

Get Ready for **Third Edition**

AUSCONTACT

2024 | ISSUE 2

# contact centre MAGAZINE

The New  
Face Of

## Contact Centres

Avoiding the **AI**  
Hype Bubble

**Internal vs External**  
**QA:** The value of  
objectivity

**Rethinking** the  
dichotomy of culture vs  
strategy

ISSUE 2: 1/2024  
AUS: \$14.95



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**MEDIA KIT 2024**

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Auscontact Association  
Driving the industry

## WHO READS CONTACT CENTRE MAGAZINE?

**We know the answer - 21,000 contact centre professionals.** Contact Centre Magazine covers the important aspects of all areas and news within the contact centre industry and supporting sectors that use or sell to contact centres.

Contact Centre Magazine is a premium read for contact centres, business leaders, middle management, agents, suppliers, technology, education and recruitment firms.

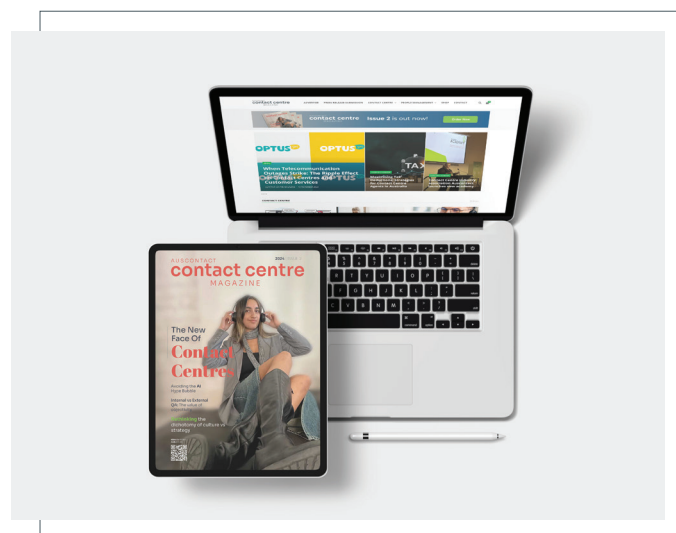
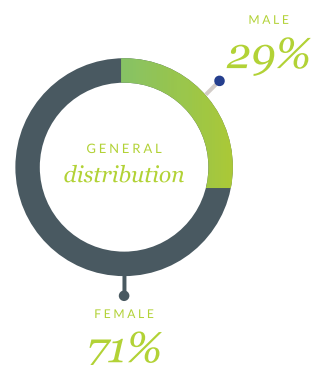
Our readers are the business leaders, middle management and agents in the contact centre and supporting industries who are pursuing business and employee growth not only with technology changes and workforce management, but also all other aspects of the industry.

Our content targets the key decision markers within brands and their support teams, in addition to business leaders, stakeholders and business decision makers to provide insights into issues on managing customer interactions across various channels and employee engagement and attrition.

With **Contact Centre Magazine**, our primary goal is to give you the comfort of knowing that all the news regarding the contact centre industry will be in one magazine. The stories will be informative, thought provoking, educational and interesting.

### Features:

The third edition of Contact Centre Magazine will feature: Top 100 Influencers in Contact Centre Industry, Top 10 Recruiters in Contact Centre Industry, Technology, People Management, Legislative Changes, BPO's, CX & Ex, Case Studies, Learning and Development, WFM/WEM and more.



### We span all sizes of contact centres:

- 500+ Agents
- 200-499 Agents
- 100-199 Agents
- 50-99 Agents
- 1-49 Agents

Contact Centre Magazine is an extension of the non-profit contact centre industry association, Auscontact.

Contact Centre Magazine aims to also provide a platform for communication and interaction within the contact centre industry with insights into people, businesses, contact centres, events, awards and more.

Like any magazine, Contact Centre Magazine will be distributed to approximately 21,000 CEO's and business leaders in Australia, as well as distributed in cafes, airline lounges, and through events. Join us in celebrating and bringing ideas to those who seek inspiration, advice, understanding and growth in an industry that is burgeoning

Published by Auscontact Partner - [Insomnia Pty Ltd.](#)





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## ADVERTISING RATES

*Contact Centre Magazine offers advertisers the chance to professionally engage with our audience of business leaders, middle management and agents within the contact centre and supporting industries around Australia and New Zealand. We will be happy to provide an innovative approach for brands and individuals to convey their work on the Contact Centre Magazine platform.*



### ONLINE ADVERTISING RATE

**FRONT PAGE** \$900 per month minimum of 3 months  
**INTERNAL PAGES** \$400 per month minimum of 3 months

**SUBMIT A PRESS RELEASE** \$89

[www.contactcentremagazine.com](http://www.contactcentremagazine.com)

### MAGAZINE RATE

**DOUBLE-PAGE SPREAD** \$6,200  
**BACK COVER** \$8,000 / \$6,500  
**INSIDE FRONT COVER** \$7,000 / \$5,000  
**FULL PAGE** \$3,500  
**HALF PAGE** \$1,800  
**LISTING** \$299

**DEADLINE FOR ARTWORK** July 7th, 2024

**DEADLINE FOR BOOKING** June 30th, 2024

**21,000**  
CONTACT CENTRE  
PROFESSIONALS  
VIEWED OUR  
STORIES

## PRINT SPECIFICATIONS

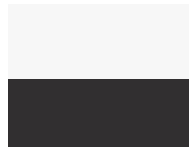
INSERTIONS	BLEED (H x W)	TRIM (H x W)	TYPE (H x W)
FULL PAGE	302mm x 215mm	297mm x 210mm	276mm x 189mm
DOUBLE PAGE SPREAD	302mm x 425mm	297mm x 420mm	276mm x 399mm
DOUBLE PAGE HALF SPREAD	153.5mm x 425mm	148.5mm x 420mm	127.5mm x 399mm
HALF PAGE VERTICAL	302mm x 110mm	297mm x 105mm	276mm x 84mm
HALF PAGE HORIZONTAL	153.5mm x 215mm	148.5mm x 210mm	127.5mm x 189mm



FULL PAGE



DOUBLE PAGE  
SPREAD



DOUBLE PAGE  
HALF SPREAD



HALF PAGE  
VERTICAL



HALF PAGE  
HORIZONTAL

## MATERIAL REQUIREMENTS

- Macintosh compatible
- Either high res PDF, InDesign (packaged) Illustrator, Photoshop layered psd, or eps
- Files under 10MB can be emailed to [advertising@insomnia.net.au](mailto:advertising@insomnia.net.au)
- All logos supplied as eps vector
- All artwork CMYK mode
- All images minimum 300dpi
- All material must adhere to type area and where relevant 5mm bleed
- All fonts to be supplied, or outlined/embedded
- If possible, please supply a colour proof of artwork

