

brisbane times
INDEPENDENT. ALWAYS.

2020

Quality Journalism

As the media landscape changes rapidly, *Brisbane Times* sits at the forefront of innovation, which means we are one of the few media brands in Australia to be enjoying readership and revenue growth. Since its launch in March 2007, *Brisbane Times* has cemented its place as one of the most-read and trusted news sites in the state.

Our readers are clever, savvy, engaged and loyal, turning to the *Brisbane Times* for the latest, accurate information on major breaking news stories from natural disasters to national tragedies. A strong track record on breaking news is combined with a drive to produce unique, agenda-setting stories on topics ranging from state politics to urban affairs.

The site has a dedicated team of Brisbane journalists charged with delivering multi-media content via desktop, mobile, tablet and social media. And it showcases the work of some of the best columnists in the business including John Birmingham and Madonna King.

Combined with the strength of Nine's Metro Publishing Network, *Brisbane Times* is a must-read site for news - be it local or global - seven days a week. *Brisbane Times* continues to deliver on its initial promise to be a significant, independent, and trusted media voice for Queensland.



DANIELLE CRONIN, EDITOR
BRISBANE TIMES

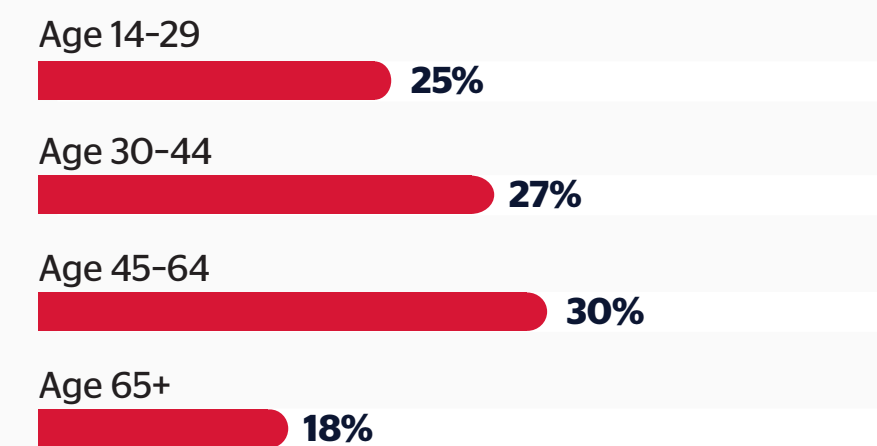


Independent.
Always.

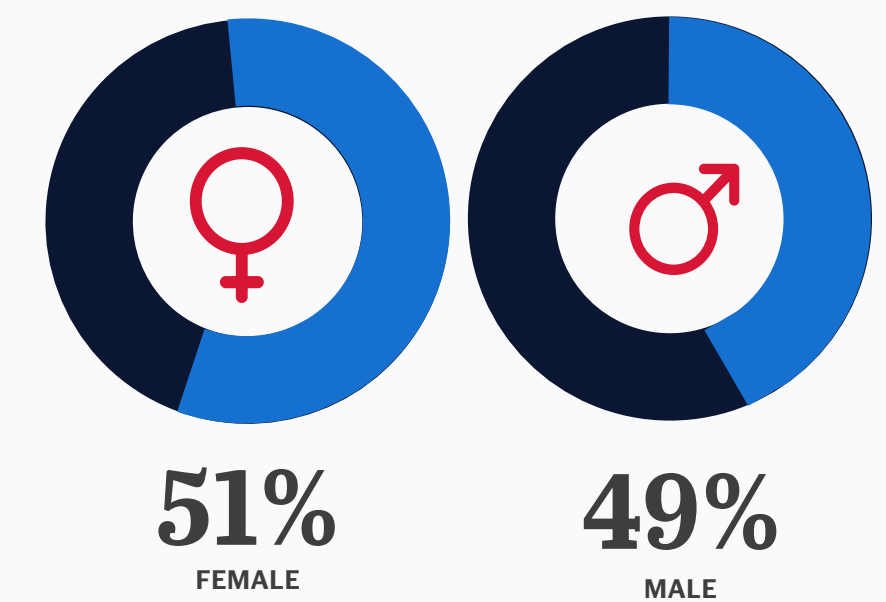
Brisbane Times reaches
1.3 million
people across desktop, mobile,
and tablet each month.

Brisbane Times' Premium Audience

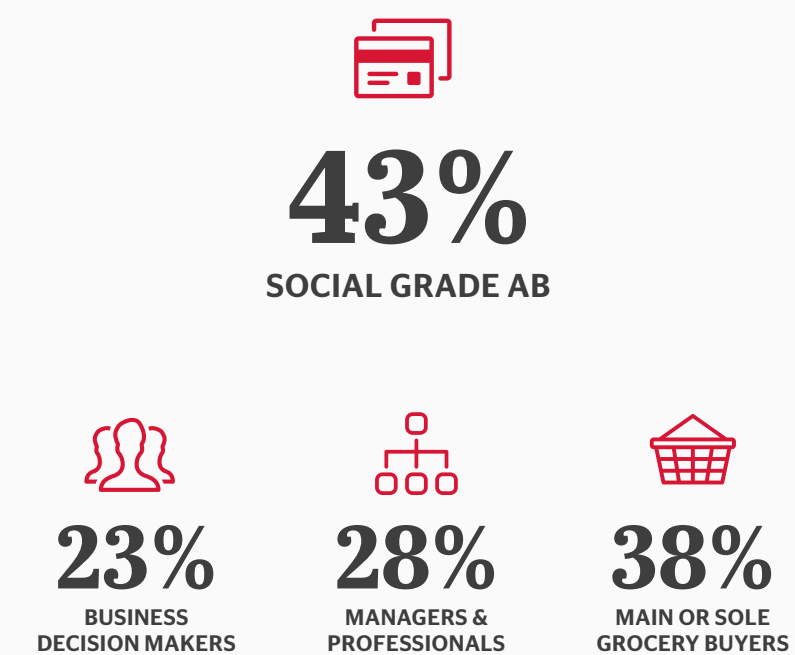
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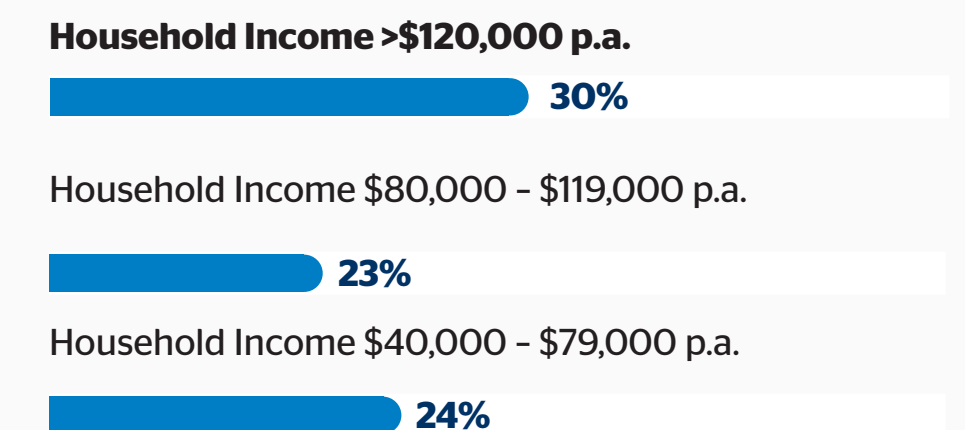
GENDER



EMPLOYMENT



HOUSEHOLD INCOME



Source: emma™ conducted by Ipsos Connect, People 14+ for the 12 months ending December 2019



News

NEWS AND OPINIONS

News contains all the latest local, national and world news featuring expert opinion and insights on the leading stories.

Written by our team of award winning journalists, our factual reporting has a well deserved reputation for independence and integrity.

*...fearless
journalism ...
quality analysis
and opinion*

News



Devoted to local and national news, expect exclusive stories that explain what happens in your city and country- and why. Expect a barrage of exclusive stories that explain what happens in your city and country - and why. *Brisbane Times* provides greater depth, analysis and clarity around the biggest stories and events.

World



Showcases the best of our experienced team of correspondents and their commitment to covering your world through Australian eyes.

National



Our national coverage provides you with a central place to view all the leading stories from each state around Australia. Politics, lifestyle and stories of interest are updated as news happens.

Comment



A forum for voicing your opinion and hearing the opinions of others on topical issues affecting Queensland and beyond.

Brisbane Times **Readers' Poll**

Important questions are regularly put to readers.

Business

BUSINESS AND FINANCE

The *Brisbane Times*' respected business content covers; local, national and international news and commentary on business, markets, the economy and public policy.

We offer a network of Australia's most trusted business and personal finance brands, focused on delivering quality news and up-to-the-minute information across all platforms.

Technology



Technology

Technology has become an integral part of our lives, breaking down global borders and disrupting traditional markets.

We cover the biggest news in technology and its impact on how we consume, purchase and interact around the globe.

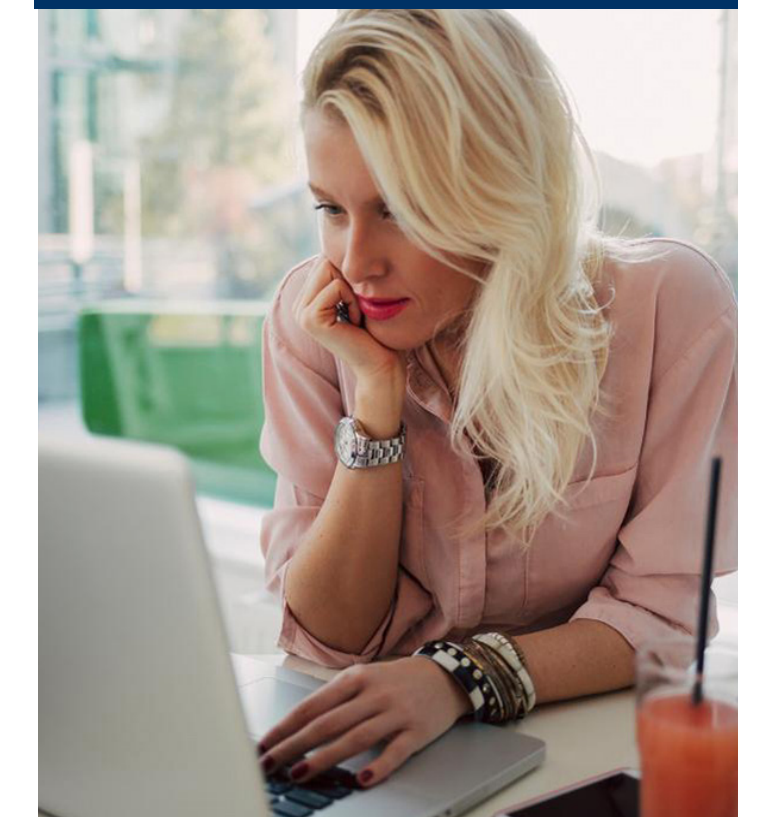
Inspiration



Small Business

Targets small to medium business owners eagerly seeking information and inspiration to improve and grow their ventures. The section showcases stories from small business owners on the highs and lows of running a business, plus advice from some of Australia's most successful entrepreneurs.

Money



Money

Money is the place for authoritative advice on your financial health and wellbeing.

Money delivers news and analysis of the latest trends in superannuation, investment, funds management, tax and insurance. Whether it be retirement planning, running a self-managed super fund, or buying a home.

Sport

SPORTS COMMENTARY AND ANALYSIS

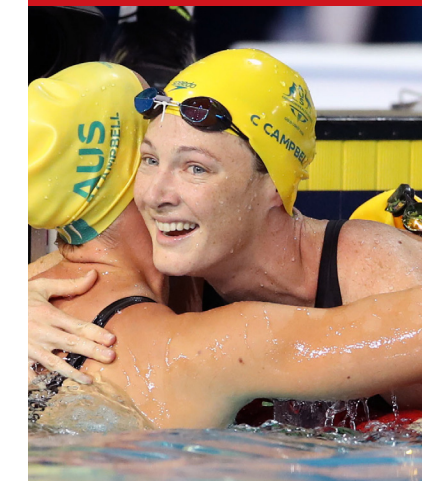
In general, Australians love their sport and readers of *Brisbane Times* are no different.

Our Sport content appears everyday of the week across our digital platforms. *Brisbane Times* Sport section delivers a comprehensive coverage of the latest triumphs, tragedies, twists and turns from the world of sport.

Sport in *Brisbane Times* means more results, more insights, more analysis, all written in an informative and entertaining style that acknowledges our passion.



Sport



Sport

Our Sport section continues the tradition of great sports writing and breaking news. From Caroline Wilson to Rowan Connerly, our acclaimed writers take you inside the dressing rooms and behind the scenes so you can better understand what happens out on the field.

NRL



Rugby League

Get the smartest view on footy, featuring the latest news and authoritative views from our quality editorial team. We cover previews and reviews of each round including; live scores, fixtures and the competition ladder. Plus everything for the die-hard fan from blogs, polls to fan photos.

Union



Rugby Union

Put advertisers in front of one of the most loyal and affluent audiences in online sport - the rugby fan. Our rugby coverage is dedicated to 'true believers' of the game throughout the world, providing the most in-depth and comprehensive rugby experience available.

Track the rugby action all year round, with current news, expert commentary and leading analysis.

AFL



Australian Rules


Our coverage is chock-block full of AFL news, expert commentary and leading analysis. The site features ladders, full fixtures, live text commentary, photo galleries and video wrap-ups. Readers can also interact via weekly polls, judging the week's best performer.

Cricket



Cricket

With flair and insight, leading journalists and analysts take you to the heart of one of our nation's best-loved games. Both at home and abroad we deliver comprehensive coverage of all Test matches and tours, highlighted with the Ashes and World Cups.



*Behind the scenes of
Queensland's entertainment,
arts and culture*

Arts

ARTS AND ENTERTAINMENT

The *Brisbane Times* Entertainment editorial team is as passionate about film, music, books, arts and television as our vast audience.

Each week the country's most respected arts and entertainment journalists generate stories and videos, feeding an insatiable demand for this content.

Movies



Movies provides the latest news and reviews of what's happening on the big screen. From reviews of the latest movies to cinema and screening times Movies gives you all the information you need for you cinema outing.

Music



No matter what your taste in music our Music section has you covered. From the latest band reviews to a comprehensive gig guide listing Music will have you listening.

Backstage Seat



For the latest low-down on what's on in Brisbane look no further than Backstage Seat. With the latest stories, personality gallery and quick source movie finder you have everything about Brisbane at your fingertips.

Lifestyle

FOOD AND TRAVEL

Be inspired by our sections, whether it's the best food in town or the perfect travel destinations. Our audiences are passionate and discerning, looking to feed their minds and bodies.

TRAVELLER



Discerning travellers

Traveller inspires, entices and informs. With a line-up of Australia's most experienced travel writers and columnists, we deliver superior writing, beautiful photography and independent, expert advice.

goodfood

AUSTRALIA'S HOME OF THE HATS



Australia's home of the hats

Good Food is one of the most loved brands and dominates food journalism in Australia. Influential, credible and with a huge loyal following, *Good Food* has been a must-read for passionate food-lovers for almost three decades. With our iconic reviews, recipes, food news, trends and personalities, *Good Food* is ideal for anyone who loves eating in, eating out and everything in between.

Lifestyle



Lifestyle

Lifestyle offers smart, engaging content about the issues that matter most in the lives of our audiences. From relationships to parenting, health and wellness to trend stories about fashion and beauty. Lifestyle opinion pieces from a community of high-profile female contributors.

Marketplaces

PROPERTY, EMPLOYMENT AND AUTOMOTIVE

The award-winning marketplaces connect audiences with authoritative and aspirational news and information across automotive, property and employment.

Domain



Property

Domain comprehensively covers the real estate market across both metropolitan and regional areas, featuring up-to-date property information and extensive and visually engaging listings of properties for sale.

Whether it's making the biggest purchase of their lives, buying an investment property, or relocating to a new city, with *Domain*, advertisers can connect with consumers at these pivotal moments.

Employment



Employment

The Employment Network is a suite of products designed to connect employers with active and passive job seekers through integrated recruitment campaigns across our owned and partner brands.

It's multi-channel and cross platform, giving advertisers the ability to reach candidates anywhere, anytime and on any device.

Drive



Automotive

Drive provides the latest automotive news through one of Australia's most experienced and respected editorial teams.

Our writers are passionate and authoritative, offering trusted advice and reviews in; finance, insurance, and maintenance.

Through its multi-media platform, *Drive* delivers a high quality, affluent audience for advertisers.

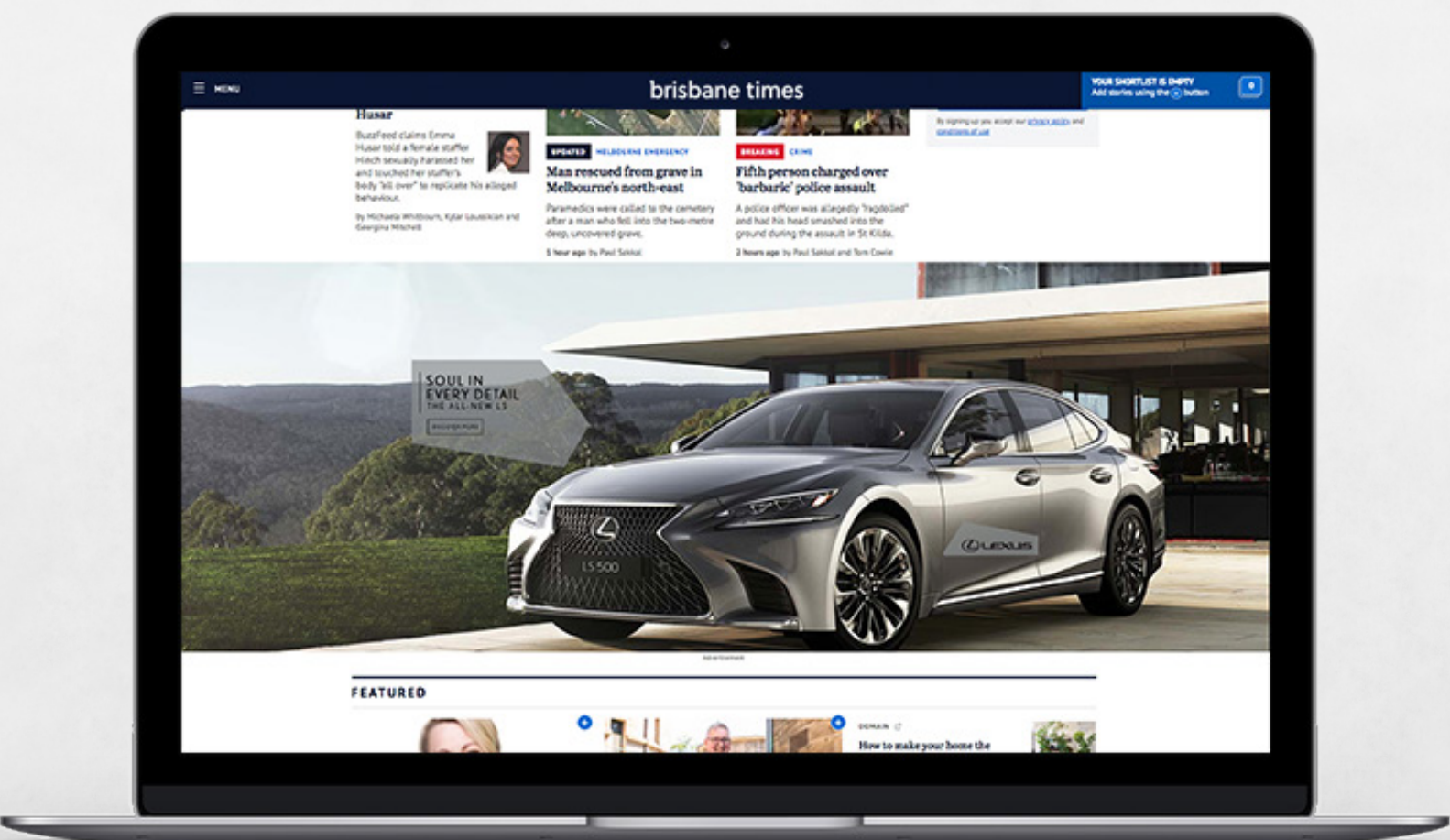
Digital Advertising

Brisbane Times offers immersive digital advertising solutions which hero engagement beyond clicks. From dynamic rich media ad units to commercial content developed in partnership with Powered Studios, we can take your brand deeper into the content, to engage a high value readership.

COMMERCIAL CONTENT TO BESPOKE DIGITAL EXECUTIONS



COMMERCIAL CONTENT
Immersive content experiences with dynamic multimedia features.



UNIVERSAL RICH MEDIA
Immersive ad formats which drive reader engagement and high dwell time.



Booking and Material Procedure – Digital



Creative delivery lead times

Ad products are classified into a three tier system to determine their delivery deadlines and governing business rules. Delivery deadlines are:

TIER	DELIVERY DEADLINE PRIOR TO LIVE DATE	PRODUCT TYPES
1	3 business days prior to live date	For standard banner and text / HTML (non-rich media) ad creative.
2	5 business days prior to live date	For standard rich media creative (e.g. Rich Media without custom functionality).
3	10+ business days prior to live date	For any non standard / custom executions: Lead time may vary depending on the nature and complexity of the execution. Minimum lead time is 10 business days.

Third Party Ad Tag Types

Ads across the across the Metro News Network may be served through either iframe or JavaScript ad-tags.

All approved third party vendors support both methods; however a member of the Ad Operations team will inform you if a specific execution requires a particular tag type/delivery method. Third party redirect tags must be live when submitted.

Supported desktop web browsers

- Chrome (latest official release)
- Mozilla Firefox (latest official release)
- Microsoft Internet Explorer V11 (Windows OS only)
- Safari 4+ (Apple OS only)

Information correct at time of publishing.
Please visit nineforbrands.com.au for more information.



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Nine

nineforbrands.com.au