

trends **ideas** .com

Australia Rate Card

# 8,912

Unique Browsers

# 115,404

Page Impressions

# 5min 39sec

Average User Duration

## trends ideas .com

### Online Advertising

#### Banner - \$750 per topic per month

Appears at the top of the page  
Topic-specific advertising

Bathrooms, Commercial Design, Interiors,  
Kitchens, New Homes, Outdoor Living &  
Renovations

Can accept flash files

#### Skyscraper - \$375 per topic per month

Appears at the lower right of the page  
Topic-specific advertising

Bathrooms, Commercial Design, Interiors,  
Kitchens, New Homes, Outdoor Living &  
Renovations

Can accept flash files

#### Island - \$565 per topic per month

Appears at the lower left of the page  
Topic-specific advertising

Bathrooms, Commercial Design, Interiors,  
Kitchens, New Homes, Outdoor Living &  
Renovations

Can accept flash files

#### Promo Box - \$3,750 per annum

Appears at the right of the page  
Run-of-site advertising

Lives links next to client advertorial and  
editorial articles

Cannot accept flash files

The screenshot shows the homepage of trends ideas .com with several advertising spots highlighted:

- Banner:** Located at the top right, featuring a blue background with the text "Banner 760 x 120".
- Skyscraper:** A vertical ad on the right side with a blue background, labeled "Skyscraper 160 x 600".
- Promo Box:** A small ad on the right side with a blue background, labeled "Promo Box 160 x 108".
- Island:** A large ad on the left side with a blue background, labeled "Island 300 x 250".

The website layout includes a navigation menu at the top (HOME DESIGN, COMMERCIAL DESIGN, PRODUCTS/SERVICES, TRENDS SHOP, TRENDS TV, MYTRENDS, ABOUT US), a search bar, and various content sections like "ONLINE READING", "LATEST BOOK AVAILABLE", "TRENDS TV", "MYTRENDS", and "LATEST LINKS".

Rates are commission bearing  
Accepted formats are: gif / jpeg / flash (swf) / Standard codes e.g. double click  
Nielsen Online Ratings October 09

Of visitors have a  
**54%** Household Income over \$100,000

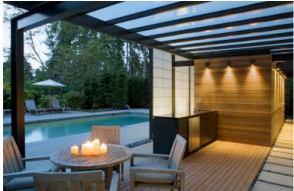
trends **ideas** .com  
 eNewsletter

THE LATEST DESIGN IDEAS ONLINE - AUGUST 2009

**trends ideas**

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**ENTERTAINING AL FRESCO**



Outdoor entertaining has become a lot more sophisticated in recent years, so it's probably not surprising to see pool house architecture reflecting this trend.

Styled on a traditional Japanese teahouse, this pavilion features kitchen and dining area, bathroom and changing room. [Read more...](#)


**FROM THE BOOKS**



**Top 5 Kitchen articles**

- Time out - [Read](#)
- Tomorrow calling - [Read](#)
- A place to gather - [Read](#)
- Country fare - [Read](#)
- A new era dawns - [Read](#)

**SUBSCRIPTIONS**




Home Series - 12 months for \$83. SAVE \$26.50 off the retail price.

[Visit the Online Store](#) for more subscription deals and special pricing on single editions.

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**ALL TOGETHER NOW**




MMPI is the world's leading owner and operator of showroom buildings and trade show facilities, bringing buyers and sellers together at more than 300 market events, trade and consumer shows and conferences each year.

With more than 2000 showrooms in 18 buildings across the US - including the Architects & Designers Building in New York - MMPI has carefully cultivated contacts and specialized knowledge across all aspects of the residential and commercial design industries. [Read more...](#)

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**CREATIVE LICENSE**



Reminiscent of a cascading waterfall and rocky riverbed - complete with pools of water in the form of the glass island top and table - this kitchen's contrasting textures and innovative color scheme add sparkle and ensure it appeals to all the senses. [Read more...](#)

**Island**  
300 x 250

**Skyscraper**  
160 x 600

Delivered monthly  
 4,700+ subscribed readers  
 One advertorial placement  
 One island placement  
 One skyscraper placement  
 \$590 per placement

Booking Due	Material Due	Delivery Due
01 July	08 July	20 July
03 August	10 August	20 August
01 September	08 September	21 September
01 October	08 October	20 October
02 November	09 November	20 November
01 December	08 December	21 December

Investigated an item online and bought it online

49%



trends ideas .com

Demographics

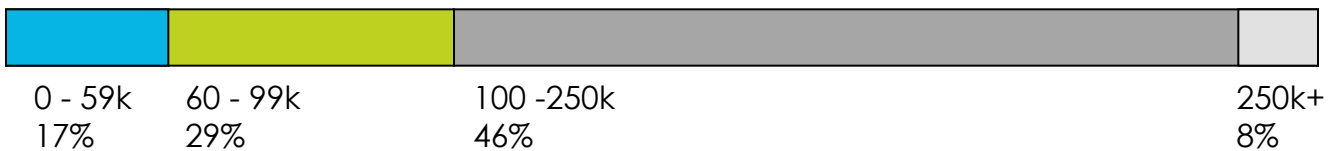
### Gender - Percentage of Visitors



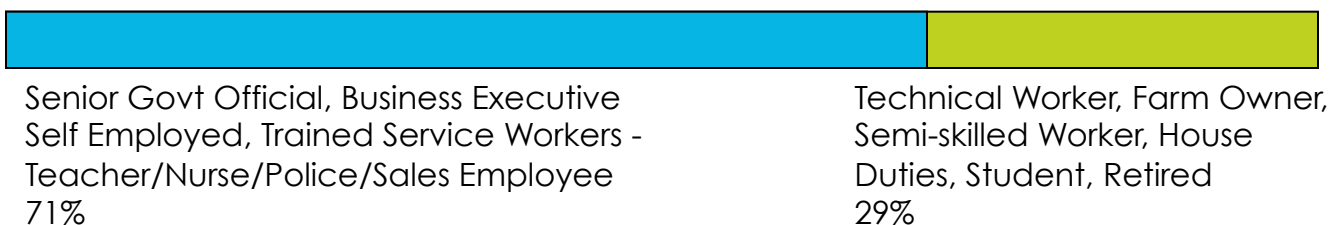
### Age - Percentage of Visitors



### Household Income - Percentage of Visitors



### Occupation of Visitors - Percentage of Visitors



**69%** Of visitors to trendsideas.com  
are Female



trends **ideas** .com

Demographics

### Location of Internet Access - Percentage of Visitors



### Type of Connection - Percentage of Visitors



### Hours Per Week Spent Online - Percentage of Visitors



### Online Purchasing/Investigation for Purchase - Percentage of Visitors



**Banner**

760 x 120 pixels  
35kb max

**Sky Scraper**

160 x 600 pixels  
35kb max

**Island**

300 x 250 pixels  
35kb max

**Category Promo Box**

160 x 110 pixels  
10kb max

**Accepted Data Formats**

Resolution: 72 dpi

Colour: RGB

- GIF
- JPEG
- SWF (needs to have backup GIF)

**Online Director**  
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