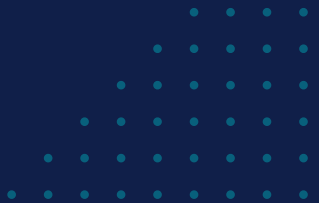




2026

Media Kit

Partnership opportunities for PR and comms teams



THE PUBLICATION

Built on 20+ years of experience

BTTR.reviews is an independent Australian tech publication run by Australian tech journalist Nick Broughall.

It's a hub of Australian news, reviews, buying guides, and a live deals engine tracking major Australian retailers.

Every word has the same author, which means every pitch lands with the person who decides whether it gets covered. When you need editorial access you can rely on, there's no editorial team to lose your pitch between desks.



Nick Broughall

Founder & Editor

- **20+ years** Technology journalism
- **Editor** Gizmodo Australia
- **Managing Editor** TechRadar Australia
- **Publisher** Finder.com.au
- **Co-founder** EFTM
- **Writer** News.com.au Checkout

PARTNERSHIP

Institutional Subscription

For PR agencies and in-house comms teams who need guaranteed access to an independent tech journalist. Direct access, no intermediaries, coverage stays editorially independent.

RECOMMENDED

Standard

\$2,500 / year

Team access for up to 10 seats

- Unlimited access to BTTR content for the team
- Guaranteed editorial response to product pitches
- Quarterly editorial briefing
- Annual editorial consultation with Nick
- Priority review consideration

Premium

\$5,000 / year

Includes 2 sponsored content pieces (\$4,000 standalone value)

- Everything in Standard, plus:
- Guaranteed editorial response to all product pitches
- Two sponsored content pieces per year
- Discounted additional sponsored content
- Unlimited seats

FOR PR TEAMS

What a BTTR institutional subscription actually gets you

01

Your pitches get a response

Subscribers get a guaranteed response to every product pitch within two business days. If a pitch doesn't land, you'll get insight into why.

02

A journalist who knows your categories

20+ years covering consumer tech means Nick knows your client's product, its competitors, and whether the pitch angle is right. Briefings are a conversation, not a press release handoff.

03

No account managers between you and the editor

You deal with Nick directly. No account managers, so there's nobody between you and the editorial decision. Quarterly briefings and an annual consultation are built into the subscription.

Categories BTTR covers

If your clients make products in any of these categories, BTTR is a relevant pitch target. Reviews and buying guides published regularly across all of them.

■ Smartphones

■ Laptops & tablets

■ Headphones & audio

■ Smart home

■ Wearables & fitness

■ Robot vacuums

■ Kitchen tech

■ Monitors & displays

■ Gaming gear

■ Cameras

■ Accessories & peripherals

■ Deals & price tracking

THE AUDIENCE

The readers your clients are trying to reach

39%

Average open rate

6%

Click-through rate

3×

the industry average for
consumer tech news

Search intent — BTTR readers arrive from searches like:

'best robot vacuum Australia'

'best budget phone Australia 2026'

'best air fryer Australia'

'best laptop under \$1,500 Australia'

These readers are making buying decisions, not browsing. A review or mention that lands here carries weight.

CONTENT

Sponsored content and amplification

An editorial partnership, not a press release. Nick writes an article on a topic of your choice in the same voice as everything else on the site. Readers engage with it because it reads like BTTR content. Because it is.

Two pieces per year are bundled into the Premium Institutional Subscription.

ADD-ON

Social Amplification **From \$500**

Targeted paid promotion across Meta, LinkedIn, and Google, one platform or all three, scaled to your budget. Reporting covers what the platforms measure: spend, reach, and clicks.

Campaigns above \$2,000 scoped individually.

Native Content

\$2,000 / article

- Article written by Nick on an agreed topic, in the BTTR voice
- Attributed quotes from your representative
- Two rounds of approval for accuracy before publication
- Pinned to Featured Content for two weeks
- Included in one week's BTTR Roundup newsletter
- Shared on BTTR's Facebook and LinkedIn
- Sponsorship Box embedded in the piece
- Always clearly labelled as sponsored

Not a review. Not news coverage.

NEWS COVERAGE

News Coverage

Two ways to guarantee a news placement without waiting on an editorial judgement call: a quick sale-window mention, or a properly reported story when there's a genuine announcement behind it.

Sale Event Coverage

\$250 / piece

- Published during your sale window
- Covers key deals, pricing, and dates
- CTA link back to your site
- Tagged sponsored
- Fast turnaround
- No paid promotion included

Guarantees timing, not depth. No original reporting.

Guaranteed News Coverage

\$500 / piece

- Editor-written news article covering your announcement
- Guaranteed publication, on the day
- CTA link back to your site
- Tagged sponsored

Guarantees placement and timing, not editorial angle or tone.

VIDEO

Video Content

A vertical video of your product, formatted for Instagram Reels, TikTok, and YouTube Shorts from a single clip. It's hands-on and visual, a different kind of coverage to a written piece, and pairs well with a native content article or works as a standalone.

Traditional long-form YouTube is available on request but isn't a routine offering right now, so it's scoped individually rather than listed at a fixed rate.

Vertical Video

\$600 / video

- One vertical clip, filmed and edited
- Delivered natively for Reels, TikTok, and YouTube Shorts
- Posted across BTTR's channels on all three
- Raw or edited file provided for your own use
- Tagged sponsored
- Not a review, kept separate from independent coverage

LICENSING

Content Licensing

Negotiated per campaign

Licence existing BTTR review content for your paid advertising creative on Meta, Google, and other channels. A third-party editorial voice consistently outperforms brand-generated copy on trust metrics.

What's included:

- Review excerpts, awards and badges, and editorial framing, properly attributed
- Suitable for Meta, Google, and other paid channels
- Rate depends on content scope, campaign duration, and channel reach

Integrity Clause

Licensing is only available for products that have received an independent BTTR review.

Editorial accuracy, tone, and context must be preserved in any licenced use.

BTTR does not licence negative or mixed reviews for promotional purposes.

Nick Broughall – 20 years of editorial independence



Let's talk partnership

Institutional subscriptions from \$2,500/year. All enquiries go directly to Nick.

nick.broughall@bttr.reviews

bttr.reviews/membership

