



Overview

Monthly traffic



18,023 impressions ● ● 15,720 visitors
(Statistics taken from October 2019)

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

Clickthrough rates



15,634 impressions ● ● 650 clicks
(Statistics from a single banner ad for the CQU Education campaign, 1-31 October 2019)

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



84% ● ● 16% Direct



Banner rates

Exclusive rates

Leaderboard	\$500 per month
Medium Rectangle	\$300 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 Rectangle	\$200 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 marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience”

— Content Marketing Institute

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



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