



WHICH-50

MEDIA

**Media Kit
2021**



BOARDROOM.MEDIA

Table of Contents

Page

3. Which-50 Media Overview
4. About Which-50
5. Industry & editorial focus
6. Why Which-50? The power of premium content
7. Reader Profiles
8. Audience & Reach
9. Reader testimonials
10. Content Formats
11. Digital Intelligence unit
12. Partnerships
13. Clients
14. Pricing: Quick Start

Which-50 Media Overview



WHICH-50

Which-50 is an award-winning publication offering business transformation news for senior executives.

With a monthly Audience of over 35,000 readers and coverage of the entire business ecosystem, leading brands embrace Which-50 as their media partner to engage Australia's business and investment decision makers.

www.which-50.com



WHICH-50
MEDIA

Which-50 Media is a diversified digital media business with the goal to enable business leaders and drive the global digital transformation movement.



DIGITAL INTELLIGENCE UNIT

Which 50 has a business intelligence unit and research team that source insights that drive premium content creation.

This intelligence is shared with our corporate partners via membership subscriptions, which in turn fund the native content creation and distribution



BOARDROOM.MEDIA

Which-50 is part of BoardRomm.media that offers solutions tailored to the needs of B2B brands. Services include content strategy, content creation, production, publishing/playout, distribution, monitoring and lead generation

www.boardroom.services



WHICH-50

About Which-50



William Carty
Which-50 CEO

Which-50 was originally launched in 2012 and is today one of Australia's leading authority in business transformation covering the entire digital ecosystem.

Lead by CEO, William Carty and Managing Editor, Michael Fagan, a network of global digital transformation specialists share their knowledge on Which-50.com.

Insiders, Which-50's premium contributor program, features columns by some of Australia's most influential digital transformation leaders. Brands can share their expertise utilising Which-50's publishing channels via paid native content placements.



Michael Fagan,
Which-50 Managing Editor

Winner of the 2018 IT Journalism Awards



Digital transformation leaders trust Which-50's editorial expertise.

35,000 **30%** **84%**

Monthly Global Readership C-Suite Buying Decision Makers

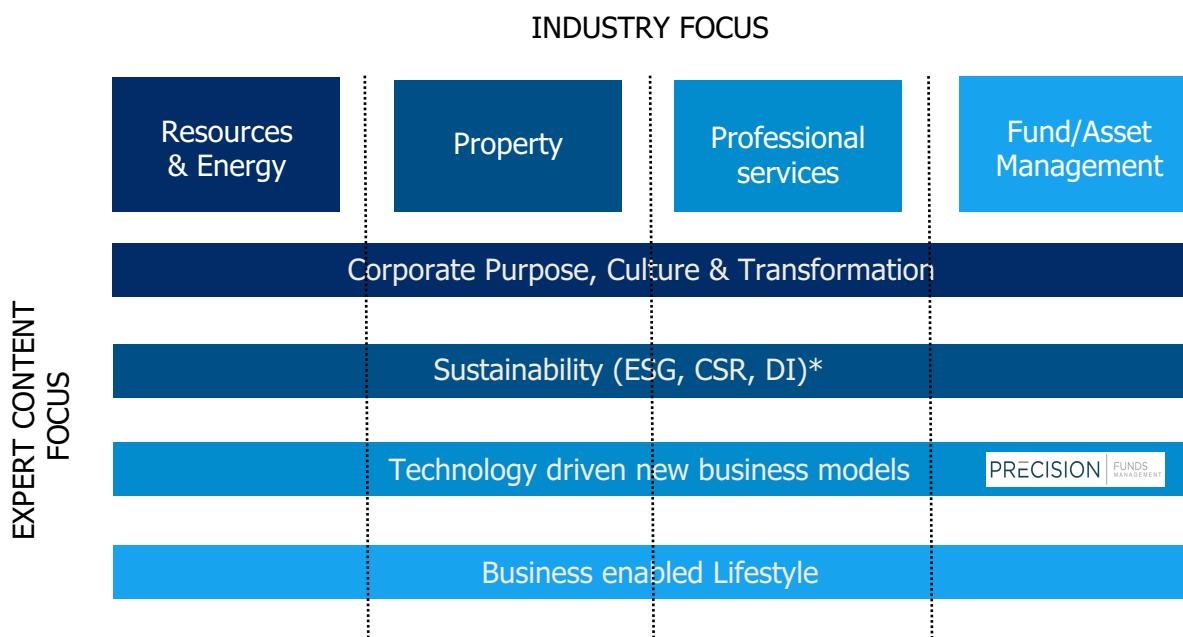
18,000 **24%** **41%**

Monthly Australian Readership Directors >\$1m Budget Control

SOURCE: 2018 READER SURVEY (n=99)

Which-50 Industry and expert content Focus

Which-50 research and editorial team has an industry focus on the resources, energy, property, professional services and fund/asset management. Across these industries, there is also an expert content focus on Corporate Purpose, culture and transformation, Sustainability, Technology driven new business models and business enabled lifestyles.



Everyday, there is an opportunity for organization to engage with the Which-50 team to align their brand, profile, purpose and business stories with the Which-50 editorial framework in any of our multiple article, video and audio formats.

These formats are then published on Which-50.com, with specific audience targeting and amplification options through the Which-50 emailed Newsletter and Business briefings and Which-50 social media channels.

Why Which-50?

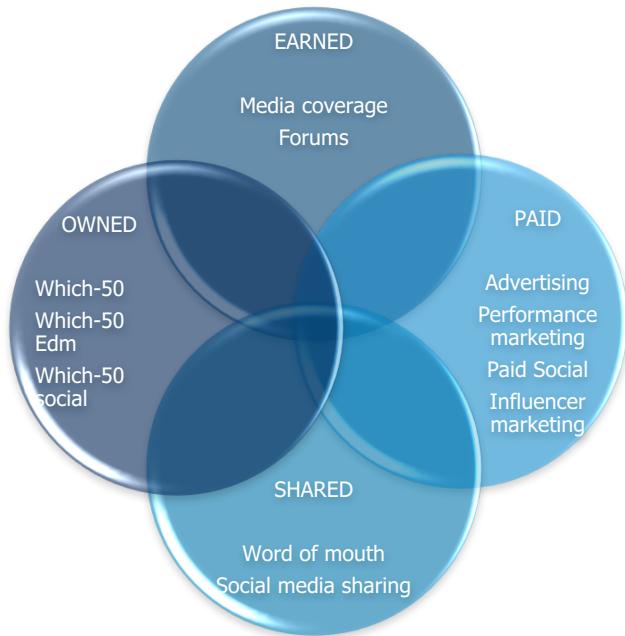
The power of premium content

The Business Case

ROI from expensive paid media is a challenge, given the fragmentation of media and audiences, ad fraud and challenges and costs of developing effective creative.

Owned, earned and shared media can be highly effective and efficient way of telling stories. Commercial editorial is owned media, that can generate further earned coverage through syndication and is can be highly shareable. It is a more cost effective and efficient way of pulling an audience to the business/brand rather than pushing out through a traditional advertising approach.

Some key business stories should not be advertised, but promoted through third party endorsement.



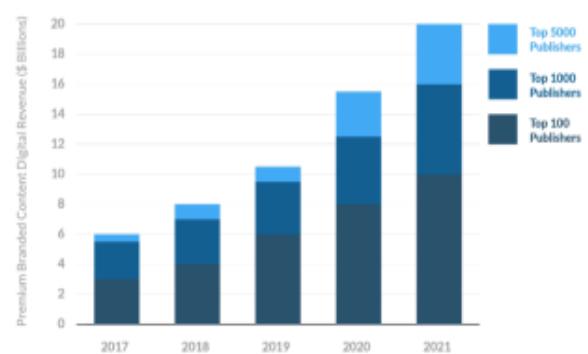
The Consumer Case

Audiences are increasingly tired of traditional, interruptive paid advertising that is pushed at them. The growth of subscription content (led by the likes of Netflix) and decline of added funded content is evidence of this.

Consumers prefer to conduct their research and be drawn to the business/brand through premium content. This 'discovered' content can then get shared.

Premium Branded Content will be a \$20 billion market globally by 2021

(2017 - 2021, Source : Polar, eMarketer)



The Premium Branded content market is forecast to grow to \$20 billion by 2021, doubling in size between 2019 and 2021

In Australia, the IAB Online Advertising Expenditure Report, prepared by PwC, found that infeed/native/content contributed almost \$1.2 billion in ad spend for FY 2019, making up a third (35%) of the general display market

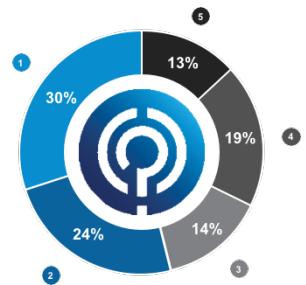


Which-50 Readership

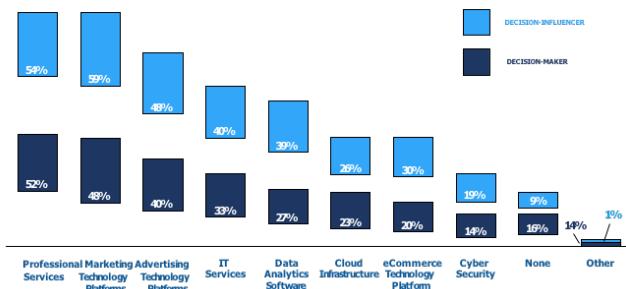
Which-50 is the digital transformation news source of choice for business decision makers around the globe.

According to the latest Which-50 reader survey 54% of the 30,000 monthly readers are c-suite executives or their direct reports who are using content to inform their strategies and associated buying decisions.

- ① C-Suite
 - CEO 14%
 - CMO 8%
 - CIO 4%
 - CDO 3%
 - CFO 1%
- ② Director
- ③ Manager
- ④ Consultant
- ⑤ Other



Which buying decisions do you make or influence?



Given the audience seniority, they are either the decision maker or key influencer on the purchase of goods and services by their organisations.

Which-50 content also informs these decisions by clarifying trends (76%), validating options (71%) supporting business cases (62%) and informing on subject matter (58%) and new technologies & innovations (47%).

How does content inform your decision-making?

- Understand trends that might impact on my strategy 76%
- Validate options 71%
- Support my business case 62%
- Create an initial understanding of the subject matter 58%
- Learn about new technologies, products and services to enhance my business 47%



Which-50 Audience snapshot

Which-50 Audience is growing each month, in line with the trend toward pull, content marketing.

Across four months, average page views were 100,000, with over 173,000 unique viewers. Average time on site was 1 min 30, the equivalent to the average consumption of one article or video per user.

May - Aug 2021	
Audience snapshot	
Pageviews	401,219
Unique Pageviews	303,795
Average time on site	1 min 30
Users	173,000
Sessions	192,000

Australia Audience Breakdown	#
HEALTH	1,213,996
PROPERTY COMMERCIAL	386,777
PROPERTY RESIDENTIAL	2,211,009
FINTECH	740,210
TELCO	3,009,658
FMCG	4,553,811
Total Australia Breakdown	12,115,461

44% of Which-50's B2B database of professional is C-Suite or Director level. with a further 26% holding a managerial role.

The Which-50 database that amplifies the stories now consists of over 12 million individual records, which is segmented using the GCIS classification.

Audience Seniority	%
C-Suite	16
Director	28
Manager	26
Other	31

Investment Decision-Making	%
Professional Services	52
Marketing Tech Platforms	35
Media Buying	31
Advertising Tech Platforms	31
IT Services	26



Which-50 Reader testimonials



Paul Greenberg, founder, NORA

Retailers are an important part of the Which-50 readership base so we asked Paul Greenberg the founder of the National Online Retailers Association (NORA) why he reads Which-50.

"I kick off in the morning with Which-50. It's the first publication I read online. Why Which-50? Why not one of the retail publications? Retailers

over the last ten years have changed so dramatically. It has moved way beyond when I started buying and selling things and making a margin in the middle." Instead, he says, retail is very much a technology lead these days.

"The beauty of Which-50, because it's a technology lead, insightful publication, all the information and insights I need around innovation, customer experience, technology and subjects like artificial intelligence, virtual reality and augmented reality are right there at my fingertips. That's a really good overview and a really good start to my retail day."

Bridget Gray, managing director Harvey Nash

Bridget Gray is the managing director of Harvey Nash in Australia and executive recruiter that specialises in the selection of critical c-suite appointments. "We work with CIOs and CTO's, CMO's, chief digital officers and other key transformational leadership mandates."

Gray also helps Boards ensure effective compilation with assessments, advice and recruitment.



She says, "This is where I see Which-50 truly adding value. It gives its readers the facts, industry stories as they unfold and challenge the viewpoints of its readers by sharing a broad range of highly informed global contributors. It is also a great resource for those abroad to better understand Australia's digital economy."

Content Formats



Articles



Webinars



Podcasts



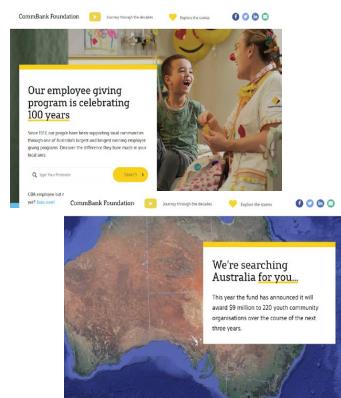
Whitepapers

Roundtable events

Infographics



Video



Microsites

Email Marketing



WHICH-50

10

Featured Service



DIGITAL INTELLIGENCE UNIT



The Digital Intelligence Unit (DIU) is a native content service that enables brands to reach and engage senior executives with sponsored content on Which-50.com.

Which-50 content specialists develop a strategy based on your objectives. The content strategy is then brought to life by Which-50 content creators. You stay in control during the entire content production process. Approved content is distributed via Which-50.com and amplified via associated editorial channels such as social media and newsletters. Finally, the performance of your content is summarised in detailed reports that outline audience engagement and ROI. The Digital Intelligence Unit can support your objectives in a range of scenarios:



Promote a visiting international executive
- with more control than PR



Drive awareness and registration for an upcoming conference or event



Share conference keynotes and customer success stories post event



Localise and distribute international content and digital assets



Increase engagement with your target audience in a credible executive channel



Create highly targeted custom content to engage decision makers



Partnerships



Mediascope is one of Australia's most influential sources of digital media commentary, news and thought leadership. MediaScope's newsletter is a 'must read' resource for those with an active involvement in media buying in Australia.

The partnership with Mediascope gives B2B marketers the opportunity to reach an untapped audience of media and marketing professionals from brands, publishers, agencies and technology platforms with content and advertising integrations in the weekly newsletter.

www.mediascope.com.au



Ashton Media are leaders in the creation of highly targeted conferences with over sixteen years experience of organising events throughout Australia, Asia and the UK. Their events include the Agency Leaders Symposium, the Programmatic Summit, and the Customer360 Symposium. Delegates attend Ashton Media events to connect with like-minded peers. Sponsors support Ashton Media symposiums to develop long-term partnerships with business leaders.

Which-50 Media and Ashton Media have partnered to provide advertising and marketing technology vendors with a one-stop-shop for content creation to share thought leadership before, during and post event to extend engagement and increase ROI on sponsorship investments.

www.ashtonmedia.com.au



WHICH-50

Clients



Jade Ong
Co-Founder



"Which-50's subject matter expertise in the area of digital transformation is unrivalled, as is the level of service they provide to clients. It's a pleasure to partner with a team that truly cares about results driven outcomes and with a proven ability to engage and amplify content to a premium audience of C-Suite executives."



Lauren Adam
Head of Marketing - ANZ



"Which-50 are a pleasure to work with from start to finish. Which-50 worked to a very tight timeframe and delivered exceptional quality. I wouldn't hesitate to recommend them for any content project."

A selection of other B2B brands working with Which-50 Marketing Services:



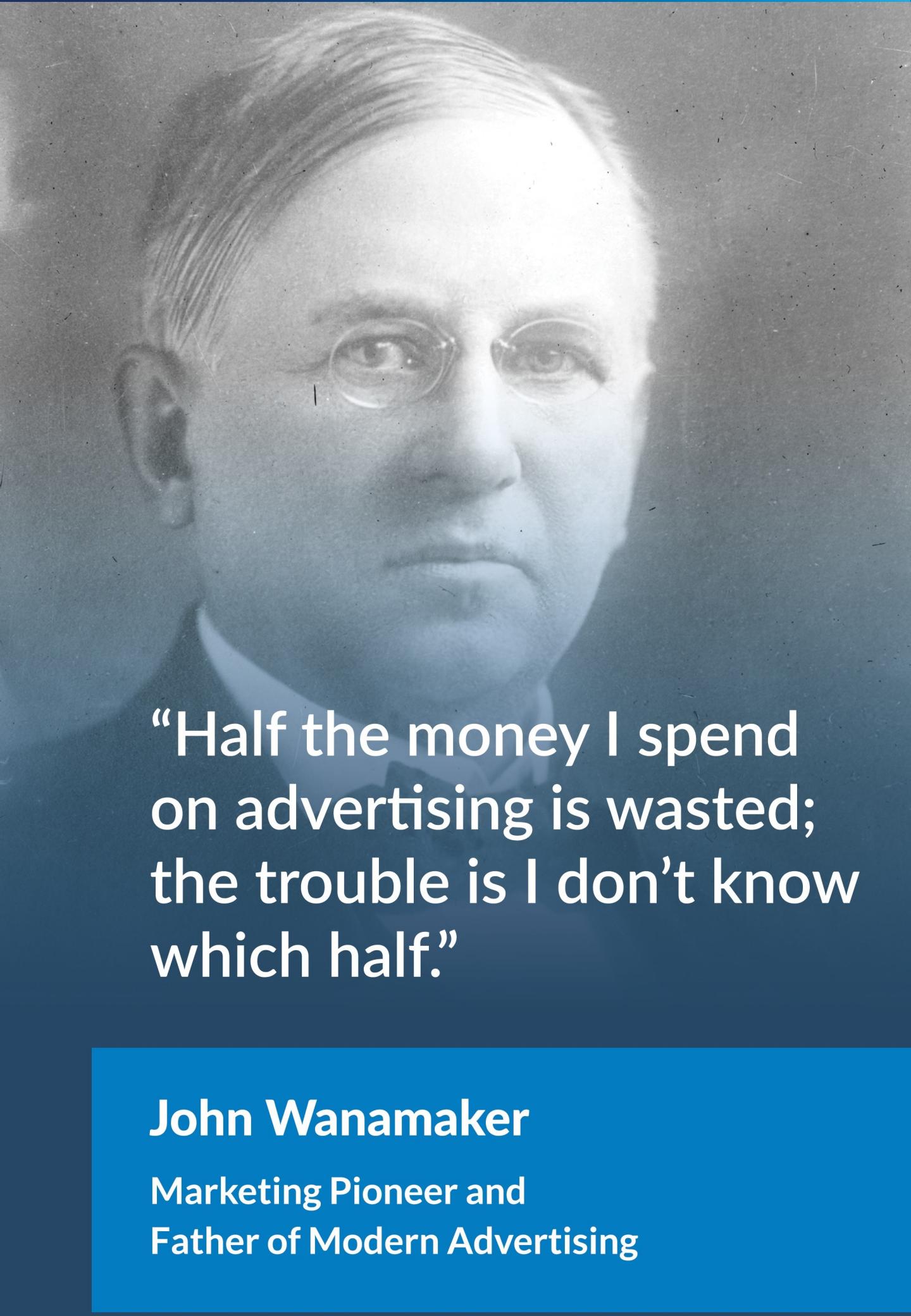
Quick Start: pricing

Quick Start is an Integrated content campaign designed to drive B2B results immediately.

Whether you are promoting an event, a product, or looking to engage directly with new existing or customers we can create or activate your narrative.

	Project Quick Start product description	Vol	Unit price	Total
W50	Digital Intelligence Unit (native article campaign)	5	2,300.00	11,500.00
W50	Audio Minicast (6 x Interviews)	1	15,000.00	\$15,000.00
W50 / BRM	Panel discussion and roundtable both offline and online. Interview / Transcription / Audio / Video / Data Wrangle	1	8,900.00	8,900.00
W50 / BRM	Amplification: content distribution and syndication (EDM / Social)	1	10,000.00	10,000.00
W50 / BRM	Newsletter Sponsorship	1	22,000.00	22,000.00
	-12 insertions across a 4 week sponsorship / Client supplied creative. (** 5.5k per campaign)			
	-Data licence 6 months: Profiled audience of 1.1 million consumers			
	-Custom audience supplied to Quick Start client: Estimated minimum 300,000 consumers			





**“Half the money I spend
on advertising is wasted;
the trouble is I don’t know
which half.”**

John Wanamaker
Marketing Pioneer and
Father of Modern Advertising

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