

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	θ -∞50-4σ -3σ -20	7 -	^{1α} Benc	Benchmark median						
Management			~								
CEO / MD	per hour \$560			0					-0.4		
Account Management											
Client Services Director	per hour \$360				0				-0.14		
Group Account Director	per hour \$215		(0					-1.0		
Senior Account Director	per hour \$160	0							-2.0		
Account Director	perhour \$185				0				-0.1		
Account Manager	perhour \$135					0			+0.8		
Account Executive	per hour \$120						0		+1.3		
Account Co-ordinator	perhour \$55	0							-2.1		
Strategy Planning											
Chief Strategic Officer	per hour \$385					0			+0.0		
Strategic Planning Director	perhour \$375						0		+1.0		
Senior Strategic Planner	per hour \$240						0		+1.0		
Strategic Planner	per hour \$120		0						-1.8		
Implementation Planning (incl I	Digital)										
Head of Planning & Investment	per hour \$260		C						-1.08		

	Your rate					1σ Ε	Benchma	ark median	+1σ	+2σ +	
Implementation Planning (incl	Digital)										
Group Director of Planning & In	per hour	\$235			0						-1.21
Director of Planning & Investme	e per hour	\$300							0		+0.85
Manager, Planning & Investmer	n per hour	\$120					0				-0.4
Assistant, Planning & Investmer	n per hour	\$100)		+0.8
Search											
Key Word Research	per hour	\$160							0		+0.97
SEM Strategist	per hour	\$185					C				-0.04
SEO Strategist	per hour	\$155		2							-2.92
SEO Writer	per hour	\$155						c			+0.74
Data											
Analysis	per hour	\$285					0				-0.11
Segmentation	per hour	\$200							0		+0.91
Reporting	per hour	\$100		(D						-2.0
Traditional Buying / Investmer	nt										
Head of Investment	per hour	\$375							0		+1.08
Group Director	per hour	\$220						0			+0.03
Investment Director	per hour	\$200							0		+0.92
Investment Manager	per hour	\$100			0						-1.23
Executive	per hour	\$80			0						-1.19
Assistant / Coordinator	per hour	\$75							C		+0.82
Digital Buying/Planning/Inves	tment										
Investment Director	per hour	\$250							0		+0.84
Investment Manager	per hour	\$100			C	C					-1.0
Executive	per hour	\$80				(C				-0.54