



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 (86%*) 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.

99.5%* of Australians recognise the Australian Made logo

* Roy Morgan research, April 2018

-  **270,000+** visits per month
-  **47,000+** product searches per month
-  **50,000+** subscribers
-  **180,000** licensee page views per month
-  **01:35** average time on site
-  **3,000** average competition entries per month

AUSTRALIAN MADE SHOPPERS...



65% of Australian Made online shoppers are women

40

28% of Australian Made shoppers are aged 18-35
47% of Australian Made shoppers are aged 35-50



30% are in an income bracket of \$50,000 - \$100,000



82% of our online audience say they're responsible for making household purchases



98% of Australian Made shoppers buy Australian-made products every month
60% of Australian Made shoppers prefer Australian-made furniture and bedding
52% prefer Australian-made health, beauty, pharmaceutical, personal and baby products



56% of Australian Made shoppers live in Victoria or NSW, many in regional areas who rely on the internet to research and make purchasing decisions



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



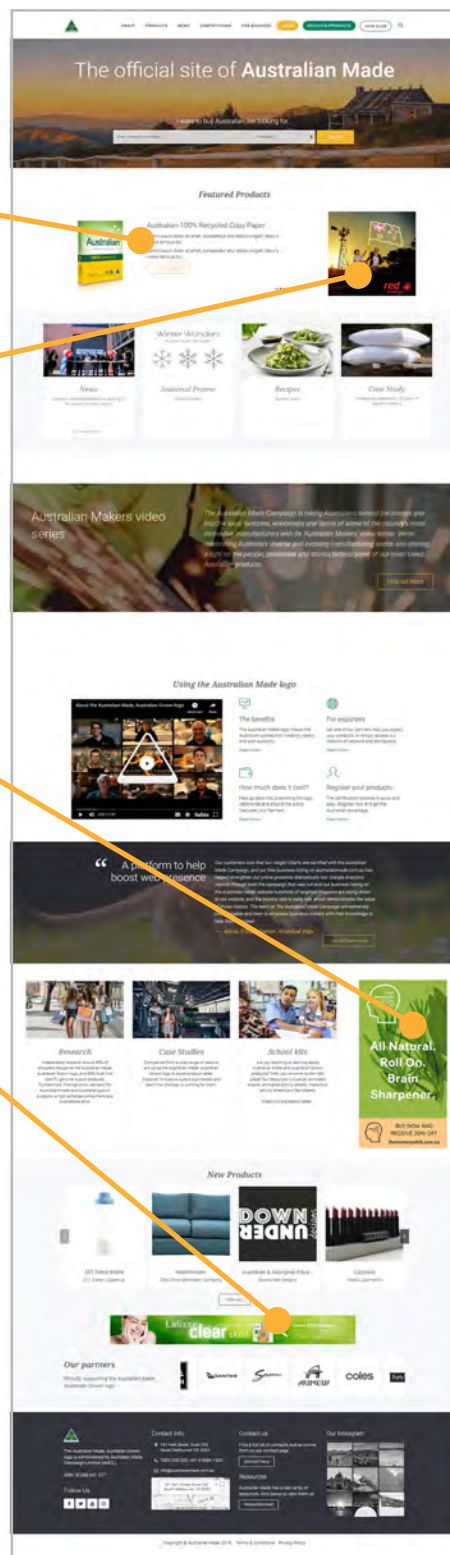
\$390 *Per month +GST

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



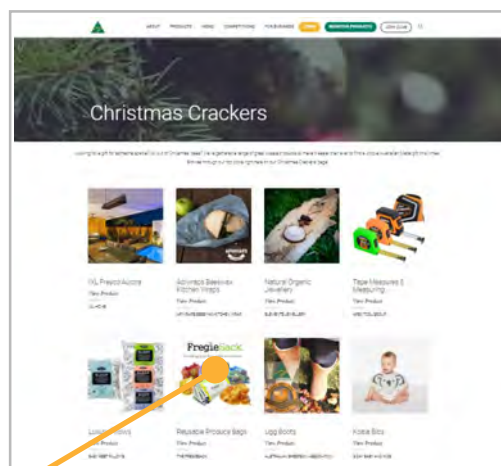
SEASONAL PROMOTIONS

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)

Talk to our team about online package options



INCLUDED MEDIA:

SEASONAL PROMOTION PAGE

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

MREC

300 x 250

Homepage plus eight other pages

COMPETITION

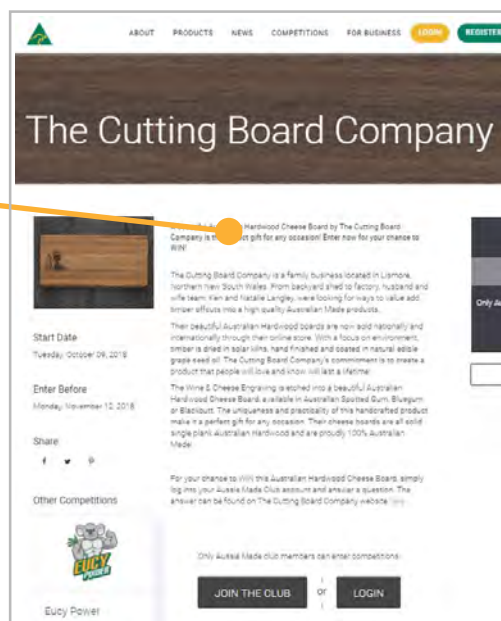
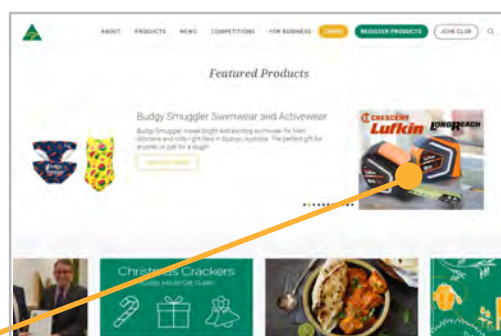
Image + Text

Your competition will feature on the website and in the Aussie Made Club newsletter (sent to 50,000+ subscribers)

TOTAL \$1000 +GST

Add a seasonal newsletter tile for \$500 +GST

Plus



Contact the Australian Made team for more info

1800 350 520

info@australianmade.com.au



SEASONAL E-NEWSLETTERS

Reach Aussie shoppers via our themed newsletters sent directly to our 50,000+ 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 50,000+ 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
1800 350 520 info@australianmade.com.au



E-NEWSLETTER BANNERS

Australian Made Club members and other Australian Made licensees are the 'best of the best' Aussie shoppers! Engage directly with our highly motivated audiences.

COMPETITIONS



\$600 Per month +GST

Our 50,000+ Aussie Made Club members love to win locally made products! Your competition will feature on the website and in the Aussie Made Club newsletter.

NEWSLETTERS

AUSSIE MADE CLUB NEWSLETTER



\$1,125 Per month +GST

Promote your Aussie products and special offers to more than 50,000 Australian Made Club members and drive them to your website or nominated URL.

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.

WIN

Protect-A-Bed
Enter now to WIN a Mattress Protection Pack valued at more than \$85!

Jaspa Herington
Here's your chance to take home an Australian Wool Quilt valued at \$250!

Abundant Natural Health
Enter now to WIN a skincare gift box worth \$165!

AFL 'Country Game' to feature logo
The Australian Made Campaign is again proud to partner with the Essendon and Geelong football teams, to see the Australian Made Australian Green logo featured as part of the AFL's Country Game.

Fairy Flare Co
Your way to Natural Beauty

We value your feedback
Thanks to those of you who have already completed our survey! Your opinion is very important to us and helps us to improve the user experience for the Aussie Made Club. If you haven't already, please take the time to complete our short 2 minute survey before the 31st of May for your chance to win one of three \$100 Coles vouchers.

FEATURED

Harvey Norman
THE BEDDING SPECIALIST
MATTRESS SALE

Harvey Norman
Australian Made Club Partner Harvey Norman is rewarding their Aussie fans this month by featuring local furniture manufacturing with a huge sale on Australian Made mattresses. Fast to check when yours is best!

Fairy Flare Co
Your way to Natural Beauty

GIVEAWAY
Long Lashes

WIN
Essendon Football Club

RECIPE IDEAS

WHAT'S NEW
AFL 'Country Game' to feature logo

FEATURED
MATTRESS SALE

Contact the Australian Made team for more info

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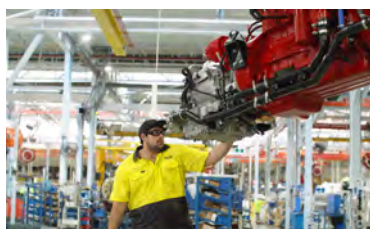
info@australianmade.com.au

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 PR activities, 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*



'Australian Makers' videos are distributed to industry specific media outlets



Includes 'Behind the scenes' style content published on Aussie Made's Instagram story during filming



The 'Australian Makers' page is promoted in the Aussie Made Club newsletter (sent to 50,000+ readers)



The 'Australian Makers' page is promoted on the website homepage (270,000+ visitors per month)



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

TOTAL \$6,500 + GST

price exclusive of travel costs^

Contact the Australian Made team for more info

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T&CS: *The advertiser may increase the social media boosting budget (\$150) at their own discretion.

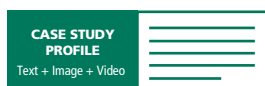
^The advertiser must cover any travel costs to produce the video such as flights, accommodation and car hire. All products must be licensed to carry the Australian Made, Australian Grown logo to participate. The Australian Made Campaign retains editorial control of all Australian Made branded video content. 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.



CASE STUDY

A personalised Australian Made Case Study 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.

CASE STUDY PROFILE



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

INCLUSIONS



Your Case Study will be promoted in a media release distributed to mainstream media[^]



Your Case Study will feature on Australian Made's social media channels (490,000+ fans)



Case Studies are promoted in the Aussie Made Club newsletter (sent to 50,000+ readers)

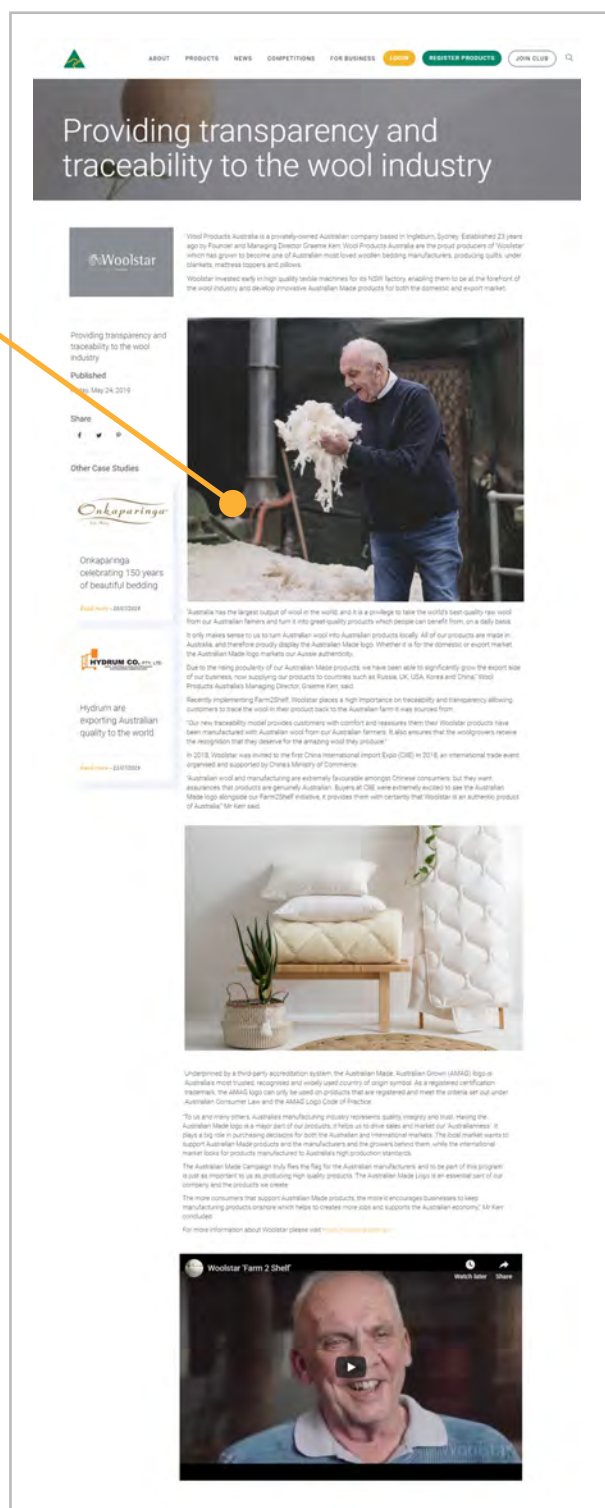


The Case Studies page is promoted on the homepage of the Australian Made website (270,000+ monthly visitors)



Case Studies are supported by a dedicated digital advertising campaign with Google

TOTAL \$1,900 +GST



Contact the Australian Made team for more info

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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.



AUSTRALIAN MADE CAMPAIGN LIMITED

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