



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 when it comes to finding local reviews. Part of this stems from where webpages are housed, and international websites are now regularly 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?

Ask any reviewer about differences in products and they'll tell you that different countries get different models, with changes ranging from something as simple as a different operating system to some severe hardware differences.

There many reasons why products are different for each market, and while you might get the gist of a product from an international review, journalists and reviewers will often suggest reading the local reviews to get the best idea of how a product performs 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.

### FORTUNATELY, WE'VE WORKED OUT A SOLUTION...

Pickr's tracking system has been designed to showcase the specifications of the devices readers are looking for, prefaced by reviews written by expert reviewers local to Australia. Excellent reviews from across the ocean are important too, and they're included, 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 when selecting a smartphone, with a middle ground option that doesn't promote one review over the other, and lets the buyer discover which is best with their 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.

Pickr was developed to be that middle ground, providing regular people with a comparison tool for the questions they have on consumer technology. Comparisons can be made and shared, and ultimately this is about arming consumers with as much information as possible to make the best decision they're comfortable with.



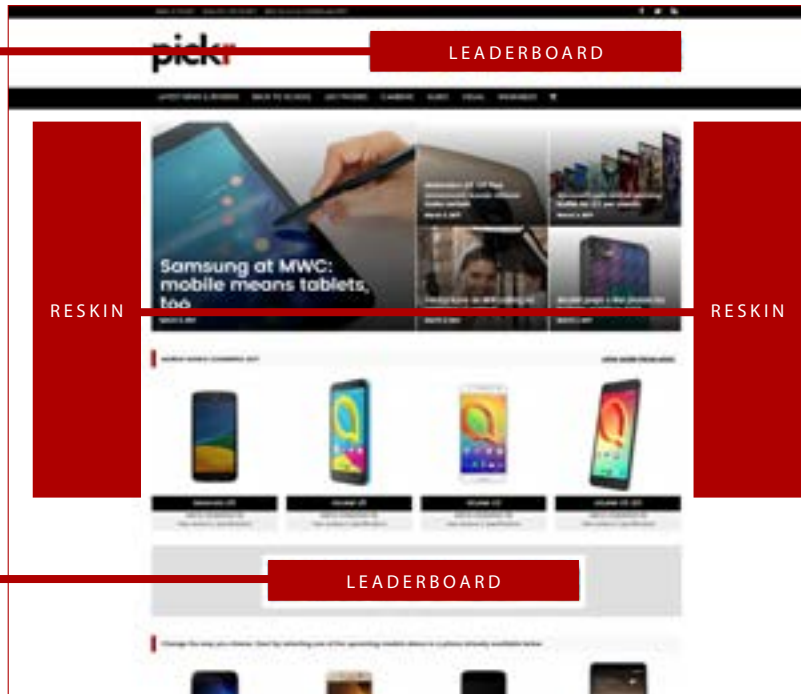
12K UNIQUE BROWSERS MONTHLY

10K UNIQUE APPLE NEWS READERS



M E D I A   K I T   2 0 1 7

D I S P L A Y   A D V E R T I S I N G



H O M E P A G E

LEADERBOARD  
SIZE: 728 X 90

HOMEPAGE  
TAKEOVER



A R T I C L E   P A G E

ARTICLE PAGE  
TAKEOVER

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



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



M E D I A   K I T   2 0 1 7

## ARTICLE TAKEOVER



ARTICLE PAGE  
TAKEOVER

YOUR  
COMPANY  
LOGO  
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ARTICLE



HOMEPAGE  
PROMOTION

SPONSORED ARTICLE  
TAKEOVER

HOMEPAGE



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## HOW TO ADVERTISE ON PICKR

Pickr offers three core packages designed to help companies promote their brands or products in the best possible way. We believe these packages allow companies to promote concepts through sponsorship of existing editorial articles. Alternatively, Pickr can develop custom content to promote products and/or associated technologies. Custom content can subsequently be used for company collateral on websites, print, advertisement, or any other channel. 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 MONTHS 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

Alternatively we can offer custom packages based on your budget and needs.

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