In the newsmedia the basics have always been ‘who, what, where, when and why’. So perhaps this is what you’d like to know about gxpress.net.
With so many questions to answer, let’s get down to the basics

Who?
GXpress reaches an informed, newsmedia-focussed audience which hits the top c’s of some of the world’s largest publishers and extends to new entries to the industry – informing their future – and everything in between. They work in management and tech in digital and print, and frequently with responsibility for both. Display advertising can be pitched to readers of all or any of our Industry, Digital and Print sections as desired.

What?
If, like us, you’re passionate about publishing, you’ll know GXpress is the place to be. We’re a lot about opportunities created by technology, what’s coming through and who’s seizing on it. But also about the who and what of business and issues such as press freedom and empowering women in media. Our digital sections attract some 40,000 views a month, a figure only eclipsed by the 60,000 viewing print sections.

Where?
For 20 years now, we’ve been focussed on newsmedia publishing in India, Australasia and southeast Asia. But the internet doesn’t work like that, so more of our website visitors come from north America than any other region. We can target countries specifically (or exclude them) if you need that, but recommend that you share your message with anyone who’s interested; you never know where or how the next order might arrive.

When?
We post news and advertisers’ announcements on our website as and when they happen, reinforcing the message with a (currently) fortnightly email newsletter. Just as we apply a rigorous ‘b*****t’ filter to help readers get straight to the point, we don’t mail readers when there’s nothing to report.

How?
Key is our sectionalised gxpress.net website, which attracts 16,000 pageviews a day or 400,000 a month (Webaliser 11/2018). The newsletter – with links to content, display and native advertising – goes out to just over 5000 subscribed readers, delivering a read rate of 10-15 per cent and an average of more than 600 clicks.

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We offer • display advertising on our homepage, web pages and newsletters, plus specific in-article opportunities • bespoke native content (we can help with preparation) with the opportunity to add hosted video and product-specific links etc • creative advertising design, often at no extra cost • custom targeted electronic direct mail • packaged digital campaigns offering attractive discounts • help and advice on markets and audiences, and a partnership to deliver the best results. Email Peter Coleman, mpcmedia@ozemail.com.au for details.
GXpress.net – Rates for digital advertising

NewsLeaders branded bespoke content/advertorial
Presents as your own web page with the opportunity for multiple links and embedded (externally-hosted) video; includes links from home page and newsletters; assistance with content preparation if required, or supply a suggested 700 words plus up to four pictures, logo and regional contact details.
Rate for six months, renewable, package discounts available A$1500.00

Display Button package (appears on RHS of homepage, Article pages, and Newsletter) – rate per quarter (three months):
Small – 300px wide x 50 A$350.00
Medium – 300px wide x 100 A$500.00
Large (presents as near-interstitial on mobile) – 300px wide x 250 A$950.00
Leaderboard or equivalent – 728px wide x 90px A$1250.00

In-Article Display (typically appears after fifth paragraph of Articles in up to three specified sections*) – rate per quarter (three months):
Small – 300px wide x 50 A$200.00
Large (presents as near-interstitial on mobile) – 300px wide x 250 A$600.00

Article Footer Display (appears at end of Articles in up to three specified sections*) – rate per quarter (three months):
Medium – 300px wide x 100 A$300.00

Section Targetting: *Choose from these sections (subject to change):
Industry | Global; Regional news; Briefs; Columns & opinion
Digital | Business; Content & marketing; Mobile; Systems; Video; Briefs.
Print | Business; Production; Insert & heatset; Digital newspaper printing; Mailroom; Workflow & CTP; Briefs.

Geo-targetting (by country) available by arrangement for all above Display options; 33 per cent discount if you target three (only) countries.

Shared space, as available by arrangement (your Display advertisement alternates with one other): 33 per cent discount (subject to availability); rotates with two other advertisements, 50 per cent discount.

Package and series discounts available if you book more ads/for longer periods etc.

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All positions subject to availability. Rates in Australian dollars, exclusive of GST; companies in Australia should add GST at ten per cent (normally reclaimable). MPC Media (Pileport Pty Ltd) ABN 30 056 610 363
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