



media information pack



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1 about embody 3d

what we do

Embody 3D is an international online industrial design blog and is Australia's leading industrial design blog.

We are dedicated to covering a whole array of topics including product reviews, tutorials and educational resources, latest fashions and trends as well as events and news.

Our website provides services which are of particular interest to working professionals, businesses and students. Some services include free job, event, directory and design advertising.

our business

Embody 3D was founded in Sydney, Australia in late 2009 by Martin Gibson.

The website started as way for design students from around Australia to better communicate and connect with one another through open learning initiatives. It was also a great platform to aggregate industrial design content from around the web into one convenient place. This move brought on a lot of business interest and the rest is history!

our team

We have 6 contributors from around the world including the USA, UK, New Zealand, Japan and Brazil! We have a committed team of skilled writers and design enthusiasts who painstakingly write their own articles, this is real journalism!



we are Australia's largest and fastest growing industrial design blog!

② why advertise?

unique concept, unique market

Embodiy 3D is a unique concept on the web, a collaborative website where people can network and learn with one another free of charge. This unique concept brings in a real specific demographic which allows you to target to the core audience of people likely to use your product or service.

we are growing

Embodiy 3D is the largest and fastest growing industrial design website in Australia and internationally we are in the top page rank under industrial design blogs on Google.

we are social

We offer advertising services that go above and beyond our call. We like to use our large fan base of Facebook, Twitter and RSS followers to promote your brand. Did you know Facebook is the world's most visited website, even more than Google. The web is going social and we will help you connect with this emerging market.

transparent and manageable

We deal directly with our advertisers, we don't use any third party services. We provide fantastic support to all our advertisers and we provide 100% totally trackable results.

no commitment, pay as you go

Many advertisers who choose to promote their products and services on Embodiy 3D haven't advertised online before. Like any advertising web advertising carries risks, so we like to reduce this risk for our advertisers by allowing you to pay month by month on no contract. Pull out whenever you like, we aren't happy unless you are!

Some of our advertisers include:



③ our audience and traffic

our audience

Embody 3D's readers are affluent young professionals and insatiable consumers. They actively purchase products or services from reading articles on Embody 3D and because our audience know we only promote products we support. Our readers love industrial design, and designers who come onto our site are active participants, not spectators! Some statistics of our reader base from our Annual Reader Survey show:

- 62% male, 38% female
- 74% of readers are in the 20-35 age bracket
- Annual salary: \$55 000 US
- 92% have graduate degrees
- 9 % have post graduate degrees
- 51% of readers are from Australia
- This is followed by UK, USA, Brazil, China
- 87% of readers have made a purchase online within the last 6 months
- 26% Students, 17% work in consultancies, 39% manufacturing, 18% freelance

our traffic

- Monthly Unique Visitors: 35 000
- Monthly Page views: 67 000
- RSS Subscribers: 5000
- Social Networking Subscribers: 6000+
- Newsletter Subscribers: 2000
- Directory Listings: 150+



4 advertising options

banner advertising

Banner advertising is the most prominent advertisement position on Embody 3D as it is located directly below the main carousel featuring the latest articles on Embody 3D. The graphic is 600px wide by 75px high.

- \$10AU per 1000 ad impressions (spend limit can be capped)
- 50AU cents per unique click



sidebar advertising

Sidebar advertising displayed on every single page of the website giving the reader continual coverage of your ads. The graphic is 230px wide by 230px high.

- \$6AU per 1000 ad impressions (spend limit can be capped)
- 25AU cents per unique click



special advertising

As well as our standard advertising packages we also offer interactive advertising campaigns including competitions, vodcast advertising, giveaways, social network advertising, article write-ups and interviews.

graphic design

Don't have a graphic designer? We can help you out, just let us know what you're after!

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the industrial design body of knowledge!