

Australian

CONTENT

MEDIA KIT 2014

MAGAZINE.COM.AU

◆
**THE
MAGAZINE
FOR WOMEN WHO
WANT IT ALL**
◆

ABUNDANCE. STYLE. EASE. GRACE.

Are you a change maker?

Do you live to make a difference in women's lives?

Are you a mentor, coach, holistic practitioner, health and well-being expert?

Are your products Australian, organic and sustainable?

Do you or your products enrich the lives of others?

We are looking for you!

Australian Content Magazine is the online for women who want it all ... and they are ready to get it. But they need your help.

Our readers are savvy, positive-minded go-getters who crave to live their best lives and make their mark on this world. They want to be the very best versions of themselves. They thrive on mindset enrichment, they nourish themselves with informative articles and they are inspired by positive editorials on women, just like them, who have found the way to their most amazing version of their life.

This is a unique platform for you to promote your products and / or services to Australia's #1 online magazine for women who want it all.

www.contentmagazine.com.au

Australian **CONTENT MAGAZINE.COM.AU**

OVERVIEW

Australian Content Magazine is designed for women who want it all: **abundance, style, ease and grace.**

These women are tired of being told they can't have it all as they know there is a way to live 'a charmed life'; and we show them how. A Charmed Life is a life full of abundance, style, ease and grace. A Charmed Life is a life that gives you the positivity to create wealth, the power to be who you really should be, the contentment of living a life on purpose and the ability to be thankful for each and every day.

Australian Content Magazine inspires Australian women to not only dream what their charmed life could be through positive inspirational profile stories, but give them the tools to learn how to live it each and every day with informative articles and advice. Coupled with the best of fashion, beauty, home styling and travel, Australian Content Magazine shows women they can have it all.

Australian Content Magazine has been developed as an online platform with a large, national, engaged audience with thousands of monthly views from women across Australia.

www.contentmagazine.com.au



USP

Australian Content Magazine is a unique magazine in that it focuses on;

- Australian women (high profile and every day women)
- Australian content (products, articles)
- Australian-only advertisers (owned and made where possible)
- A focus on ethical, holistic, organic and sustainable advertisers
- Positive, motivational, educational and uplifting articles
- Business and life educational programs

All content is designed to show women they can have it all by offering guidance to a balanced, holistic life. This type of editorial is extremely powerful in today's world where women are truly looking to live their most authentic and best life – content knowledge is the new widget, and of course, we have content in bucket loads!

TARGET MARKET

Our readers are action-takers. They are either high achieving women in business or those aspiring to be and are searching for knowledge or products to live their best life.

Our readers are not victims – they are truly ready to make change in their lives; be it in business, relationships, health and diet and self-care, our readers are your perfect target demographic. They are ready to buy!

Women predominately 35 to 44 who work in the corporate arena or own their own business (or those aspiring to be).

READERSHIP

Australian Content Magazine has an expansive reach ion the online world – from an engaged database of readers who receive a weekly E-newsletter along with an engaged social media world across Facebook (mainly), Twitter, Instagram and Pinterest platforms. Each month the magazine has a reach of over 10,000 per month, almost exclusively female readers.

Statistics valid at July 2014

- 10,000 monthly website views
- 1200 enewsletter database (with an above-average open rate of 39% and a click through rate of 11% (industry averages only 16.1% and 2% respectively).
- 1147 Facebook likes - 93% female, 39% aged 35-44
- Average weekly Facebook reach – 10,000 to 15,000
- Plus Twitter, Instagram, Pinterest, LinkedIn followers

In addition the magazine has 50+ ambassadors – The Champagne Set – who all promote their magazine via their own online and social media platforms.

Our reach, online, is therefore insurmountable.

This is an extremely powerful advertising medium in particular for businesses that want to make a difference in and enrich women's lives.

ADVERTISING OPPORTUNITIES

BANNER ADVERTISEMENTS - ONLINE MAGAZINE

Details: Brand advertisement, artwork supplied

| Banner Ad 300 x 250 | Double Banner 300 x 500 | Leaderboard 970 x 90 | Double Leaderboard 970 x 180 |
|--------------------------------|------------------------------------|---------------------------------|---|
| \$50 | \$95 | \$150 | \$250 |

*Prices are per ad, per month based on a 6 month commitment.
LESS 20% FOR 12 MONTH COMMITMENT*

BANNER ADVERTISEMENTS - ENEWSLETTER

Details: Brand advertisement, artwork supplied

| Banner ad 300x250 | Price per issue |
|-----------------------------|------------------------------|
| Once a month (launch issue) | \$49 |
| Weekly (i.e. 4 x per month) | \$35 (total \$140 per month) |

Prices are per ad, per month based on a 6 month commitment

FEATURED BUSINESS POST - \$700

Book a (up to) 700-word promotion of your business written by a Australian Content Magazine staff writer. Accompanied with imagery (supplied or our own photos), a 'Featured Business' promo provides you the opportunity to speak to our astute readers in our 'voice'. Keywords and imbedded links are woven into posts and content is available for client approval.

ADVERTISING OPPORTUNITIES cont...

ONLINE BRANDING PACKAGE - \$200 p/m (50% saving!)

| Package includes: | Details |
|--------------------------------|---|
| 300X250 banner ad | Located in sidebar |
| 970x90 leaderboard ad | Located on Home page |
| 300x250 banner ad on EMAG | Sent out weekly |
| Weekly social media shout outs | Promoting your business/services/products |

Prices are per package, per month based on a 12 month commitment

Artwork can be designed for you at a flat rate of \$100 (no additional cost for ad resizing)

THE CHAMPAGNE SET - from \$99 p/m

Write for the magazine, showcase your business and services and have all the marketing done for you to raise your online profile!

| The Champagne Set partnership levels | Prices per month |
|---|------------------|
| The Martini Package | \$99 |
| Champagne Cocktail | \$199 |
| VIP Branding Package (Champagne Cocktail and Online Branding Package combined!) | \$350 |

FOR FULL DETAILS OF THE CHAMPAGNE SET PARTNER PACKAGES, SEE OVER



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Are you a mentor, coach, holistic practitioner, health and well-being expert?

Do you want to grow your personal brand online?

Do you want to enrich the lives of others?

By joining to become part of The Champagne Set, you are joining an exclusive society of women who's mission is to educate and inspire others – and here is your home away from home, right here at Australian Content Magazine. As an Official Partner you will have the opportunity to contribute monthly informative articles for our readers and raise your online profile and start growing your online empire!

You will be recognised throughout the magazine and our online profiles as an expert in your field, someone who is the toast of their field. You will have the opportunity to showcase your business and be given exclusive opportunities to join us in our business coaching programs as a leader, have the opportunity to tell your story with a number of complimentary editorials and be a 'virtual' partner in Australian Content Magazine. The doors have just been opened to you for the very first time. Welcome!

Click [HERE](#) to view The Champagne Set partner packages – all designed to raise your online expert profile!

WE DO THE MARKETING FOR YOU!

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COMING SOON ...

Australian
CONTENT KIDS.COM.AU

happiness + love + contentment for tiny people

