

MediaKIT

- ✓ Engage senior decisions makers
- ✓ Meet and network with industry leaders
- ✓ Connect with customers and clients



CXFOCUS
Magazine

In 2022 CX Focus delivered high value marketing activities for us, including webinars, eDMs and thought leadership industry reports. We were new to the CX market space in Australia. We have generated a number of leads and opportunities for the sales team from the work we did with them last year. We will continue to work with them again this year.



Vanvisa Brown, Head of Marketing at Curious Thing



We have found that using CXFocus's webinar and lead generation services to be effective in helping us engage our target audience. We were pleased with the number and quality of attendees they were able to secure. Would recommend CXFocus to anyone looking to connect with the CX market in Australia.

Libby Dale, SmartMeasures



Engage, Inspire & Inform



CXFocus is for executives, managers, and professionals, who need to understand digital disruption and how it's reshaping the type of relationships brands have with their customers.



CXFocus offers a range of advertising and lead-generation opportunities for suppliers to the industry to engage and connect with our audience. We can cater our sponsorship packages for budgets of all sizes and objectives.



To find out how CXFocus can help raise awareness of your solutions, please contact Olya Slobodanyk at Olya@p2pmedia.org.

Our Audience by Job Title

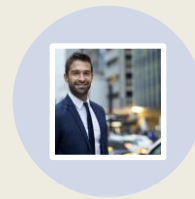


Connect to a network of over 17,184 decision makers & professionals



22%

Executives: Chief Customer Officer, Chief Marketing Officer, Chief Digital Officer, Chief Operations Officer, Chief Experience Officer.



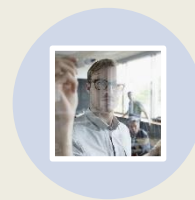
15%

Digital, Innovation & Insights: Digital Marketing Manager, Digital Design Lead, Customer Insights Manager, UX Manager, CX Strategy Manager



32%

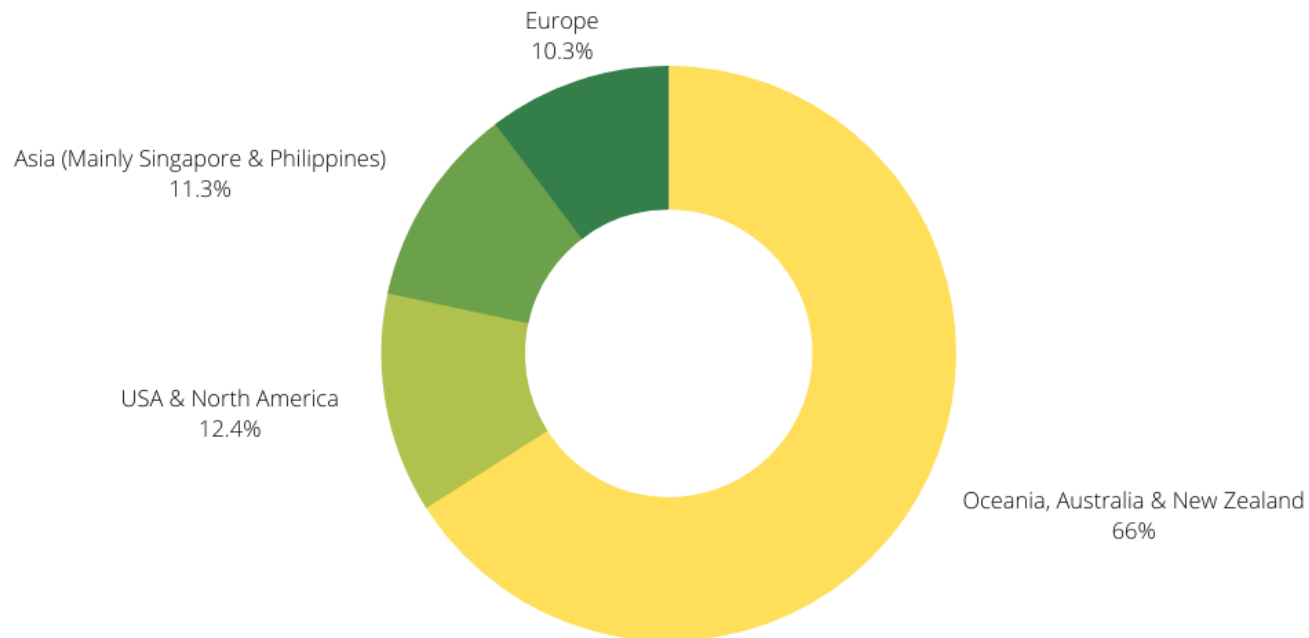
Senior Management: Director of Customer Experience, Head of Customer Experience, Customer Experience Manager, Customer Success Manager



18%

Consultants & Professionals: Customer Experience Analyst, CX Specialist, CX Consultant, brand strategist

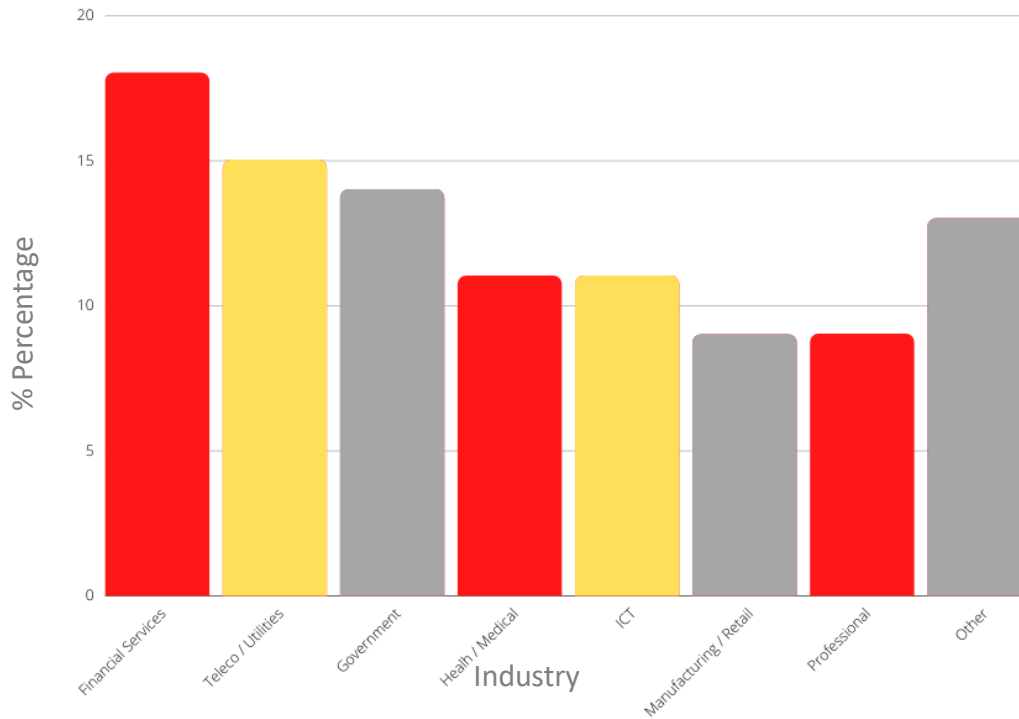
Our Audience by location



Email Subscribers: 17,184

Monthly Unique Website Users: 8,000 on average

Our Audience by Industry



This graph is calculated based on our email subscriber database of over 17,184 email contacts.

Sponsorship Packages



Starter Package - \$1495 + GST

- ❖ eDM / Email Blast to Email Subscribers
- ❖ Featured Listing Vendor Gallery for 1 Year
- ❖ Square Banner Placement on Website for 1 Month

Branding Package - \$2395 + GST

- ❖ eDM / Email Blast to Email Subscribers
- ❖ Featured Listing Vendor Gallery for 1 Year
- ❖ Leaderboard Banner Placement on Website for 1 Month
- ❖ Article Placement
- ❖ Inclusion in 1 Issue of eNewsletter

Expanded Package - \$3095 + GST

- ❖ eDM / Email Blast to Email Subscribers
- ❖ Featured Listing Vendor Gallery for 1 Year
- ❖ Leader Board & In Content Placement on Website for 1 Month
- ❖ Article Placement
- ❖ Inclusion in 2 Issues of eNewsletter



Lead Gen Package - \$8, 500 + GST

- ❖ Webinar
- ❖ Banner Ads on Website for 3 months
- ❖ 2 eDM / Email Blasts to Email Subscribers
- ❖ Inclusion in 2 eNewsletters
- ❖ 2,000 Word Industry Paper Based on Webinar

Thought Leader Package - \$7,200 + GST

- ❖ 4000 Word Industry Report or Whitepaper
- ❖ Banner Ads on Website: 3 months
- ❖ 2 eDM / Email Blasts to Email Subscribers
- ❖ Inclusion in 2 eNewsletters

Research Package - \$13,095 + GST

- ❖ Survey
- ❖ 4000 Word Industry Report or Whitepaper
- ❖ Banner Ads on Website: 3 months
- ❖ 2 eDM / Email Blasts to Email Subscribers
- ❖ Sponsorship of eNewsletter

Advertising and Marketing Solutions



Website

<u>Leaderboard</u>	\$990 + GST Per Month
<u>Vendor Gallery Leaderboard</u>	\$880 + GST Per Month
<u>Square Banner In Right-Hand Column</u>	\$540 + GST Per Month
<u>Rectangular Banner In Content</u>	\$820 + GST Per Month
<u>Article Placement</u>	\$540 + GST Per Month

Email

<u>Solus eDM / Email Blast to Subscribers</u>	\$1450 + GST Per Month
A/B Testing	\$300 + GST
Resend to Unopened Emails	\$650 + GST Per Month
<u>eNewsletter Sponsorship</u>	\$900 + GST Per Month
(Acknowledgement in Masthead +Banner Ad + Article inclusion)	



Lead Generation

<u>Webinar - 90 Guaranteed Registrations</u>	<u>\$6,000 + GST</u>
<u>Survey – 50 Guaranteed Responses + Report</u>	<u>\$11,000 + GST Per Month</u>
<u>4000 Word – Industry Report or White paper</u> (Research + Copywriting + Design + Distribution)	<u>\$6,000 + GST</u>
<u>500 Word Case Study</u> (Research + Copywriting + Design + Distribution)	<u>\$1,540 + GST Per Month</u>

Vendor and Supplier Gallery

<u>Listing</u>	<u>FREE</u>
<u>Featured Listing</u>	<u>\$560 + GST for 1 Year</u>
<u>Premium Sponsor</u>	<u>\$5,800 + GST for 1 Year</u>



Complementary Marketing Services

We offer a range of complementary marketing services alongside our advertising and sponsorship packages:

- Content Development – eBooks, Whitepapers, Case Studies and Blogs
- Display and PPC (Pay-Per-Click) Advertising - LinkedIn and Google
- Social Media
- SEO
- Graphic and website design services



Please talk to:

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