



**Women's Network Australia**  
**MEDIA KIT FOR MEMBERS**  
*2022*



## from the **CEO**

Women's Network Australia is a vibrant community of women in business – *we are empowered women, empowering women!*

Our members come from diverse professional backgrounds – from solopreneurs to CEOs across finance, 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 women in business.

As a WNA Member, you can share your knowledge and expertise, and build your brand and personal profile through WNA's digital and print marketing opportunities.

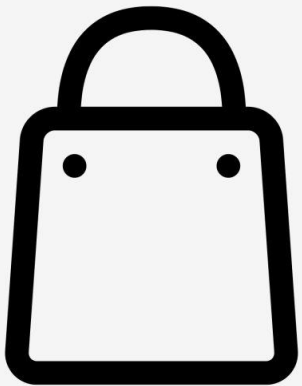
And if you need help, let us know – we're communications and marketing experts!

*Cheryl Gray*

Chief Executive Officer

Email: [cheryl@womensnetwork.com.au](mailto:cheryl@womensnetwork.com.au)

## *By the* **NUMBERS**

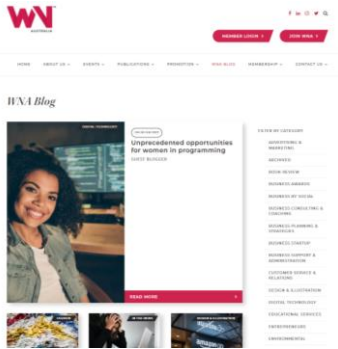


*Women make*  
**85%+**  
*of purchase*  
*decisions*

*That's worth*  
**\$87 billion**  
*annually*

*Tap into WNA to*  
*strengthen your*  
**PURSE**  
**POWER**

# Marketing OPPORTUNITIES



DIGITAL



PRINT



EVENTS



SOCIAL

WNA provides members with a one-stop-shop to promote their business products and services.

Through the WNA website, weekly eNewsletter, Business Magazine and by sponsoring or hosting a WNA event, you can increase your exposure and establish yourself as a thought leader.

Some of the opportunities available to you include:

- Regular published blogs – *FREE to WNA Members*
- Advertising or promoting an event in The Friday File weekly electronic newsletter – *FREE to WNA Members*
- Advertise or publish an article in the WNA magazine – *SPECIAL RATES for WNA MEMBERS*
- Promote your special offer or post in the WNA Facebook and LinkedIn Groups – *FREE to WNA Members*
- Host or sponsor a WNA event and gain promotion for your business – *SPECIAL RATES for WNA Members*

*Not sure what's best for your business?*

*Contact the WNA team on 1800 052 476 for assistance.*



# Women's Network **MAGAZINE**



Our much-loved Women's Network Magazine has established itself as a highly respected, independent business publication with a national and international reach of more than 80,000.

Available in print and digital format, we feature expert contributors and enable our WNA Members to reach potential customers and clients.

*Our reader is aged 35+; she's switched-on and seeking new and exciting opportunities that support her, professionally and personally. She typically balances career and family roles.*

*Around 65% of our readers are small business owners or managers, with the remaining 35% in executive and senior management roles.*

This represents an outstanding opportunity to showcase your products or services and establish your market-leading position.

Don't forget to list your business in the Business Directory!

# Content **PILLARS**



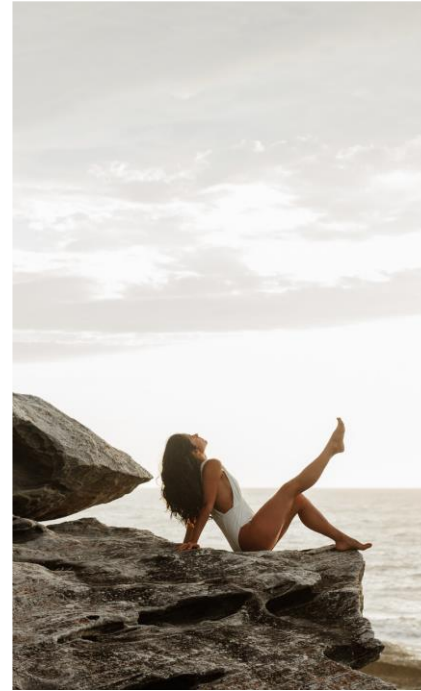
## BUSINESS SERVICES

*Insights, advice and real experiences from renowned business women.*



## PLACES

*We highlight the destinations and experiences that speak to women in business.*



## HEALTH & WELLBEING

*Providing sophisticated health and beauty advice, wellbeing information and products.*



## ENTERTAINMENT

*Books, movies and more to entertain and educate women with a desire to learn.*

# Tips for **ADS WITH IMPACT**

The FIVE basic elements that must be included into your advertising:

**The Headline...** This is your only opportunity to get the reader's attention and encourage them to read on. Readers need to identify with the headline. Ask yourself what's in advertisements that you respond to; that gets your attention? It's the headlines! If you know your target markets 'hot buttons', then this is the place to use them.

**The Guarantee...** Often called risk reversal. Think about how you can minimise the risk for the buyer to make the decision to buy your product or service.

**The Offer...** This gives the reader incentive to purchase. Advertisers usually think in terms of discounting their product's price such as a 10% discount. However, another great option is to 'value add' to your product or service by packaging your main product with a low cost item that the reader perceives as high value or a must-have item.

**Call To Action...** Tell readers what to do and how to go about doing it. This is where you would put a deadline for a promotion and remember, deadlines will help generate action. However, you need to make it easy for readers to respond.

**WIIFM Words and Phrases...** The 'What's In It For Me' benefit statements. One of the most common mistakes advertisers make is to think that their advertisement is all about them. Hear this loud and clear. It is all about the reader. Forget the words We, Our and Us and start thinking You and Your. Tell the reader how you are going to solve their problem, not how great you think you are.

# Guidelines for **ADVERTISEMENTS**

- Advertisements must be booked and paid for in advance. Refer to publication booking deadlines.
- Finished artwork must be supplied in accordance with specifications provided, noting the “safe zone” for print advertisements. For further information on ad specs, email [admin@womensnetwork.com.au](mailto:admin@womensnetwork.com.au)
- ***Need help designing your ad for publication?*** WNA can provide **graphic design services** to Members, based on the following costs: (excludes booking fee for space in the magazine)
  - Full page advertisement \$500+gst
  - Half page horizontal advertisement \$400+gst
  - Quarter page portrait advertisement \$350+gst
  - Strip advertisement (equivalent to ¼ page horizontal) \$350+gst


*Prices include graphic design and layout, plus two rounds of client revisions.*

*Image files and text to be provided.*

- Any changes required to finished artwork, such as content corrections or resizing, may incur artwork charges at a cost of \$150 per hour, plus GST. Advertisers will be advised in advance if corrections are required.
- Refer to the Terms & Conditions page for further information on advertising requirements.




# Example ADVERTISEMENTS



**PINNACLE PROPERTIES**  
Pinnacle Properties is not your everyday real estate agency, we are unique. We consider who will most likely buy the property to determine our marketing strategy. This makes us play your home to turn for sale into a sale!

**CONTACT**  
Van Barnes  
1300 556 745  
vbn@pinnacleproperties.com.au  
pinnacleproperties.com.au



Example Business Directory – Premium (\$199 + gst)

**Financial Planning**  
A financial planner who helps everyday people to lock in their future property services. Includes Superannuation, Retirement Planning, Investments, Life Insurance, Debt Management and aged Care Advice.

**Contact**  
Amelia McCall  
amanda@ameliadownie.com.au  
ameliadownie.com.au



Example Business Directory – Standard (\$125 + gst)



**COMPLIMENTARY CONSULTATION**

**RACHAEL DOWNIE**  
SUCCESS MENTOR, AUTHOR AND SPEAKER

"IF YOU ALWAYS DO WHAT YOU'VE ALWAYS DONE, YOU'LL ALWAYS GET WHAT YOU'VE ALWAYS GOT"

**MINDSHIFT**  
FOR YOUR SUCCESS

**0427861202**  
rachael@rachaeldownie.com.au

## Overcoming fear

Words by | Rachael Downie  
rachael@rachaeldownie.com.au

It might surprise you to learn that 85 per cent of people don't enjoy their work. More than one in three people said they worried or dealt with stress mostly because of financial issues and mindset at home or at work. (Global Emotions Report, 2017)

Why would people continue doing something that they don't enjoy?

The short answer is **fear**.

### TAKE A LOOK AT THIS LIST:

- Fear of not being good enough
- Fear of not having enough time
- Fear of not being perfect
- Fear of judgement
- Fear of failure
- Fear of not saying the right thing
- Fear of rejection
- Fear that others can't do a good enough job

- Fear of getting it wrong
- Fear of not having enough money
- Fear of speaking up
- Fear of not having enough time

These fears are what stops most people from living a life that they really want, working in a job / business that they really love, taking holidays, spending more time with loved ones.

We are born with only two fears – the fear of loud sounds and the fear of falling. Everything else is a learned fear. What is your underlying fear(s) that are stopping you from moving forward? It may be the whole list. It may be a combination of some of them.

You may have heard the acronym for F.E.A.R. - False Evidence Appearing Real. Most people are unaware of how their mindset is affecting their life and that they have a choice to override their fears. What motivates you to override this mindset?

The opposite of fear is faith. It is learning to move from worry, doubt into possibilities, solutions and other scenarios that could be possible, feeling the fear and doing it anyway. ■

WINTER 2021 | ISSUE 10 | 35

Help vulnerable women through the power of your household bills.

Use your purchasing power for things that really matter...  
It takes just a short conversation to do good.

**1300 271 814**  
iempowerthroughmypower.com.au

I Empower Through My Power

**Owning our financial future**



Words by | Melissa Donaldson  
Principal at Allsure Insurance  
Agenda Pty Ltd  
melissa@allsure.com.au  
allsure.com.au

Never have women been more pivotal in our communities as we have been over the past year during the global pandemic. Every woman's experience was different, but as mothers, daughters, business owners, friends, and Australians, we all had to find new levels of innovation, resilience, patience and kindness. Many of us started to wear multiple hats-hats we hadn't worn before, including as teachers, primary income earners, entrepreneurs, full time carers and more.

Collectively, we should be proud not just that we've made it through, but of how we made it through. Even if you felt like you could crumble into tiny pieces, or you wished a plague of mice on those who posted photos of their apparently perfectly balanced lives (no judgement), the fact that you're reading this now means that you, dear gal, have some serious grit.

So, what are you going to do with all that grit? My hope for you, for all of us, is that we use it some way towards 'owning our future'.

**OWNING OUR FUTURE BY PUTTING OURSELVES FIRST**

What I mean by that is that, just occasionally, we put ourselves first. We make that career change, pursue that new start up idea, take that next step in growing our businesses. Do it in such a way that should the next challenge come we're ready.

Putting ourselves first doesn't mean a day-of-self-care at the day spa. Connection is definitely **good** (but not only that!) From an insurance broker's perspective, it means having all of your ducks in a row.

**INSURANCE SAFETY NET**

Sorting your insurance can free up your headspace to run your business (with peace of mind). Check your business cover, your life cover, accident and illness cover. If you're unsure about what these are and if you need them, an insurance broker can give you advice and a free quote. You have nothing to lose except your risk.

**THREE LIFE LESSONS**

I want to leave you with three things that I know now, that I wished I knew sooner.

- Not all risk is bad risk. Everything good in life involves taking some risk - love, family, business, friends - everything! The important thing is to know what your risk appetite is, how to manage the risks you're worried about and, equally, how to create a safety net should things not go to plan.
- Keep learning. Learn from other women, your mentors, leaders. Learn from others' mistakes and their accomplishments. Take an online course, or explore your creative side (fun fact: I've recently completed a leadership course!) It keeps your mind engaged and provides opportunities for ideas and connections.
- Know your values and your value. If you want to enjoy what you're doing, align with people who value similar things to what you do - family, flexibility, fun, whatever it is that gets you out of bed in the morning. And know your value and your worth. Want to narrow the pay gap? We have to stand our ground - as I like to say (sightly), I might be easy, but I'm not cheap. ■



**Tailored insurance solutions for business and home**

When you need a knowledgeable, supportive and experienced Insurance Broker, call Melissa. We are almost an all-female team, except for her brother!

P: (02) 5278 6808 E: melissa@allsure.com.au  
www.allsure.com.au

Example – Members Special - advertisement with strip ad (\$850 + gst)

Example half page advertisement with article (\$850 +gst)

Example Full Page Advertisement (\$1,500 +gst)

# Guidelines for **MAGAZINE ARTICLES**

- We expect all submitted articles to be publication-ready.
- Professionally written articles from PR and media firms are preferred, although not essential.
- Articles are to be written in second or third person - avoid personal pronouns such as "I", "my", "we", "us". Use "you" language or third person "he", "she", "it", "they".
- Maximum length of the finished article must not exceed 600 words.
- All articles must be fully edited and proofread before submitting. (However, Women's Network Australia reserves the right to make any editing changes to the final article submitted).
- The finished article is to be submitted in Word Document format. Photographs and other images should be supplied as separate files, not embedded in a Word Document.

If you require an editorial feature article to be written for you, please call us on 1800 052 476. Fees may apply.

# Guidelines for **IMAGES**

- Photos are supplied as .jpg files (or .png) with a file size greater than 1MB.
- Photos or logos copied from website images are not of acceptable quality for print reproduction. Please supply original images.
- A minimum of 3 photos are to be submitted with feature articles so we have a selection to choose from.
- Please supply a portrait headshot with each editorial contribution.

If you require professional photos or headshots and would like to be referred to a WNA Member who specialises in professional business photography, please call us on 1800 052 476.

# Publication DEADLINES

## *Women's Network Magazine (print & digital editions)*

EDITION	PUBLICATION DATE	BOOKING DEADLINE	MATERIAL DEADLINE
Autumn/Winter	1 May 2022	28 March 2022	11 April 2022
Spring/Summer	24 November 2022	3 October 2022	21 October 2022

## *EDM – large and small banner ads*

EDITION	PUBLICATION DATE	BOOKING DEADLINE	MATERIAL DEADLINE
The Friday File	Each Friday morning	Previous Thursday	COB Wednesdays
Special promotions: <ul style="list-style-type: none"><li>- Mother's Day Gift Guide</li><li>- Father's Day Gift Guide</li><li>- Christmas Gift Guide</li></ul>	<ul style="list-style-type: none"><li>25 April 2022</li><li>22 August 2022</li><li>24 November 2022</li></ul>	<ul style="list-style-type: none"><li>1 April 2022</li><li>1 August 2022</li><li>1 November 2022</li></ul>	<ul style="list-style-type: none"><li>15 April 2022</li><li>15 August 2022</li><li>14 November 2022</li></ul>

# Advertising **RATES**

	SPECIFICATIONS	COST (excl. GST)
UP FRONT FEATURE <i>May include cover photograph (at editor's discretion)</i>	1,000 words + feature photograph	\$2,500
FULL PAGE ADVERTISEMENT <i>Single full-page advertisement</i>	WITH BLEED – 216mm (w) x 303mm (h) TRIM SIZE – 210mm (w) x 297mm (h) LIVE TYPE AREA – 170mm (w) x 257mm (h)	\$1,500
FULL PAGE ARTICLE + STRIP-LINE ADVERTISEMENT <i>Contributor article of up to 500 words + strip-line advertisement equivalent to ¼ page</i>	500 words + Strip-line ad: WITH BLEED – 216mm (w) x 80mm (h) TRIM SIZE – 210mm (w) x 74mm (h) LIVE TYPE AREA – 180mm (w) x 54mm (h)	\$1,500
HALF PAGE HORIZONTAL ADVERTISEMENT OR ADVERTORIAL <i>Half page advertisement or advertorial</i>	ADVERTORIAL – 250 words + photograph ADVERTISEMENT: WITH BLEED – 216mm (w) x 149.5mm (h) TRIM SIZE – 210mm (w) x 143.5mm (h) LIVE TYPE AREA – 180mm (w) x 123.5mm (h)	\$850
HALF PAGE VERTICAL ADVERTISEMENT	WITH BLEED – 106mm (w) x 303mm (h) TRIM SIZE – 100mm (w) x 297mm (h) LIVE TYPE AREA – 70mm (w) x 277mm (h)	\$850
QUARTER PAGE PORTRAIT ADVERTISEMENT	WITH BLEED – 106mm (w) x 149.5mm (h) TRIM SIZE – 100mm (w) x 143.5mm (h) LIVE TYPE AREA – 70mm (w) x 123.5mm (h)	\$550
STRIP-LINE ADVERTISEMENT <i>Full-width, bottom of a page</i>	WITH BLEED – 216mm (w) x 80mm (h) TRIM SIZE – 210mm (w) x 74mm (h) LIVE TYPE AREA – 180mm (w) x 54mm (h)	\$550
	MEMBER PRICE	NON-MEMBER PRICE
BUSINESS DIRECTORY   PREMIUM <i>(includes logo, 40 words incl. contact details + headshot)</i>	\$199	\$275
BUSINESS DIRECTORY   STANDARD <i>(includes logo, 30 words incl. contact details)</i>	\$125	\$200
GIFT IDEAS   PRODUCT REVIEW <i>(image + 40 words)</i>	\$99	\$150
EMAIL NEWSLETTER AD – SMALL <i>(for one month)</i>	\$250	\$325
EMAIL NEWSLETTER AD – LARGE <i>(for one month)</i>	\$350	\$425
WNA GUEST BLOG	FOC	\$250



# Booking **FORM**

Complete the following booking form and email to [admin@womensnetwork.com.au](mailto:admin@womensnetwork.com.au), or book and pay online [here](#).

## MAGAZINE

(Tick)

UPFRONT FEATURE | 2-PAGE  
SPREAD

\$2,500

FULL PAGE ADVERTISEMENT

\$1,500

FULL PAGE ADVERTORIAL WITH ¼  
PAGE STRIP AD – **MEMBER SPECIAL**

\$850

HALF PAGE HORIZONTAL  
ADVERTISEMENT

\$950

QUARTER PAGE PORTRAIT  
ADVERTISEMENT

\$650

STRIP-LINE ADVERTISEMENT

\$550

PRODUCT REVIEW “What we love”

\$99

BUSINESS DIRECTORY - Premium  
*Includes headshot, logo and 40 words incl contact details*

\$199

BUSINESS DIRECTORY - Standard  
*Includes logo and 30 words incl contact details*

\$125

Add 10% GST to total

NAME

POSTAL ADDRESS

SUBURB

STATE

POSTCODE

EMAIL

## PAYMENT DETAILS

Electronic transfers can be made to Women's Network Australia via:

BSB: 064-186

ACCNT No: 1099 5883

CREDIT CARD

☐

VISA

☐

MASTERCARD

CARD NUMBER

EXP  
DATE

CCV

TOTAL  
(inc GST)

DATE

SIGNATURE

*By signing the above, I acknowledge that I have read the Terms and Conditions and agree to the total cost.*

Once booking form has been received, a tax invoice will be provided, to be paid within 7 days.

# *Terms &* **CONDITIONS**

- Written approval from the advertiser is required before ads are sent to print.
- If advertising is not up to the required standard as outlined in the advertising guidelines, a proof will be provided to advertiser and any further changes/edits made after a second proof is issued will incur a fee.
- Advertising booked with WNA is not confirmed until a signed booking form has been received from the advertiser. This includes "Women's Network" Business Magazine, WNA website advertising, Guest blog, E-Newsletter Advertising, and any other form of advertising. For any assistance, queries or concerns, please contact WNA on E: [media@womensnetwork.com.au](mailto: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. A tax invoice will be generated and payment is required within seven working days.
- All advertising space is to be paid for in advance prior to each edition of the magazine going to print.
- Finished artwork must be supplied in the correct format and sizing according to the advertising specifications.
- 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 a VIP discount of 10% for payments received within the seven day payment period. If payment is not received within the seven day period, full costs will apply.
- 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-in-Chief.
- 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 reserve the right to reject advertising material that is deemed inappropriate or does not fit with the spirit of the WNA.
- 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.
- We will immediately reject any advertisement that is considered false, misleading, offensive or unlawful.

**To make a booking, or to discuss tailored marketing opportunities, contact the WNA team for assistance.**

**Email: [admin@womensnetwork.com.au](mailto:admin@womensnetwork.com.au)**

**Telephone: 1800 052 476**

