AUSTRALIA

MEDIA KIT

2020

WOMEN'S NETWORK AUSTRALIA
IS ONE OF THE
FASTEST
GROWING BUSINESS NETWORKS
IN AUSTRALIA

WOMEN'S NETWORK AUSTRALIA BRINGS TOGETHER A COLLECTIVE GROUP OF EMPOWERED WOMEN, EMPOWERING WOMEN.

from the CEO

Women's Network Australia is a vibrant community for women in business to connect, grow, succeed and collaborate.

Get involved with one of the fastest growing and most innovative organisations for business women in Australia.

Our members come from a vast range of professions and business backgrounds, such as government, travel, advertising, real estate, business development, retail, fitness and wellbeing, just to name a few. We are passionate about making a difference and being the voice for other women in business.

WNA is a one stop shop to get in front of your target market with the various platforms on offer. If this sounds like you, please contact me to discuss the opportunities available.

Best wishes,

Janelle Bostock
Chief Executive Officer

AUSTRALIA

Exclusive *FRONT COVER* & FEATURED EDITORIAL

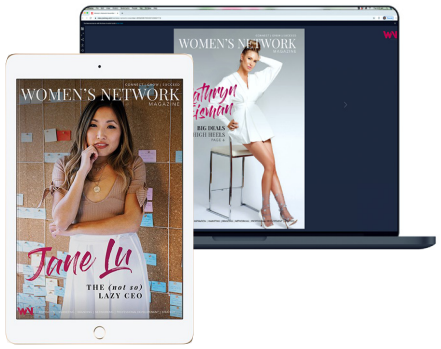
We make it our business to share these amazing female entrepreneurs' inspiring stories so our readers have access to role models from whom they can learn, develop and grow their businesses.

If you are a female entrepreneur with a successful business and have a turn-over in excess of a million dollars, we invite you to submit an Up-Front feature story so your journey can inspire the readers of our Business Magazine.

The magazine is circulated in digital format, promoted at every WNA event, across the website and in the CEO's "From the Desk" Communique each Friday.

Our Front Cover isn't for general sale – it is via Expression of Interest. The Editor does have the final sign off. As you know, it is a privilege to be on the cover of any magazine.

Submit your interest via:
media@womensnetwork.com.au



DIGITAL

PRINT

EVENTS

SOCIAL

Magazine ANALYTICS

We are your one stop shop to reach your target audience using Women's Network Australia as your marketing platform. Advertise on our website, eNewsletter, Business Magazine, or become a guest blogger.

Our signature Business Magazine has established itself as a highly respected publication. It is available in digital form free to all subscribers – with a national and International circulation reach of 80,000.

Many entrepreneurs do not realise that selling to businesses can be easier and more profitable than selling to consumers.

Sound good? Then you'll be pleased to know that this market is real, and enormous. The average person is primarily exposed to Business-to-Consumer (B2C) marketing – things like vacations, cars, sofas...basically, everything you see advertised online or shopping channel.

The B2B market or 'hidden' market is that unless they own a business or work in a role that involves purchasing, are blissfully unaware of its existence. That is where the Business Magazine is an untapped market for YOU.

If you're a small or micro business, why WOULDN'T you consider making B2B a key part o your business?

87,327
READERSHIP

14,407
MONTHLY IMPRESSIONS

102,896
SOCIAL REACH

1.2K
MEMBERS

@WOMENSNETWORK
WOMEN'S NETWORK AUSTRALIA
@WOMENSNETWORKAUS
WOMEN'S NETWORK AUSTRALIA

Classified Business DIRECTORY LISTINGS

Want to be found? List your business in the Classified Directory of the next edition of WNA's Business Magazine. In addition, the digital publication will include hyperlinks to the URL listed in your advertisement.

Book REVIEWS

Have you authored a business-related book or ebook recently? Want to get it promoted? If it is business related, it could be featured in the "Off the Shelf" section of our Business Magazine. This is a no cost PR opportunity to members.

Be a featured WNA Blogger

WNA bloggers, publish, share and influence - what could be more meaningful to your business than that? We are always interested in hearing from WNA Members who are eager to share their knowledge, business expertise and resources via our Blog.

By becoming a WNA Blog Contributor you'll get free exposure, raise your reputation and profile and be connecting with thousands of business women nationally and internationally.

If you are passionate about communicating on a subject you love, WNA's Blog is a great outlet to share your interest, your distinctive voice and your enthusiasm. By sharing your thoughts, insights and small business guidance you are supporting women business owners to reach their full potential.

WNA Members can blog for free!

Ask us about our VIP Advertising rates!

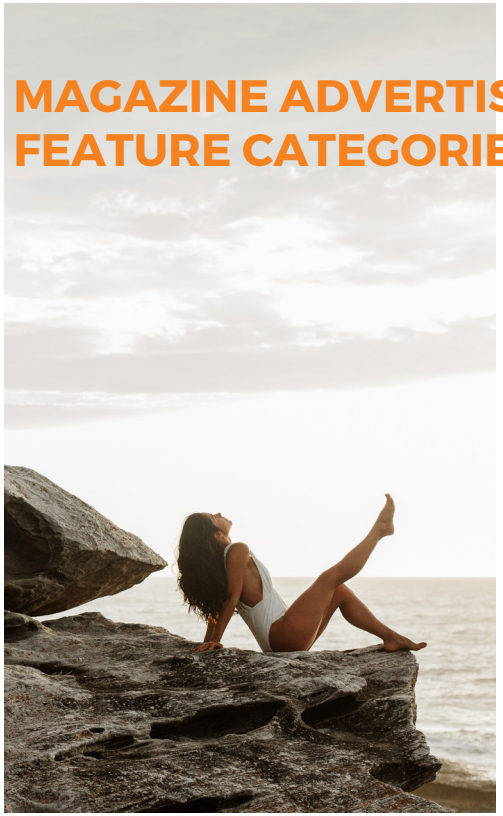
Email Newsletter ADVERTISEMENT

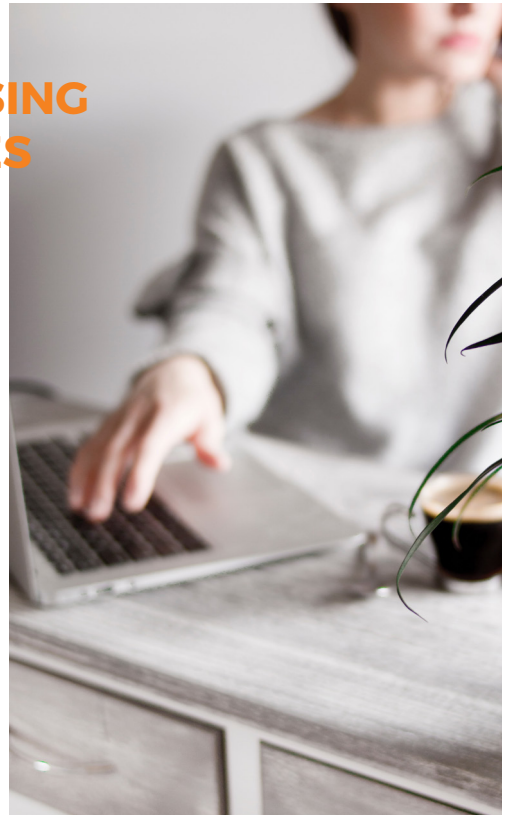
Our weekly CEO's "From the Desk" Communique has a circulation list of several thousand. Talk to us about including your stand alone advertisement so you can directly reach the email Inbox of women in business.

Website ADVERTISEMENT

Your advertisement will feature on the front page of the WNA website and is linked to Google. It remains in place for 30 days from the date of placement.

MAGAZINE ADVERTISING FEATURE CATEGORIES





HEALTH & WELLNESS

Providing sophisticated, polished and grown-up beauty advice, products and more.

BUSINESS SERVICES

Extensive insights, real stories, experiences and advice from Australia's renowned business women.

PEOPLE & PLACES

Highlighting the newest and trendiest people and places in the industry!

EDUCATION & INFORMATION

Educate our members on skills relevant to business, life and health. Source reliable and insightful information.

MAGAZINE	ARTWORK DIMENSIONS in mm (h x w)	COST
UP FRONT FEATURE *Double Page Spread (inc. full page advertisement)*	TRIM: 297 x 210 IMAGE: 277 x 190 BLEED: 307 220	$2,500
FULL PAGE ADVERTISEMENT *Single full page advertisement*	TRIM: 297 x 210 IMAGE: 277 x 190 BLEED: 307 220	$1,500
HALF PAGE ADVERTISEMENT OR ADVERTORIAL *Half page advertisement or image with 200 words*	TRIM: 138.50 x 200 BLEED: 148.50 x 210	$850
	MEMBER	NON-MEMBER
BUSINESS DIRECTORY | PREMIUM	$199	$275
BUSINESS DIRECTORY | SINGLE	$125	$200
OFF THE SHELF | BOOK REVIEW	FREE	$125
GIFT IDEAS | PRODUCT REVIEW	$99	$150
WEBSITE	**MEMBER**	**NON-MEMBER**
IN THE NEWS | BLOG	FREE	$250
WEBSITE AD. HOME PAGE *Netboard Ad | Valid for 30 Days* *Image: 400 x 580px*	$400	$475
IN THE NEWS & EVENTS *Blog Side Bar Ad or Events Side Bar | Valid for 30 days* *Image: 360 x 250px*	$350	$425
EMAIL	**MEMBER**	**NON-MEMBER**
EMAIL NEWSLETTER AD. BANNER | SMALL *Image: 180 X 600px*	$250	$325
EMAIL NEWSLETTER AD. BANNER | LARGE *Image: 300 x 600px*	$350	$425

**Please note all rates quoted exclude GST*

Specification & RATES

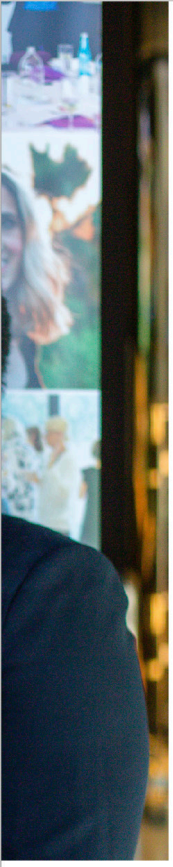
Not sure what advertising is right for you? Want to be featured up front in the magazine, add an eNewsletter campaign, or website advertisement? Talk to our marketing team and discuss the package that is right for you.

All advertising booked with Women's Network Australia is not confirmed until a signed booking form has been received from the advertiser. This includes "Women's Network" Business Magazine, Website, Blog, eBulletinboard, Guest Blog, and any form of advertising. For assistance, queries or concerns, please contact Head Office on:

E: media@womensnetwork.com.au | **T:** 1800 052 476

Membership RATES

INDIVIDUAL MEMBER **$199** EXC. GST	SILVER CIRCLE MEMBER **$497** EXC. GST
Business magazine free Events: Self promote, invitation to events & make connections Business by social: Get access to exclusive online groups, providing a platform to build your business connections, be the content expert in your field or business. Business coaching and mentoring: Benefit from a free 30-minute business coaching session Get published: Access to member discounts for advertising and the opportunity to be published online and in print. Speaking opportunities: Be a guest speaker at a WNA event.	**INCLUDES *ALL INDIVIDUAL* MEMBER BENEFITS PLUS:** Sponsorship opportunities Exclusive events inc. Executive round table Raise your profile Business directory In the news: Get published or featured Guest speaking opportunities



DIGITAL
MAGAZINE
BE PART OF
THE TRIBE

WN
AUSTRALIA

Terms & CONDITIONS

- Finished Material Requirements:
  - High resolution (300dpi) CMYK files. Advertisements are to be print ready PDF files.
  - Check that the size of advertisement is exact.
  - If Advertorial, include text in a word document, with image files separate.
  - Images at 300dpi as tiffs or jpgs. If the images provided do not match the specification or are of low quality, our graphic design services will supply images at the advertiser's expense and will be forwarded on to the Advertiser at a minimum cost of $25 per image.
  - Advertorial text submitted in Arial 12pt word document.
  - Text to be converted to outlines.
  - All links including website addresses, social media addresses or emails to written in text, not as hyperlinks.
  - Files are supplied as CMYK process (no RGB or spot colours).
  - All fonts are to be embedded. Ensure that all black text is 100% black not CMYK black.
  - We do not recommend font sizes smaller than 8pt, and reverse types no smaller than 10pt.
  - Embed images –minimum 300dpi.
  - Key lines and borders – minimum point size 0.5
  - Bleed - advertisements to have a 5 mm bleed
  - Please note we cannot accept publisher files.
  - If the PDF file is over 8MB, it may be too large to send through your server. Please send via Hightail.com (a free service for single files up to 100mb).
  - Maximum ink weight 340%.
  - 5mm bleed is only available on double page and full page advertisements.
  - No responsibility will be taken for problems resulting from incorrectly supplied files.
  - If requiring the services of our Graphic Designer for production of advertisements, this will incur a fee charged out at $150.00 per hour.
  - Written approval from the advertiser is required before ads are sent to print.
  - If advertising is not up to the required standard as outlined above, a proof will be provided to advertiser and any further changes/edits made after a second proof is issued will incur a fee.

- Once proofed and checked please send your file to: **media@womensnetwork.com.au**

- All Advertising booked with Women's Network Australia is not confirmed until a signed booking form has been received from the advertiser. This includes "Women's Network" Business Magazine, Website, Blog, Email Advertising, Guest Blog, and any form of advertising. For any assistance, queries or concerns, please contact Head Office on E: media@womensnetwork.com.au or T: 1800 052 476.

- Advertising space is not held without receipt of a signed booking form.

- Payment is required once signed approval from the advertiser, if require, a tax invoice will be generated and payment is required within seven working days. Monthly accounts are available to approved customers.

- All advertising space is to be paid for in advance prior to each edition of the magazine going to print.

- WNA reserves the right to accept your advertisement only when credit card payment has been successfully processed. If the provided credit card declines, the advertisement is automatically put on hold or deleted until advised accordingly.

- Finished artwork must be supplied in the correct format and sizing according to the advertising specifications – jpg files and print ready PDF are the only formats accepted.

- Any changes that are required to finished artwork which have not been supplied in the correct format or sizing may incur artwork charges at a cost of $150.00 per hour, plus GST. Please note, if significant changes need to occur AND if they are not provided by client, Women's Network Australia may send an additional invoice.

- Advertising cancellations will only be accepted if made in writing and received before the booking deadline. Cancellations received after booking deadlines will not be accepted.

- Advertisers (minimum full page) will receive one (1) free copy of the print edition. Additional copies are available as per the issue price displayed on the front cover.

• We reserve the right to apply the VIP discount of 10% with a seven day payment period. If payment not received, will revert to full cost.

• Cancellations during the period a VIP Advertiser Package is current must adhere to item (3) of the VIP Advertiser terms and conditions: A claw back of the discounts applied to previous advertisements. The contract will only become null and void when the total claw back payment is settled. If the total claw back payment is not made by the next applicable booking deadline date the advertisement will run as agreed in the original contract and payment will be required as agreed in the said contract.

• Advertisements are accepted subject to the approval of the Editor.

• It is the responsibility of the advertiser to ensure that advertisements comply with the Trade Practices Act. Advertisements are accepted for publication on the condition that the advertiser indemnifies the publisher and its servants and contractors against all actions, suits, claims, loss and/or damage and expenses resulting from anything published by the advertiser.

• We do reserve the right to reject advertising material that is deemed inappropriate or does not fit with the spirit of the Network.

• We do not accept or knowingly print advertisements containing 'get rich quick schemes' or 'pyramid selling'.

• We reserve the right to withhold, reject or classify any advertisement as unacceptable including those that could bring WNA into disrepute.

• We reserve the right to refuse to write, edit or print any material that is or may be considered to be defamatory or misleading in any way.

• We will immediately reject any advertisement that is considered false, misleading, offensive or unlawful.

Disclaimer

• By engaging the services of Women's Network Australia, you agree to indemnify WNA against any loss or liability whatsoever or howsoever arising out of any breach of copyright or intellectual property in the material to be edited, written or distributed, or any, defamatory or misleading statements or material contained therein.

• We do not guarantee the accuracy or reliability of any of the advertisements placed in our Publications or the Website. We are not providing professional advice.

• Links to advertisers' websites are provided for convenience. WNA does not endorse material on those websites, or any associated organisation, products or services.

• We cannot guarantee that software downloaded from advertisers' websites will be free of computer viruses.

• You will indemnify (and keep indemnified) WNA, its officers, employees and agents against any loss or expense (including legal expenses) resulting from any claim or action resulting from any wilful, unlawful or negligent act or omission by WNA or WNA's employees, agents or subcontractors