



**Women's Network Australia**

**MEDIA KIT**

2024



## 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.

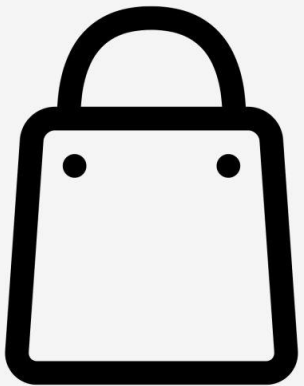
We are passionate about making a difference and being the voice for women in business.

WNA provides a one-stop-shop to reach women in business. If that's your target market, get in touch to discuss print and digital marketing opportunities available.

*Cheryl Gray*

Chief Executive Officer

## *By the* **NUMBERS**



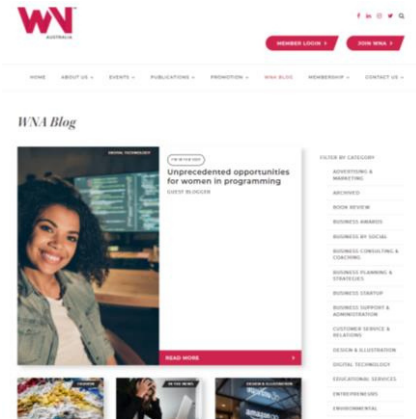
### **PURSE POWER**

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

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

*Why should we  
buy from  
**YOU?***

# Marketing OPPORTUNITIES



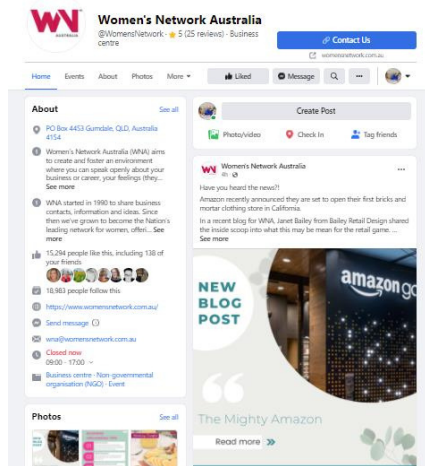
BLOGS



MAGAZINE



EVENTS



SOCIAL

We are your one-stop-shop to reach women business owners and buyers. You can market through our website, weekly eNewsletter, Business Magazine and directly to members as an event host or sponsor.

Our popular Women's Network Magazine has been produced for over 30 years - originally as a newsletter, and now as a digitally-interactive, half-yearly publication with over 60 pages of quality content. We feature expert contributions, product reviews and quality advertising.

*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 for advertisers to showcase their products and services to the female business market.

# Content **PILLARS**



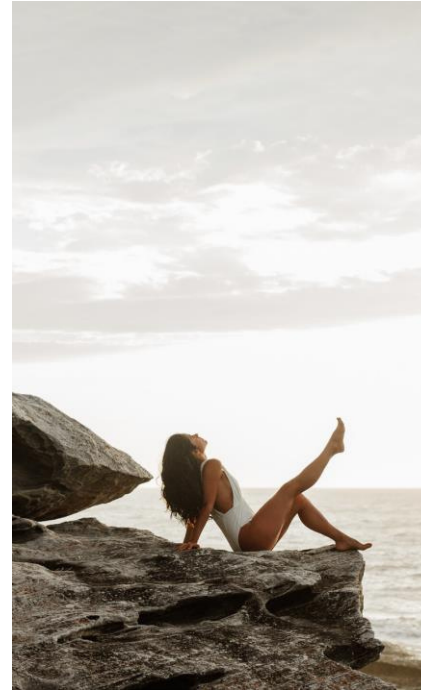
## BUSINESS SERVICES

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



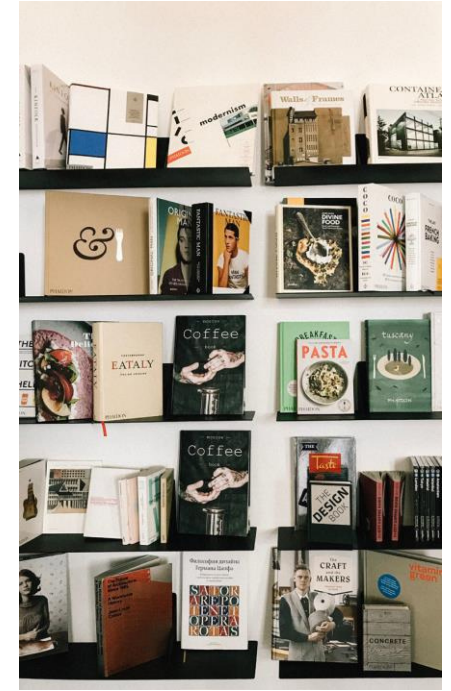
## PLACES

*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.*

# Publication DEADLINES

## Women's Network Magazine

EDITION	PUBLICATION DATE	BOOKING DEADLINE	MATERIAL DEADLINE
Autumn 2024	1 May 2024	25 March 2024	8 April 2024
Spring 2024	2 September 2024	29 July 2024	5 August 2024

# Advertising **RATES**

## Women's Network Magazine

	SPECIFICATIONS	COST
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)	\$550
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)	\$550
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)	\$350
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

# *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.

# Booking **FORM**

Complete the following booking form and email to  
[admin@womensnetwork.com.au](mailto:admin@womensnetwork.com.au)

MAGAZINE	(Tick)	
UPFRONT FEATURE 2-PAGE SPREAD	<input type="checkbox"/>	\$2,500
FULL PAGE ADVERTISEMENT	<input type="checkbox"/>	\$1,500
FULL PAGE ADVERTORIAL WITH ¼ PAGE STRIP AD	<input type="checkbox"/>	\$1,500
HALF PAGE HORIZONTAL ADVERTISEMENT	<input type="checkbox"/>	\$550
QUARTER PAGE PORTRAIT ADVERTISEMENT	<input type="checkbox"/>	\$550
STRIP-LINE ADVERTISEMENT	<input type="checkbox"/>	\$550
PRODUCT REVIEW "What we love"	<input type="checkbox"/>	\$150
EDM (Price for one month)		
EMAIL NEWSLETTER AD - SMALL	<input type="checkbox"/>	\$325
EMAIL NEWSLETTER AD - LARGE	<input type="checkbox"/>	\$425
WNA GUEST BLOG POST	<input type="checkbox"/>	\$250

Add 10% GST to total

NAME _____		
POSTAL ADDRESS _____		
SUBURB _____	STATE _____	POSTCODE _____
EMAIL _____		
PAYMENT DETAILS		
CREDIT CARD <input type="checkbox"/>	VISA <input type="checkbox"/>	MASTERCARD <input type="checkbox"/>
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.

**To make a booking, or to discuss tailored marketing opportunities, contact Women's Network Australia**

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

**Telephone: 1800 052 476**

