

trends ideas .com

Australia Ratecard

July 2009 version

1 June 09 - 30 June 09

9,570
Unique Users

118,246
Page Impressions

5 min 24 sec
Average User Duration

50%* of Users
have a household income over
\$100,000

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
Livens links next to client advertorial and
editorial articles
Cannot accept flash files

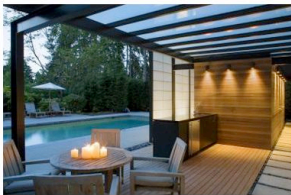
The screenshot displays the trends ideas .com website interface. At the top right, a blue banner ad is labeled 'Banner 760 x 120'. Below the main navigation bar, a search box is visible on the left. The main content area features a large article titled 'BATHED IN LIGHT' with a 'mytrends' sidebar on the left. On the right side, a 'Promo Box 160 x 108' is positioned above a 'Skyscraper 160 x 600' ad. Below the main content, there are sections for 'ONLINE READING', 'LATEST BOOK AVAILABLE', 'TRENDS TV', 'MY TRENDS', and 'LATEST LINKS'. At the bottom left, an 'Island 300 x 250' ad is shown. The footer contains links for Home, About us, Contact us, Email newsletters, Advertise with us, Jobs, Shop, Retelling Trends, and Trends TV.

Accepted formats are: gif / jpeg / flash (swf) / Standard codes e.g. double click
*49.6% - Nielsen Online Ratings June 09

THE LATEST DESIGN IDEAS ONLINE - AUGUST 2009

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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...](#)

ALL TOGETHER NOW

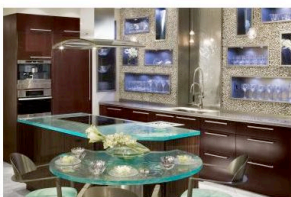


MMPI is the world's leading owner and operator of showroom buildings and trade show facilities, bringing buyers and sellers together at more than 300 market events, trade and consumer shows and conferences each year.

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.

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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.

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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](#)

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Skyscraper
160 x 600

Island
300 x 250

Delivered monthly
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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

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