



Market

Australia

Report type

Media Planning and Buying

Prepared for

Admin Account

Agency

Trinity P3 Pty Ltd

Prepared on

2014-03-14

Report name

Test Media Benchmarking

Benchmark

**Medium Network Agency
MNC Non-aligned**

About this report

The report provides an indication of how the rates you've entered statistically compare with the median rates for the same role against an industry benchmark determined by your choice of agency and advertiser type.

Rates within one standard deviation from the median sit in the green shaded zone, two to three standard deviations in the orange zone and four or more standard deviations in the red zone.

The results are dependent on the suitability and the accuracy of the data you submitted. Please take care in interpreting the results as this will be dependent on what you have provided.

Your rate

Benchmark median



Your rate

Benchmark median

-4σ -3σ -2σ -1σ +1σ +2σ +3σ +4σ

Implementation Planning (incl Digital)

Group Director of Planning & In...	per hour	\$235		-1.21
Director of Planning & Investme...	per hour	\$300		+0.85
Manager, Planning & Investmen...	per hour	\$120		-0.4
Assistant, Planning & Investmen...	per hour	\$100		+0.81

Search

Key Word Research	per hour	\$160		+0.97
SEM Strategist	per hour	\$185		-0.04
SEO Strategist	per hour	\$155		-2.92
SEO Writer	per hour	\$155		+0.74

Data

Analysis	per hour	\$285		-0.11
Segmentation	per hour	\$200		+0.91
Reporting	per hour	\$100		-2.0

Traditional Buying / Investment

Head of Investment	per hour	\$375		+1.08
Group Director	per hour	\$220		+0.03
Investment Director	per hour	\$200		+0.92
Investment Manager	per hour	\$100		-1.23
Executive	per hour	\$80		-1.19
Assistant / Coordinator	per hour	\$75		+0.82

Digital Buying/Planning/Investment

Investment Director	per hour	\$250		+0.84
Investment Manager	per hour	\$100		-1.0
Executive	per hour	\$80		-0.54