

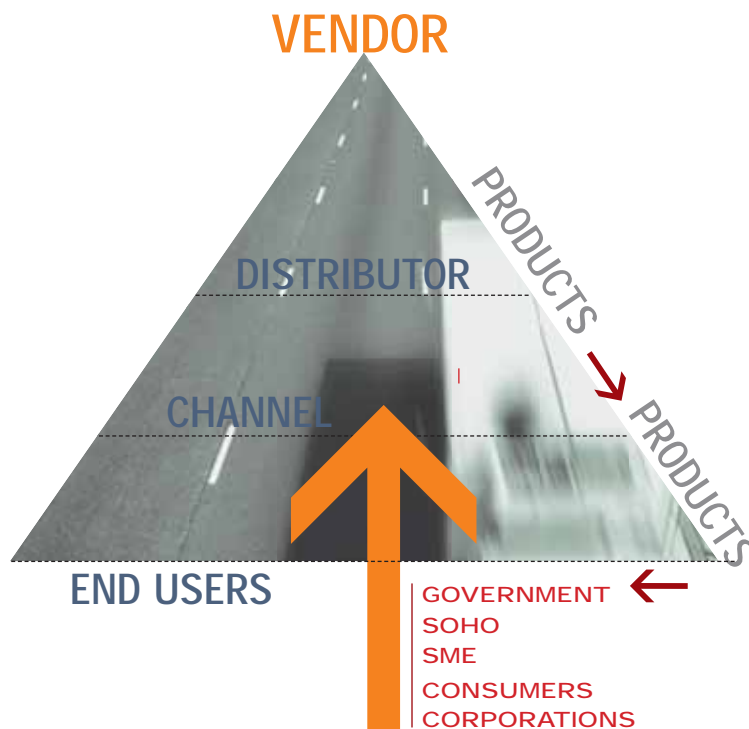


The IT channel

The channel is the essential supply chain in Australia by which IT manufacturers move product from the factory to end-users. It includes any business along this chain, such as distributors, wholesalers, integration partners, resellers, retailers and even call centers and training consultants. The IT channel moves IT products and services to market with the greatest efficiency and with the power of strategic partnerships to influence the customer to buy.

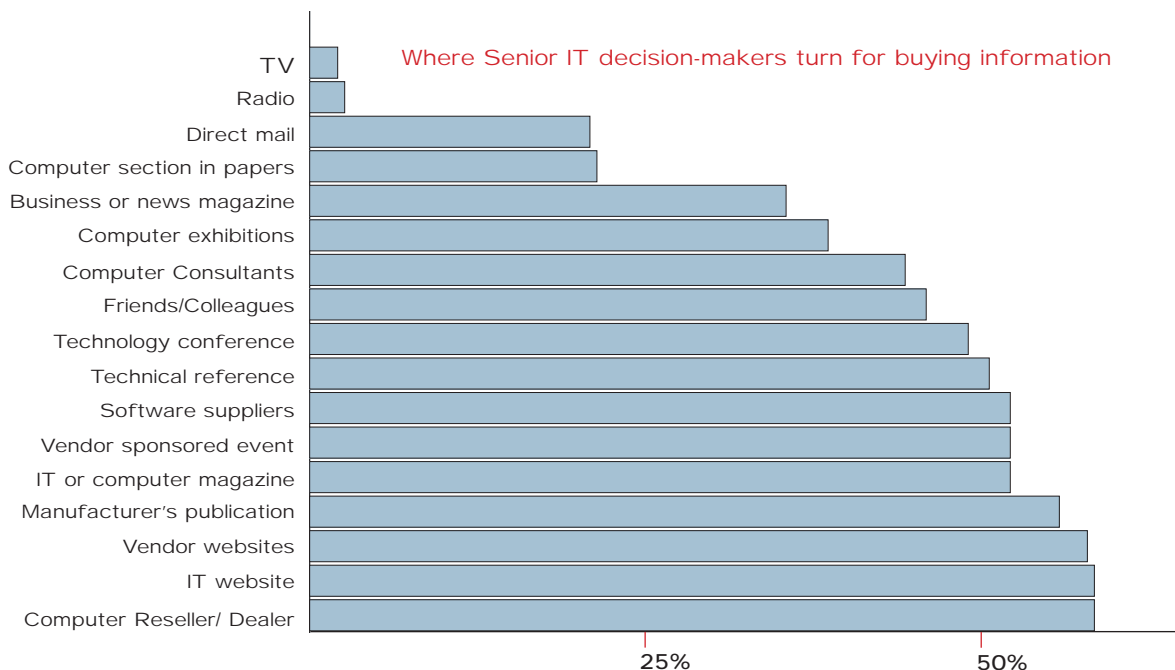
(see graph right)

Today, vendors are partnering with the channel as the best means of selling product and services. This is due to the track record of the channel in adding value to the buying process and transforming stand-alone products into business tools with quantifiable value for the end-user.



The channel is the number one trusted adviser to the customer, both corporate and consumer. Contacts Corporate Database recently surveyed senior IT executives and asked them to name the most important influence in the acquisition process. They consistently identified the reseller as their #1 influence. Resellers make the final recommendation and are the final influence on the buyer.

(see graph below)



Source: Contacts Corporate Database 2002



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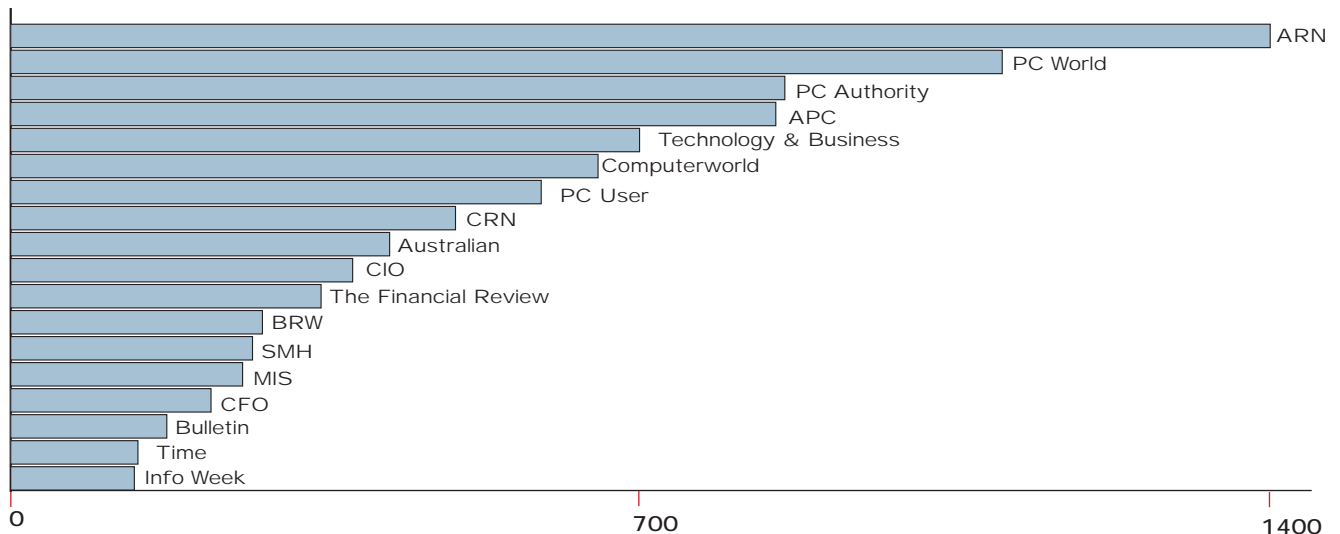
As an advertising strategy, reaching the channel is paramount. Gaining channel loyalty so that resellers will “push” and recommend products is equally as important as generating user demand (or “pull”).

ARN remains the advertising page leader over any other IT publication in the Australian market (AC Nielson Media Monitoring Services 2003). This is testament to the fact that channel advertising is a proven marketing strategy and advertisers receive an enormous ROI from ARN.

(see graph below)



Advertising pages across all IT publications and newspapers



Source: AC Nielson Media Monitoring Services Sept 02 — Oct 03



ARN Profile

ARN has been the premier provider of information to the Australian IT channel for more than 12 years. As the only weekly publication dedicated to the channel, ARN produces timely, accurate news and analysis about IT business issues, products and services, new technology and market opportunities. The weekly frequency allows for in-depth study of issues and behind the news analysis.

ARN is the highest circulating channel publication with a CAB audited circulation of 10,279 (Sep 03). It is received and read regularly by more channel professionals than any other IT publication or newspaper in Australia (Inform October 2003).

(see graph right)

ARN 's dedicated team of journalists provide content and information specifically for the Australian IT channel in order to provide the most relevant and up-to-date information to our readers. ARN is the established forum for the channel community and has developed a strong and loyal readership. For this reason ARN has earned its leadership position as the number one IT channel opinion-maker and thought-leader. In an independent study of senior channel professionals 78% chose ARN as their #1 source to improve their channel business success, (Inform 2003).

	ARN	CRN
Sep-03	10,279	8,825
Sep-02	10,351	8,488
Mar-03	10,256	9,129
Apr-02	10,131	10,000

The IT channel uses ARN as its first resource in order to be more successful with business. ARN assists resellers to meet their customers needs by providing the best solutions and service and identifying business and partnering opportunities.

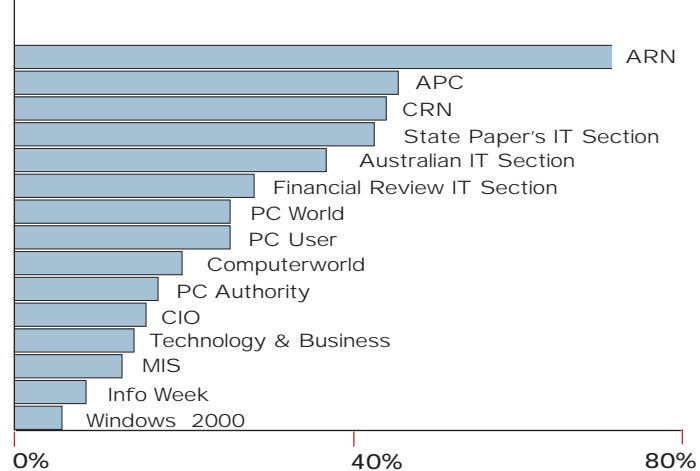
IDG's dedicated channel division has a comprehensive media package – both in print and online – to reach Australia's most important buying influencers. ARN now offers new and exciting marketing vehicles: editorial research supplements, targeted email news services, custom publishing, and events.

Australia 's only dedicated channel email service:
ARN Daily (AM & PM edition)

Australia 's first dedicated channel website: **ARNnet**

Australia 's only weekly channel publication: **ARN**

Publications the Channel read regularly



Source: Inform (a GFK Company) – October 2003



- **FIRST to market**
- **FIRST with the news**
- **WEEKLY frequency**
- **HIGHEST channel publication circulation**
- **BEST read channel publication**
- **Only DEDICATED team of professional channel journalists**
- **AWARD-WINNING editorial team:**
- **THOUGHT-LEADER for the IT industry**



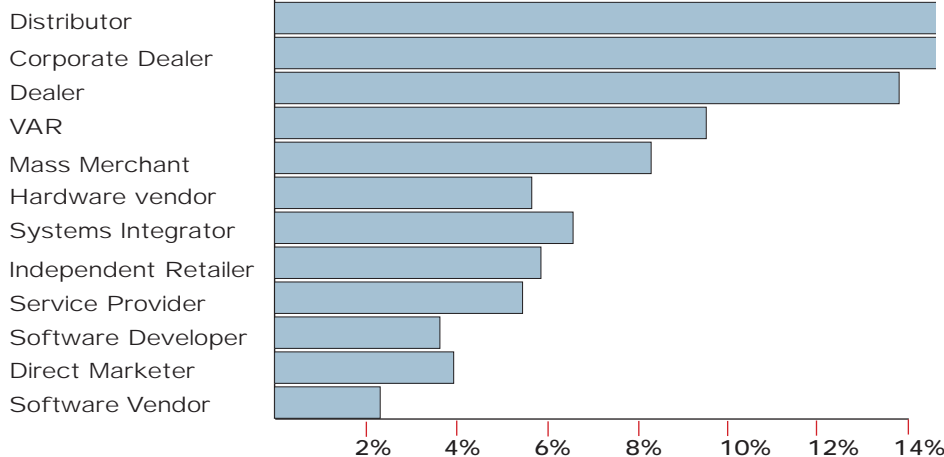
Reader profile

ARN makes a significant investment in its reader database. This database is strategically managed by Inform (a GFK company), Australia 's channel research authority. This exclusive relationship ensures that the active decision makers of the IT channel community receive copies of ARN, delivering the highest quality of readers to advertisers.



ARN circulation of 10,279 (CAB Sept 03) reaches the right decision makers in the Australian IT channel each week. ARN knows who its readers are, what products they sell and what services they provide. Reader qualification means companies MUST be active in the channel.

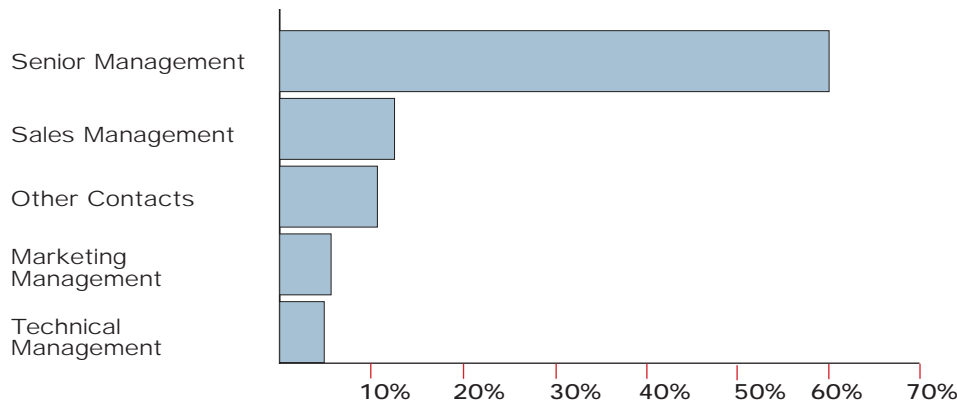
Industry classification



Source: Inform 2003

ARN reaches the senior decision makers within the channel company. More than 60% of ARN readers are senior management. We also target sales, marketing, technical and other management.

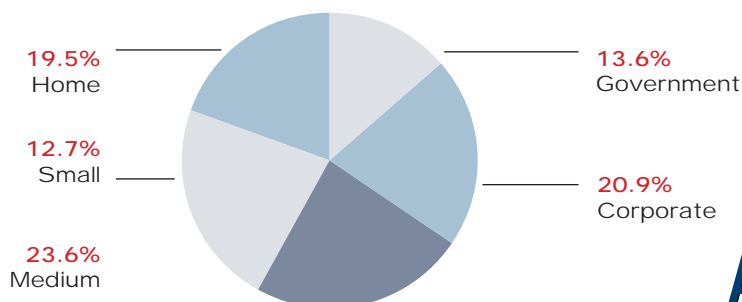
Job title



Source: Inform 2003

ARN's readers sell to all important market sectors: SOHO, SME, Corporate, Government

ARN readers sell through all market sectors



Source: Inform 2003

