



**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](http://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](http://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



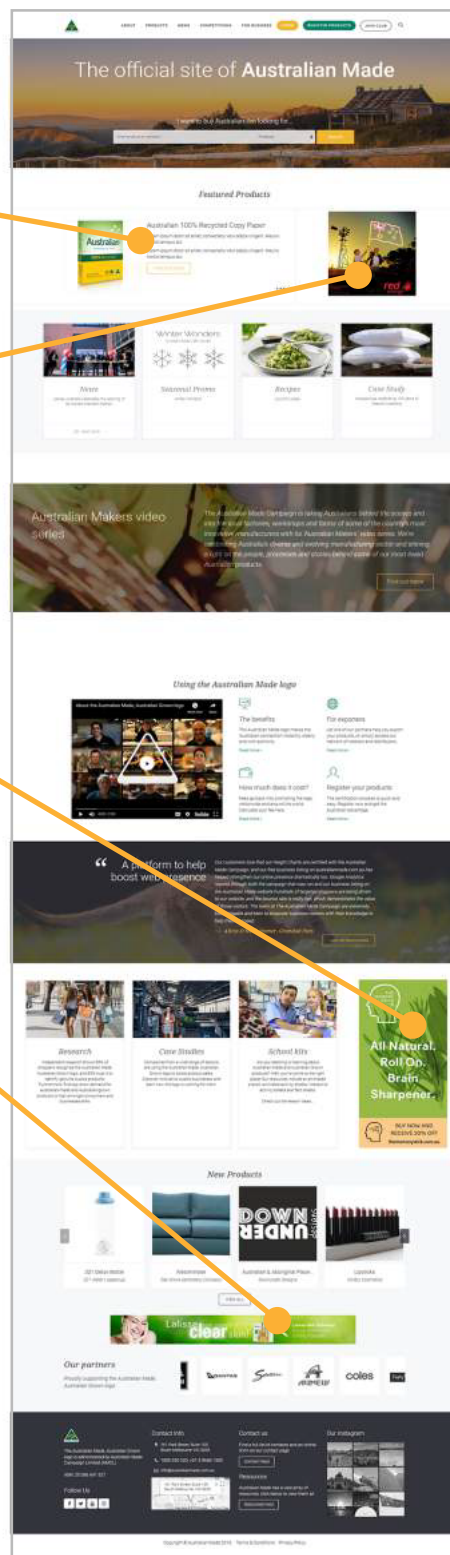
**\$390** \*Per month +GST

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

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 45,000+ subscribers)

### NEWSLETTER

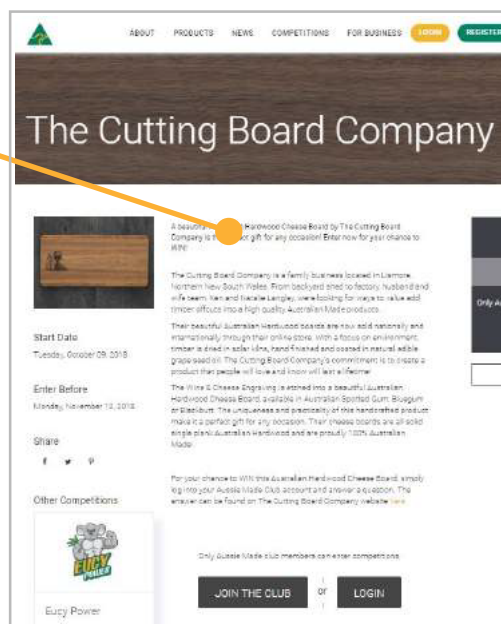
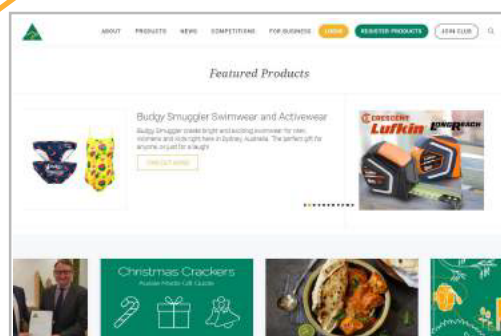
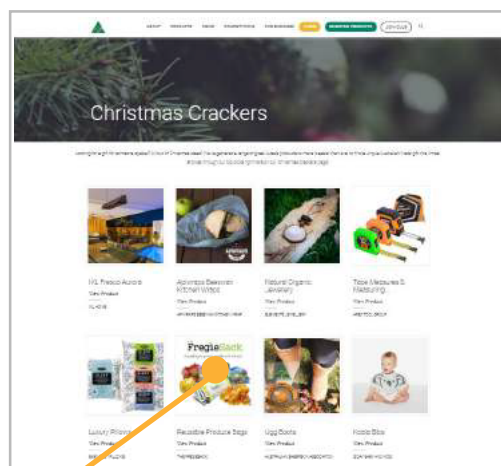
Image + Text

Feature your product in an optional newsletter tile in our Seasonal Newsletter (sent to 45,000+ subscribers)

**\$500  
+GST**

### 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 45,000+ Aussie Made Club members.

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

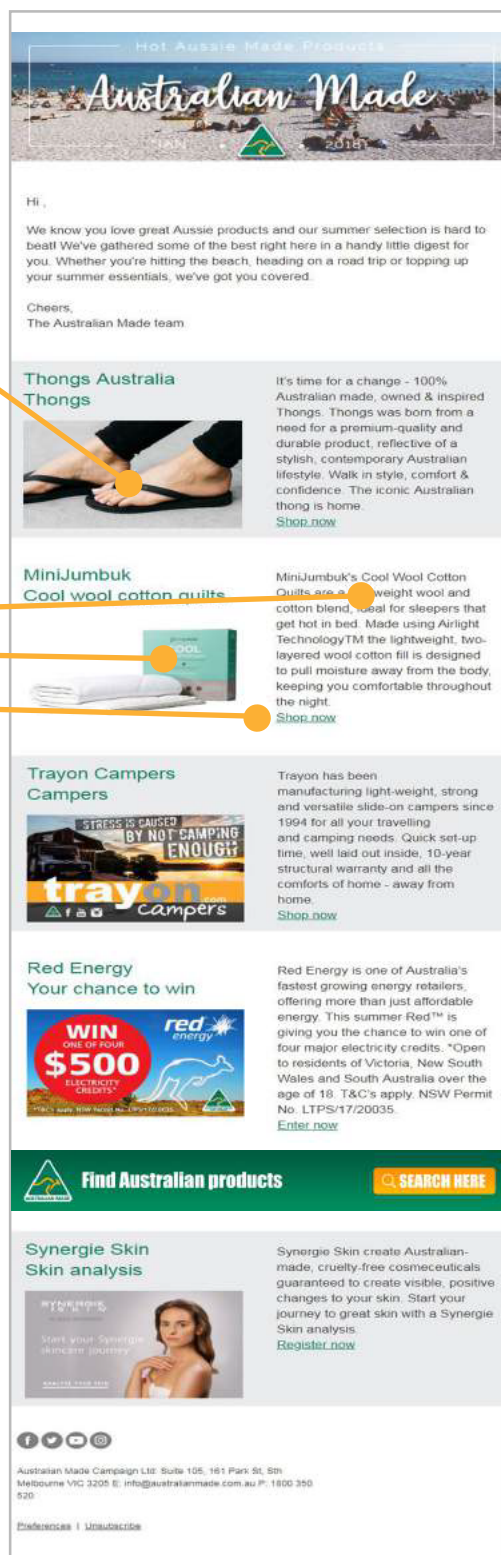
### INCLUSIONS

- ▶ 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](mailto:info@australianmade.com.au)



# 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 4,000 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 30 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.

**GET UP TO \$5,000 OFF**

**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**

**JOIN THE AUSSIE MADE CLUB**  
Support Aussie jobs and communities +  
**WIN**  
authentic Australian Made prizes!

Check out this month's Australian Made prizes including a locally made Quilt from **Jaspa Herington**, Skincare Gift Pack from **Apiary Made**, a SupaGarlic Gift Pack from **Australian Garlic Producers** and more!

**GET UP TO \$5,000 OFF**

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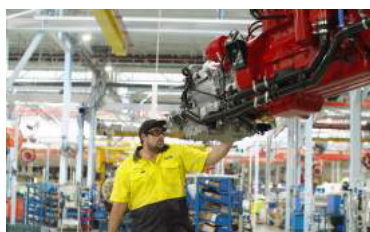


# AUSTRALIAN MAKERS



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 45,000+ readers)



The 'Australian Makers' page is promoted on the website homepage (215,000+ visitors per month)



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

**TOTAL \$9,500 + GST<sup>^</sup>**

## Contact the Australian Made team for more info

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T&CS: <sup>^</sup>Includes travel costs to film at Licensee's main premises in major Australian cities and regional centres. AMCL reserves the right to charge additional travel expenses related to any other location. To be agreed by AMCL and Licensee in advance of filming. \*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 (500,000+ fans)



Aussie Made Feature articles are promoted in the Aussie Made Club newsletter (sent to 45,000+ readers)

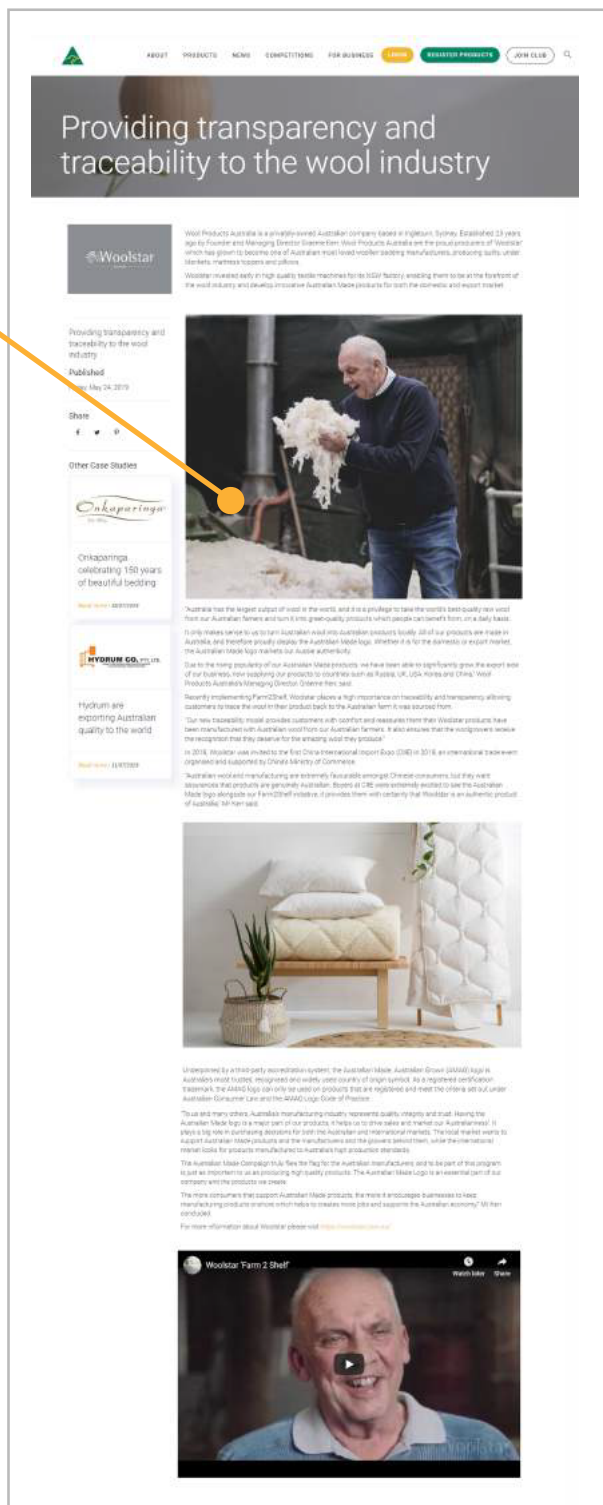


Your Aussie Made Feature will be promoted on the homepage of the Australian Made website for a month (215,000+ monthly website visitors)



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](http://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 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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