



Australian Made, Australian Grown Logo

Online Edge

Your online edge is Australian Made

THE AUSTRALIAN MADE DIGITAL NETWORK



WE'VE GATHERED YOUR TARGET MARKET TOGETHER FOR YOU!

Visitors to australianmade.com.au and recipients of our newsletters have already declared their preference for genuinely Australian products.

- ▲ They prefer buying Australian
- ▲ They are searching for Australian Made products
- ▲ They trust (92%*) the Australian Made logo
- ▲ They want your products

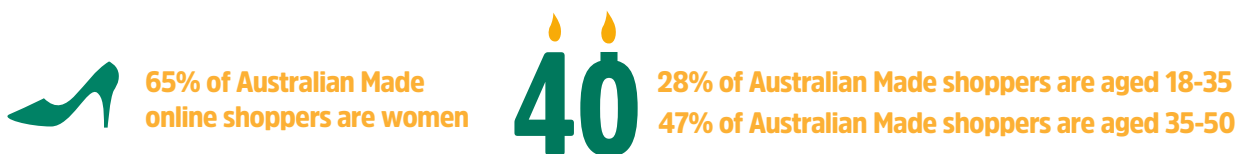
Engage directly with this audience when and where they're searching for products on the Australian Made website.



99% * of Australians recognise the Australian Made logo

* Roy Morgan research 2020

AUSTRALIAN MADE SHOPPERS...



Aussie Made Club subscribers



Website visitors



australianmade.com.au



WEBSITE RATES & PROMOTIONS

Affordable online advertising for Australian made products is within reach of all Australian Made licensees.

RATES (+GST)



\$800 *Per month +GST

Homepage featured product carousel with product photo and up to 50 words



\$450 *Per month +GST

Homepage plus eight other pages



\$200 *Per month +GST

Recipes and Competitions pages



\$390 *Per month +GST

Homepage plus Search and Results pages

SEASONAL PROMOTIONS

- ▶ Hot Summer Products
- ▶ Mother's Day
- ▶ Winter Wonders
- ▶ Christmas Crackers

Talk to our team about online package options



Contact the Australian Made team for more info

1800 350 520

info@australianmade.com.au



SEASONAL PROMOTIONS

Drive more consumers to your products during peak shopping periods with **Australian Made Seasonal Promotions**. Supported by search engine marketing, Seasonal Promotions are a great way to target shoppers looking to buy Aussie gifts.

SEASONAL PROMOTIONS

- **Hot Summer Products**
(January & February)
- **Mother's Day**
(March-May)
- **Winter Wonders**
(June-August)
- **Christmas Crackers**
(October-December)

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INCLUDED MEDIA:

SEASONAL PROMOTION PAGE

Highlight your product on a seasonal Aussie Made gift guide during seasonal shopping periods

MREC

Your product will feature on your choice of homepage MREC (300x600, 300x250, HP FPT)

COMPETITION

Image + Text

Your competition will feature on the website and in the Aussie Made Club newsletter (sent to 40,000+ subscribers)

NEWSLETTER

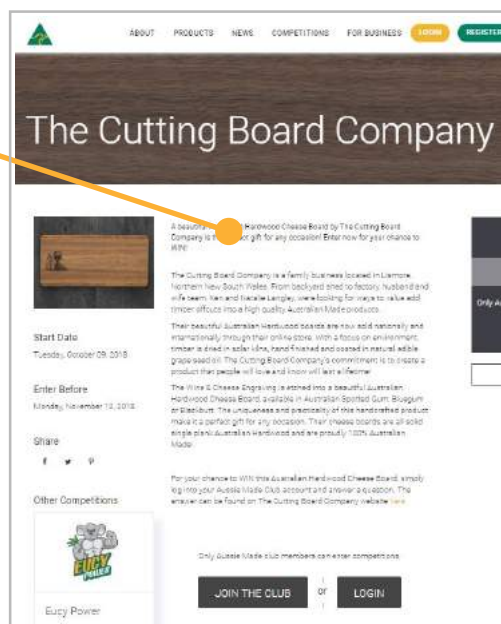
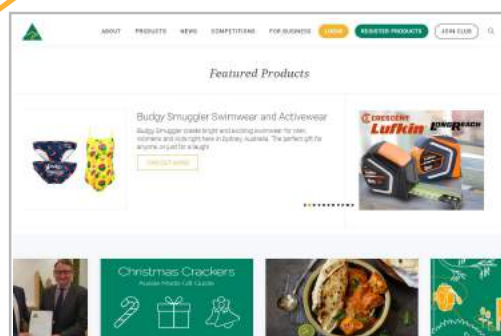
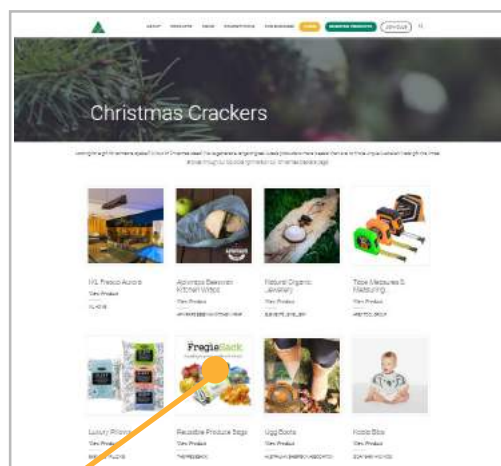
Image + Text

Feature your product in an optional newsletter tile in our Seasonal Newsletter (sent to 40,000+ subscribers)



SEASONAL PACKAGE OPTIONS

Seasonal Promotion Page Tile, 300x600 MREC, Competition	\$500 +GST
Seasonal Promotion Page Tile, 300x250 MREC, Competition	\$1,000 +GST
Seasonal Promotion Page Tile, Home Page Feature Product Tile, Competition	\$1,500 +GST



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SEASONAL E-NEWSLETTERS

Reach Aussie shoppers via our themed newsletters sent directly to our 40,000+ Aussie Made Club members.

SEASONAL NEWSLETTER TILE



\$500 Per month + GST

Add an advertorial tile to your seasonal promotion to extend your reach. Your image, copy and link will feature on a group newsletter sent directly to our 40,000+ Aussie Made Club members.

The newsletter is sent during key shopping periods making it the perfect place to showcase your Aussie gifts.

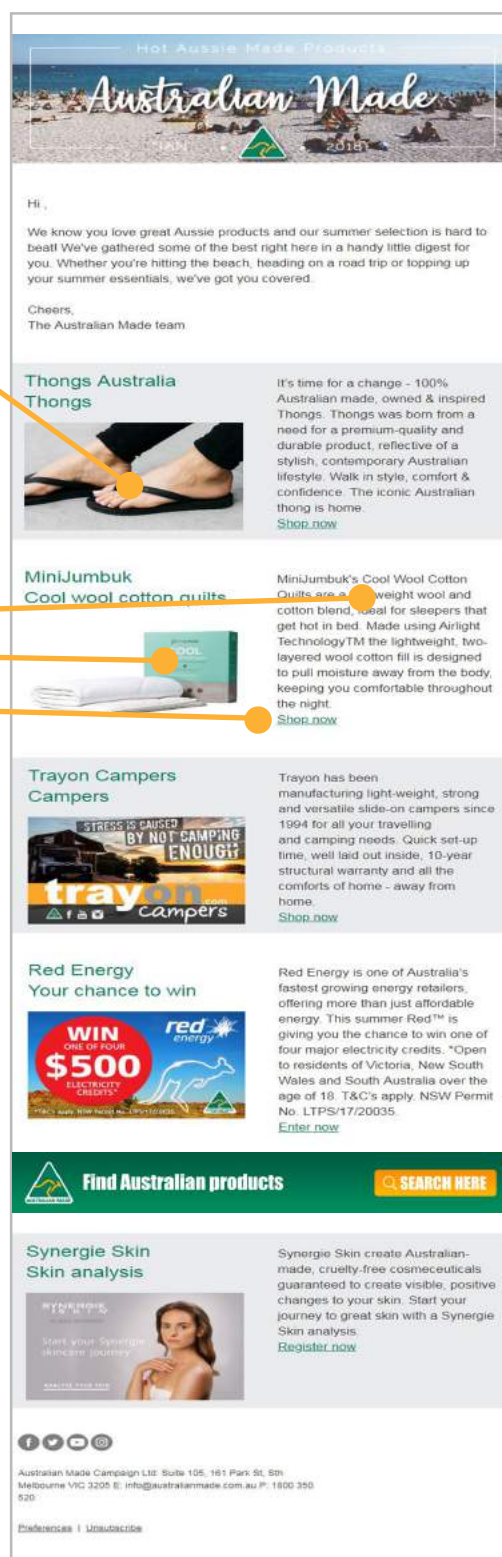
INCLUSIONS

- ▶ Your chosen copy to speak directly to Aussie shoppers
- ▶ Your choice of image to showcase the Aussie product
- ▶ Your nominated web address to drive traffic to your shopping cart

SEASONAL NEWSLETTERS

- ▶ Hot Summer Products
- ▶ Mother's Day
- ▶ Winter Wonders
- ▶ Father's Day
- ▶ Christmas Crackers

Talk to our team about newsletter options



Contact the Australian Made team for more info
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E-NEWSLETTER BANNERS

Australian Made Club members are the 'best of the best' Aussie shoppers. Engage directly with our highly motivated audience with a range of targeted Australian Made newsletter placements.

ADVERTORIAL TILE



Drive traffic to your e-commerce platform or online store with an Advertorial Tile that features at the top of our consumer newsletter.

\$1,500 Per month +GST

AUSSIE MADE CLUB NEWSLETTER



\$1,125 Per month +GST

AUSSIE MADE FEATURE



Share your brand story with an Aussie Made Feature article. Aussie Made Club members love to read about brand history and local manufacturing.

\$1,900 Per month +GST

COMPETITIONS



The Aussie Made Club loves to sample new locally made products. Get your product in hand via Aussie Made competitions.

\$600 Per month +GST

LICENSEE NEWSLETTER



\$680 Per month +GST

If you manage a B2B brand or product, engage with more than 3,000 like-minded companies via the Australian Made licensee newsletter.

Create your perfect kitchen with Kinsman!

Australian Made and Owned, Kinsman has a proud heritage of over 50 years supplying affordable, quality kitchens. With Kinsman's Reno Rewards promotion, enjoy up to \$5,000 off your Kinsman Cabinetry when you purchase eligible cooking appliances at The Good Guys.

AUSSIE MADE FEATURE: Manufacturing flexible, sustainable workspaces

Sakuru, Haworth Australia's height-adjustable workstation, is one of the first products of its kind to be designed and constructed by a major global office furniture supplier and to receive the 'Australian Made' accreditation and registration. The company designs, manufactures and supplies commercial furniture worldwide as a member of the Haworth Inc group of companies. Operating in North America, Europe and Asia since 1948, Haworth expanded their operations to Australia in 1995 and have grown to represent the brand locally.

WIN

MiniJumbuk
Enter now for your chance to WIN a Farmer's Heart Wool Quilt valued at more than \$400 thanks to MiniJumbuk!

Calming Covers
WIN a weighted cotton blanket for a single bed in your choice of colour and weight. Valued at more than \$250!

Jo Mc Designs
Enter now for your chance to WIN a Pink Lake Silk / Viscose Open Kaftan (M or L size) valued at \$140 thanks to Jo Mc Designs!

Kinsman GET UP TO \$5,000 OFF
your Kinsman cabinetry when you purchase eligible cooking, dishwasher, refrigerator and laundry products at The Good Guys.

Contact the Australian Made team for more info

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AUSTRALIAN MAKERS



Showcase the unique story behind your Aussie products with an Australian Made branded 'Australian Makers' video. Tell the story of your products' creation in this video series that lets you talk directly to consumers in a documentary style interview.

Supported by social media and search engine marketing, this is the perfect opportunity to introduce your 'Australian Makers' story to our highly engaged audience.



INCLUSIONS:



1 x 'Australian Makers' video



1 x Listing on the 'Australian Makers' page, includes the advertisers' choice of URL



1 x Boosted social media post to Australian Made's Facebook and Instagram feeds*

EXTRA VALUE:



The 'Australian Makers' page is promoted in the Aussie Made Club newsletter (sent to 40,000+ readers)



The 'Australian Makers' page is promoted on the website homepage (180,000+ visitors per month)



The 'Australian Makers' page is supported by Australian Made's regular digital advertising with Google

TOTAL \$9,500 + GST

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T&CS: *The advertiser may increase the social media boosting budget at their own discretion. All products must be licensed to carry the Australian Made, Australian Grown logo to participate. The Australian Made Campaign retains editorial control of all Australian Made branded video content. The advertiser will have joint ownership of the video i.e the ability to use the final cut on their own channels. All rights will be cleared for use in perpetuity on all media.



AUSSIE MADE FEATURE

A personalised Australian Made Feature article is the perfect way to tell shoppers why being authentically Aussie and manufacturing locally is important to your brand in a news feature styled content piece.

AUSSIE MADE FEATURE



Tell your unique manufacturing story alongside quotes, photos and videos in an Australian Made branded Feature.

INCLUSIONS



Your Aussie Made Feature article will run on Australian Made's social media channels (600,000+ fans)



Aussie Made Feature articles are promoted in the Aussie Made Club newsletter (sent to 40,000+ readers)

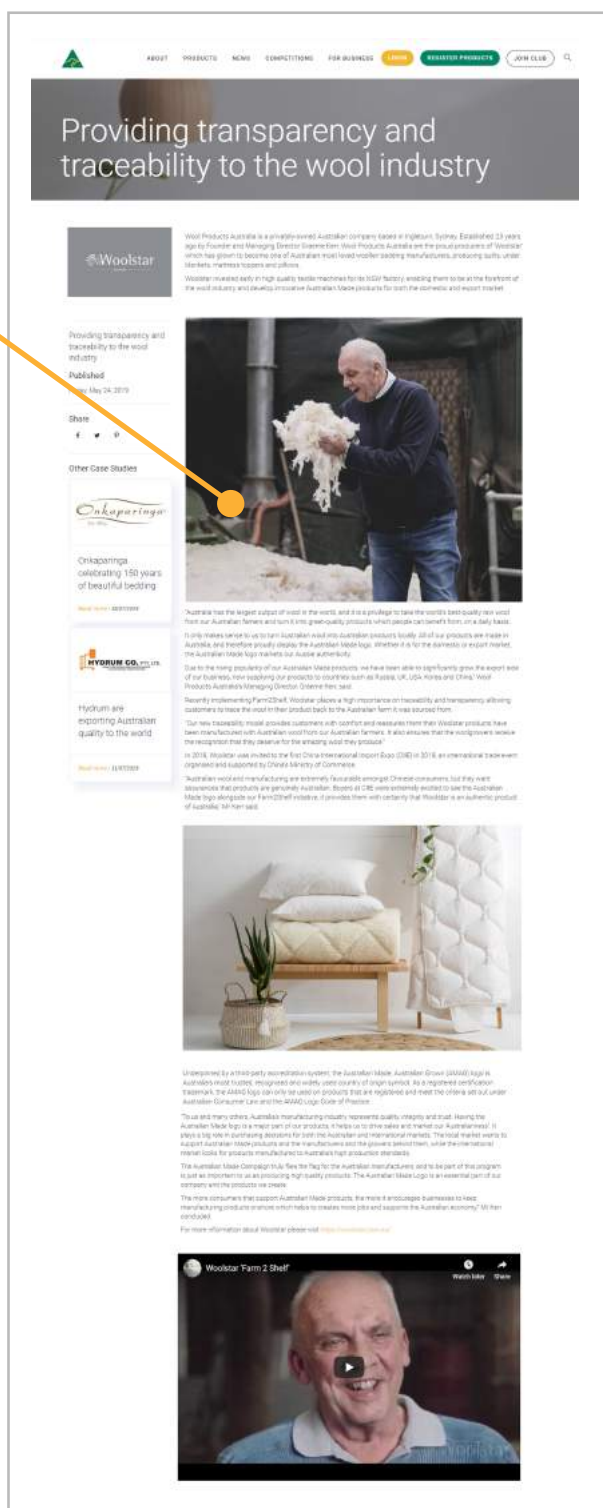


Your Aussie Made Feature will be promoted on the homepage of the Australian Made website for a month (180,000+ monthly visitors)



Feature articles are supported by a dedicated digital advertising campaign with Google

TOTAL \$1,900 +GST



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T&CS: ^Australian Made cannot guarantee media coverage beyond australianmade.com.au. All products featured must be licensed to carry the Australian Made, Australian Grown logo to participate. The advertiser may increase the social media boosting budget (\$150) at their own discretion. Australian Made retains editorial control of the Case Study and social media content.



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