



mUmBRELLA media kit 2009

Everything under Australia's media and marketing umbrella



mUmBRELLA

Mumbrella is a discussion of everything under Australia's media and marketing umbrella.

Since it launched in December 2008, Mumbrella has led the way in reporting and discussing the controversies surrounding Tourism Queensland's fake tattoo video and the Naked/Witchery "girl in the jacket" campaign. It has already become a meeting point for the industry's movers and shakers, a place not only to read exclusive news, comment and analysis but to share opinions and best practice.

While others merely report the news, Mumbrella is busy making it.

According to Google analytics, mumbrella.com.au is attracting more than 20,000 unique visitors and 100,000 page views per month. Not only that, but ours is the most engaged audience in the market - just check out the number of comments posted under our stories to see the evidence.

Mumbrella's thrice-weekly e-newsletter is also growing fast and already boasts more than 6,000 active subscribers – a mix of media and ad agencies, clients/marketers, media sales people, PRs and journalists.

Mumbrella also runs a conference series – the Mumbrella Masterclass – the first of which focuses on social media as a marketing tool. It takes place in Sydney on April 22 and features speakers including:-

- Mike Hickinbotham (Social Media Senior Advisor, Telstra)
- Julian Cole (Digital Strategist, The Population)
- Nick Holmes à Court (Strategy Director, Shifted Pixels)
- Sean Cummins (CEO and Executive Creative Director, Cummins Nitro)

This event is for anyone working in a marketing department or agency, new to social media but keen to learn. For more information, [click here](#)

Display advertising opportunities

Ad Type	Specs (pixels)	Day	Week	Month
Banner (site wide)	468 x 60	\$495	\$1485	\$4950
Medium Rectangle (site wide)	300 x 250	\$495	\$1485	\$4950

E-mail newsletter advertising opportunities (every Monday, Wednesday and Friday)

Ad Type	Specs (pixels)	Day	Week	Fortnight	Month
Banner	468 x 60	\$340	\$920	\$1630	\$2860
Tower	120 x 240	\$260	\$700	\$1250	\$2185
Button	120 x 120	\$160	\$430	\$770	\$1345

Rates are exclusive of GST unless otherwise stated and are not agency commissionable.

CALL THE SALES TEAM ON 02 8296 0203 or e-mail alice@focalattractions.com.au

- Formats accepted: animated GIF, JPEG, Flash, HTML (no rich media or Flash on e-newsletter)
- Maximum file size: 30kb Flash/HTML, 20kb GIF/JPEG
- URL: Please supply the URL to which your ad is to be linked
- Alt text: clients have the option of supplying up to 50 characters of alt text (this is text which appears when the user's mouse is over the ad)
- Transparency: graphics may be used on many different coloured backgrounds, so please don't create transparent backgrounds
- Web-safe colours: all large, flat areas of colour must be from the non-dithering palette of 216 colours. Be especially careful when using JPEGs
- Material deadline is two days prior to publication
- Send files to alice@focalattractions.com.au
- Production enquiries: Alice Terlikowski 02 8296 0203

Mum's the word...

What the commentators are saying about mUmBRELLA...



The only reason I haven't mentioned Mumbrella yet is because it seems obvious you should already be reading it. If this model can be successfully monetised, it will be the future of journalism.

- Pigs Don't Fly

Australian marketing blogs just took a giant step forward with the recently departed Managing Editor of B&T Tim Burrowes starting the blog, Mumbrella. It looks like it will be vying as a serious online industry news source up there with Campaign Brief and Marketing Mag, Adnews and B&T daily newsletters.

- AdSpace Pioneers

Mumbrella's content covers all traditional media, digital and online, ad campaigns, awards conferences and more. It doesn't just refer to the usual suspects of Aussie media and marketing and allows everyone to participate. It's a wonderful example of journalism converging with new media. Add Mumbrella to your RSS feeds today.

- Media Hunter



Just a short note to congratulate you on Mumbrella – it is insightful, well written and devastatingly accurate! Long may it prosper.

I'm really enjoying the e-newsletters and the conversation on media, PR & marketing campaigns. Your coverage on the Mail on Sunday's bushfire headline very, very nearly got me to post my first ever comment on an online discussion! One of my new year's resolutions is to get my head more around social media, so I promise to get involved in the future. We're also hoping to send a representative from the agency to the seminar in April. If you do end up planning one for Melbourne, let me know.

- Good job, excellent product, you are killing it.

- I love your work! Keep it up!

I'm enjoying the content of your newsletter - it's compelling to read. Keep up the great work!

Thanks for producing an excellent daily read in Mumbrella. It really covers all of the areas that we are interested in. A great job.

I just had to write and congratulate you on Mumbrella. Within a very short amount of time this project most definitely has a feeling of positive momentum.

I just received my first Mumbrella newsletter and thought I'd pass on a quick thanks. I like the way it presents in my inbox, and the articles selected are catchy and relevant, especially for a bloke relatively new to the media landscape.

I really like what you are doing with Mumbrella. Good luck and keep up the great work.

You're on fire. Great newsletter.

I just wanted to say thanks for your email newsletter, it's been great to get a spread of news, marketing and media stories - which serve to inform (and entertain) all people in the industry (not merely advertising agencies).

Thanks for sending through the fabulous Mumbrella - looks great. And congrats on breaking YouTubeagate - nice write up in the Sydney Morning Herald this morning. Good work and I'm looking forward to you keeping us all honest!

Just wanted to say I love reading Mumbrella! Especially all the stories around Naked's Witchery campaign – they've peeved me big time... I get so riled up reading about their arrogance and the comments from readers just bring me back, knowing most of us feel the same way!

Mum's the word...

What the commentators are saying about mUmBRELLA...



Former B&T magazine editor Tim Burrowes has launched a media blog, Mumbrella, a "discussion of everything under Australia's media and marketing umbrella". Already credited with breaking news, this is a credible media blog for your bookmarks bar.

- Girl With A Satchel

This is a staple diet of the PR Warrior. Mumbrella is the blog of Tim Burrowes, former editor of B&T magazine and he's built a strong following in a short space of time. If you're into media and marketing news and views Australian-style, be sure to check out Mumbrella, and/or follow Tim on Twitter (@mumbrella).

- PR Warrior

Mumbrella (wish that man would stop scooping me)...

- The Content Makers



I have to congratulate you on the amount of news you are getting into Mumbrella. You clearly have some very good connections and sources of info. I am thoroughly enjoying reading it all.

- Can I say that this week your topics were just exceptional.

- The Naked thing is amazing.

- I signed up last week, a colleague has been sending me stories. Congratulations. Great coverage with attitude that makes it different.

Well done on the new site and email newsletter. It's a really insightful read and, finally, seems to be written by someone who actually understands the business (unlike many of the "other" mags). I also appreciate the fact that you seem able to question the industry (clients and agencies) without obvious bias or corporate censorship. Really good job.

Congratulations. You are doing a great job. Let us know if you want some money for a subscription.

I love what you're doing with Mumbrella. An informative and enjoyable read.

I just wanted to congratulate you on Mumbrella – it has already become compulsory reading in our office – the Naked story is fascinating.

Have been getting your newsletter for two days and I'm hooked. It's like Crikey.com only about stuff I care about. I am sure you are going to make me pay for it at some stage, but that's okay too. Congrats.

Congratulations on the site. I stumbled upon it this week and have been hooked ever since. Nice work on the Naked story.

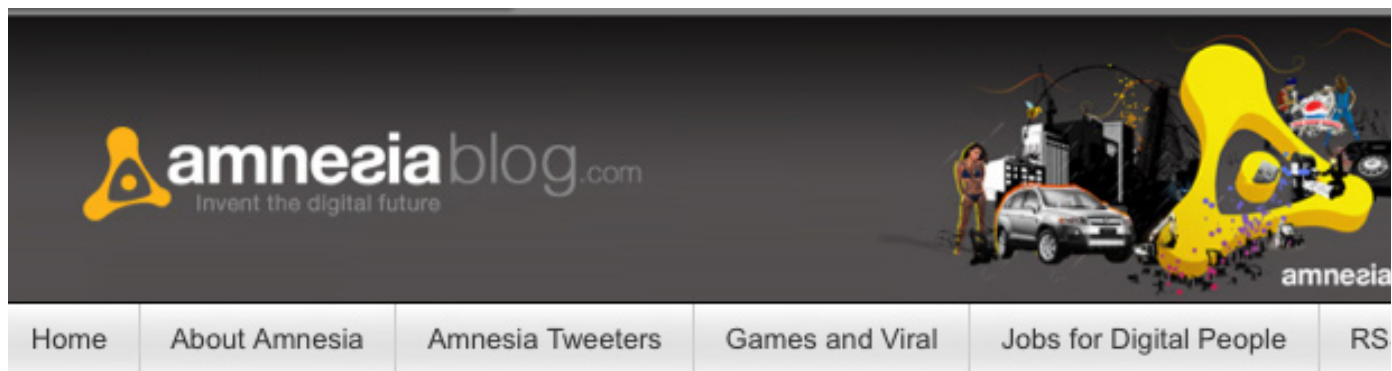
It's a great site and source of info aggregated very well. Congratulations... I will be checking in regularly.

I'm loving Mumbrella, awesome work. It's my new favourite.

Am loving Mumbrella. Great content and really diverse. Congratulations - am spreading the word.

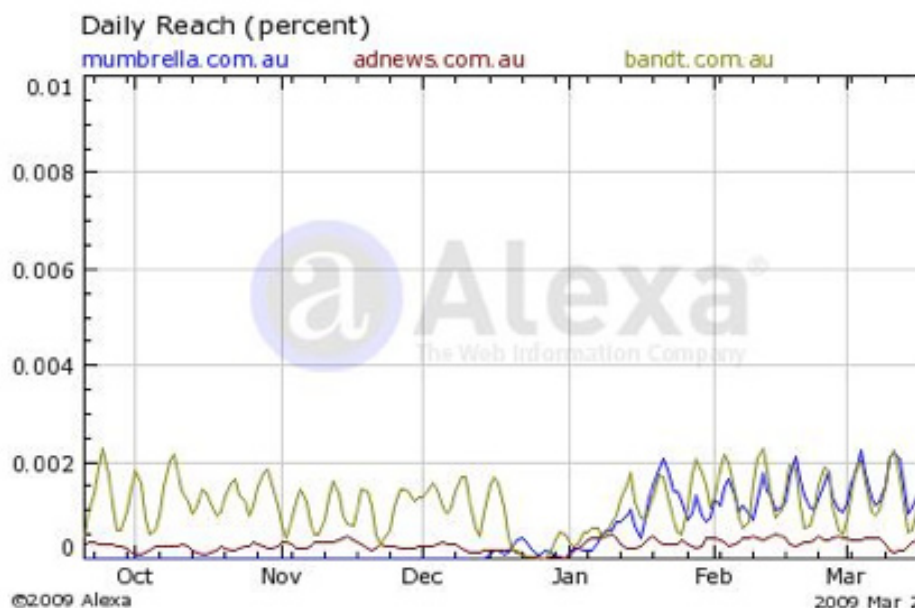
Well done - finally a marketing newsletter/website that actually has good, relevant, interesting and usable content! Good luck with the project and I look forward to receiving more updates.

Taken from the amnesia blog...



Mumbrella outshines AdNews and B&T in digital

A quick look at traffic trends suggests that Tim Burrowes (ex-Editor of B&T Magazine) and founder of Mumbrella.com.au has a digital strategy that is working. After only a few short months Mumbrella has passed the older 'ad industry news publications' in terms of digital traffic. In addition Mumbrella's 1600 followers on Twitter ([here](#)) appear to place it in a very healthy position for both sourcing and breaking news to its user base. Noticeably, the blog format which Mumbrella is using is paying off particularly in SEO with Mumbrella yielding much higher Google rankings than its competitors for the same stories.



Above: Mumbrella matches B&T's highs, but significantly beats B&T's lows indicating a more healthy 'always on' digital presence. Source – Alexa.com.

The Adnews website still requires a subscription to read full stories and B&T publishes a daily pdf based newsletter – a format some struggle with. All three break their news in a daily email digest, but Mumbrella's open blog format (which includes RSS feeds) and regular Twitter updates have made it the digital winner in a very short window of time. It will be interesting to see if Mumbrella forces any changes with the AdNews and B&T digital offerings.

AMNESIABLOG

We scour the web for the freshest creative, digital, weird, games, and marketing stories from around the world. Light hearted stories from the 70 experts at Amnesia, part of Aver Razorfish. Have fun!

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mUmBRELLA

Everything under Australia's media and marketing umbrellas

Take the guess work out of **Social Media**

OPINION

An unwanted message

Circulation bodies agree Web Audit plan

Media planners may have a better idea of newspaper and magazine audiences across print and online after Australia's two print audit bureaus signed a deal

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