892 x 160
Medium Rectangle	300 x 250



### **Content services**

"Content marketing is a strategic managed it of a spirit marketing approach focused on creating and gistributing positi valuable, relevant, and consistent content to attract and retain a clearly
"Content marketing indep managed it of a spirit mode marketing aspirit mode aspirit mode approach focused we possiti those approach focused on creating and your article positi to a spirit mode approach focused we possiti those approach focused on creating and your article positi to a spirit mode approach focused approach focused on creating and your article positi to a spirit mode approach focused approach focused on creating and your article positi to a spirit mode approach focused approach focus approach focus

— Content Marketing Institute

defined audience"

**ProjectManager.com.au** prides itself on being an independent voice for the Australian and global project management community. We endeavour to publish editorial that is relevant and thought-provoking for aspiring, practising and expert project managers and those in related disciplines.

We provide a content development service that ensures your organisation offers our readers useful and insightful articles, case studies and reviews that results in a more positive and engaged relationship beyond advertising.

#### Services we provide:

- Ghostwriting for thought leaders
- Case studies
- Product reviews
- Conference presentation write-ups
- Articles based on whitepapers

In return, we offer a platform for you to share your insights, supported by a dedicated editor to drive traffic to your posts and lift your profile.

### **Content rates**

Ghostwriting	\$1 per word
Case studies or reviews	\$500 per piece
Presentation or whitepaper write-ups	80c per word



www.projectmanager.com.au

### Contacts

Adeline Teoh Editor & Publisher (02) 8033 0093 0421 655 234 adeline.teoh@projectmanager.com.au