



M E D I A K I T 2 0 1 7

### WHAT IS PICKR?

Internet search has come a long way in the past decade, but it does come with one flaw: local search isn't particularly reliable for when it comes to finding local reviews. Part of this comes from where webpages are housed, and international websites are increasingly being stored on local servers around the world.

That means Google will often find an "Australian" page from an American website, and so when you look for a review of a product — even when you try to force the search to Australian websites only — you may actually be reading an American review.

Australian search is on, but all the results are American.

### WHY DOES THIS MATTER?

There are lots of factors that make products different for each market, and while you might get the gist of a product from an international review, technology journalists and product reviewers will always suggest reading the local reviews to get the best idea of what something is like for your market.

That means a phone in an American or British review may not produce the same results in Australia, and so local reviews matter.

Finding them, however, can be a bit of a problem.

Pickr's tracking system (which we call the "Trackr") has been designed to showcase the specifications of the devices you're looking for, prefaced by the reviews written by expert reviewers local to you in Australia.

We're not forgetting about the excellent reviews from over the ocean, because they're important too, but the first thing you'll see on Pickr are scores and links to reviews written by excellent local reviewers, all in the same place.

In fact, Pickr has been developed by Australian reviewers to help the average Aussie make heads or tails sense of selecting a smartphone, with a middle ground option that doesn't promote one review over the other, and lets you — the buyer — see which is best with your own comparisons.

We've even switched over most of those spec pages into plain English, because while you can see the nitty gritty technical names if you want, we think most people will want to know if the phone supports 3G or 4G, and if there's a removable battery. If these things matter, the information will be in an easy-to-read English.

So Pickr was developed to be that middle ground, providing regular people with a comparison tool for the questions they have on consumer technology. The tracking system it houses will allow you to make those comparisons, and it even compares the reviews Pickr's own reviewers write on products.

Ultimately, this is about arming you with as much information as possible to make a decision you can be comfortable with, offering news, reviews, and buyers guides alongside, keeping you up to date.



3G/4G	Yes, it has both 3G and 4G.
4G Speed	Cat 6 LTE - 300Mbps down, 50Mbps up (max)
Bluetooth	Bluetooth 4.0 with A2DP, LE
GPS support	
Infrared	

17K UNIQUE MONTHLY BROWSERS

14K UNIQUE MONTHLY APPLE NEWS READERS

## DISPLAY ADVERTISING

The screenshot shows the pickr homepage layout. At the top, there is a 'pickr' logo and a 'LEADERBOARD' banner. Below the logo is a navigation menu with items like 'LATEST NEWS & REVIEWS', 'BACK TO SCHOOL', 'BEST PHONES', 'CAMERAS', 'AUDIO', 'VIDEOS', and 'WEARABLES'. The main content area features a large article titled 'Samsung at MWC: mobile means tablets, too' with a date of March 2, 2017. To the right of this article are several smaller article thumbnails. Below the main article is a 'MOBILE WORLD CONGRESS 2017' section with a grid of smartphone images and their names: Motorola G5, Alcatel L5, Alcatel A3, and Alcatel A5 LED. A second 'LEADERBOARD' banner is positioned below the smartphone grid. At the bottom of the screenshot, there is a section titled 'Change the way you choose. Start by selecting one of the upcoming models above or a phone already available below' with more smartphone images.

**LEADERBOARD**  
SIZE: 728 X 90

**HOMEPAGE TAKEOVER**

### HOMEPAGE

The screenshot shows an article page on pickr. At the top, there is a 'pickr' logo and a 'LEADERBOARD' banner. Below the logo is a navigation menu with items like 'LATEST NEWS & REVIEWS', 'BACK TO SCHOOL', 'BEST PHONES', 'CAMERAS', 'AUDIO', 'VIDEOS', and 'WEARABLES'. The main content area features a large article titled 'Telstra turns on WiFi calling for Samsung S7 owners' with a date of March 2, 2017. The article text is partially visible, mentioning 'Telstra's new service will allow its customers to use their smartphones to make calls over a WiFi network instead of using their cellular network.' To the right of the article is a red 'MREC' box. Below the article is a small image of a smartphone. At the bottom of the screenshot, there is a section titled 'Change the way you choose. Start by selecting one of the upcoming models above or a phone already available below' with more smartphone images.

**ARTICLE PAGE TAKEOVER**

**MREC ISLAND**  
SIZE: 300 X 250  
OR  
**MREC LARGE**  
SIZE: 300 X 600

### ARTICLE PAGE

# pickr

M E D I A   K I T   2 0 1 7

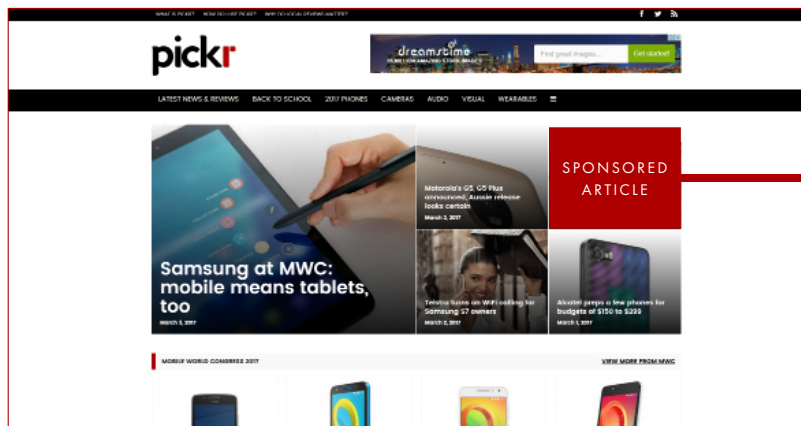
## ARTICLE SPONSORSHIP

YOUR  
COMPANY LOGO  
WITH WEBSITE  
LINK



MREC ISLAND  
SIZE: 300 X 250  
OR  
MREC LARGE  
SIZE: 300 X 600

## ARTICLE



HOMEPAGE  
PROMOTION

## HOMEPAGE

# pickr

M E D I A   K I T   2 0 1 7

## ARTICLE TAKEOVER

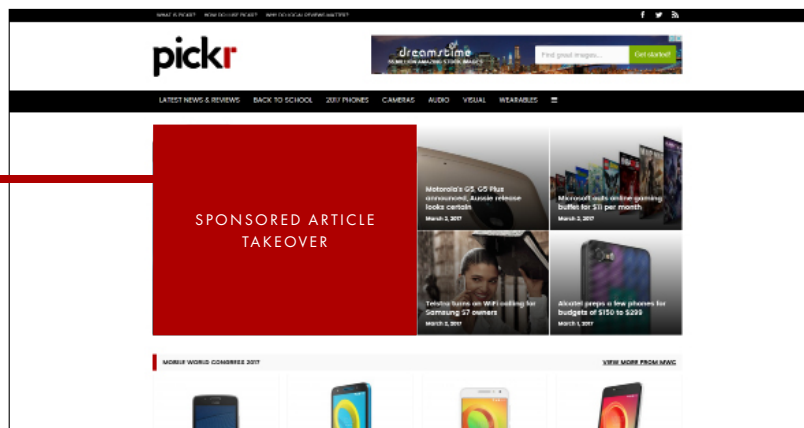


ARTICLE PAGE  
TAKEOVER

MREC ISLAND  
SIZE: 300 X 250  
OR  
MREC LARGE  
SIZE: 300 X 600

YOUR  
COMPANY LOGO  
WITH WEBSITE  
LINK

## ARTICLE



HOMEPAGE  
PROMOTION

SPONSORED ARTICLE  
TAKEOVER

## HOMEPAGE



M E D I A K I T 2 0 1 7

## HOW TO ADVERTISE ON PICKR

Pickr offer three core packages so we can help you promote your brand or product in the best possible way. We believe these packages allow companies to promote their brand or product through sponsorship of existing editorial articles or we can custom create a article which promotes your product or associated technologies. We also allow our clients to use custom articles on their own collateral such as websites or advertisement.

### PACKAGE 1 - TWO MONTHS DURATION

- Digital banner advertising on Pickr (Leaderboard and MREC)
- Sponsorship of three Pickr articles
- Sponsorship of one custom articles

### PACKAGE 2 - FOUR MONTH DURATION

- Digital banner advertising on Pickr (Leaderboard and MREC)
- Sponsorship of six Pickr articles
- Sponsorship of four custom article including web page takeover
- Product/service review and promotion on Pickr x 2
- Competition promotion

### PACKAGE 3 - SIX MONTHS DURATION

- Digital banner advertising on Pickr (Leaderboard and MREC)
- Sponsorship of six Pickr articles
- Sponsorship of three custom article/ web page takeover
- Product/service review and promotion on Pickr x 3
- Sponsored categories (one month duration)
- Competition promotion

Or we can also offer a tailor-made package for you based on your budget and needs.

For all advertising related queries, please contact  
Pickr Advertising [advertising@pickr.com.au](mailto:advertising@pickr.com.au)