



**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 (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

-  **110,000+** visits per month
-  **9000+** product searches per month
-  **33,000+** subscribers
-  **70,000** licensee page views per month
-  **01:45** average time on site
-  **1000** 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 & PACKAGES

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 PACKAGES

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

Talk to our team about online package 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 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 30,000+ 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

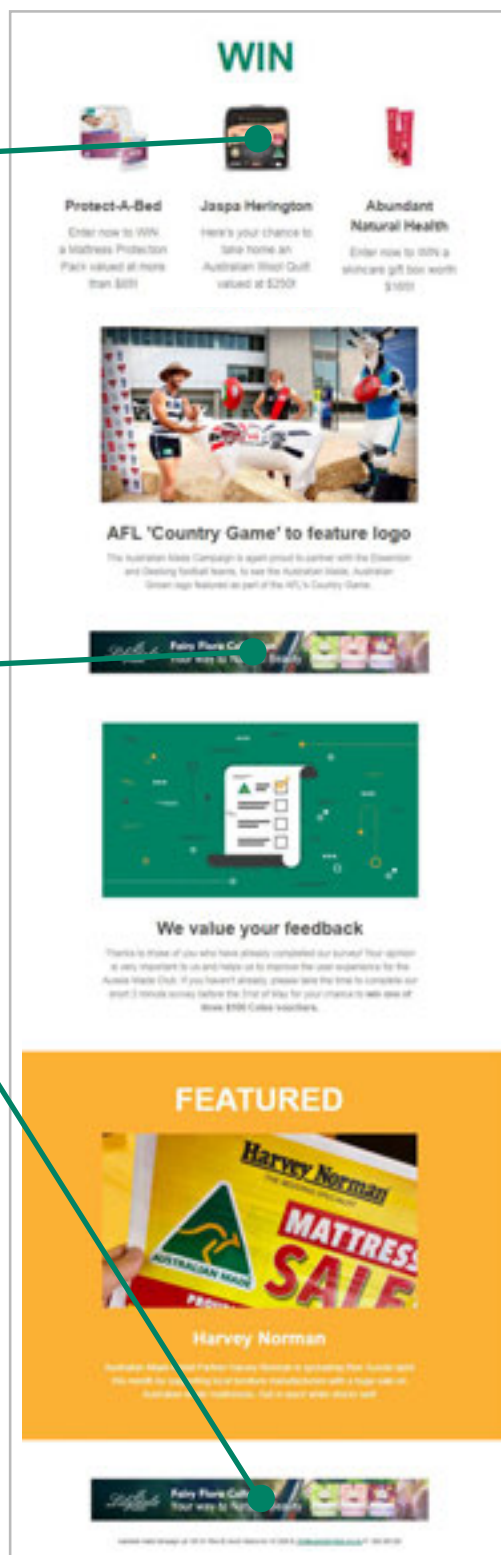
Promote your Aussie products and special offers to more than 30,000 Australian Made Club members and drive them to your website or nominated URL.

### LICENSEE NEWSLETTER



**\$680** Per month +GST

If you manage a B2B brand or product, engage with more than 2700 like-minded companies via the Australian Made licensee newsletter.



**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 30,000+ Aussie Made Club members.

## SEASONAL NEWSLETTER TILE

### NATIVE

Image + Text

**\$500** Per month +GST

Add an advertorial tile to your seasonal package to extend your reach. Your image, copy and link will feature on a group newsletter sent directly to our 30,000+ Aussie Made Club members.

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

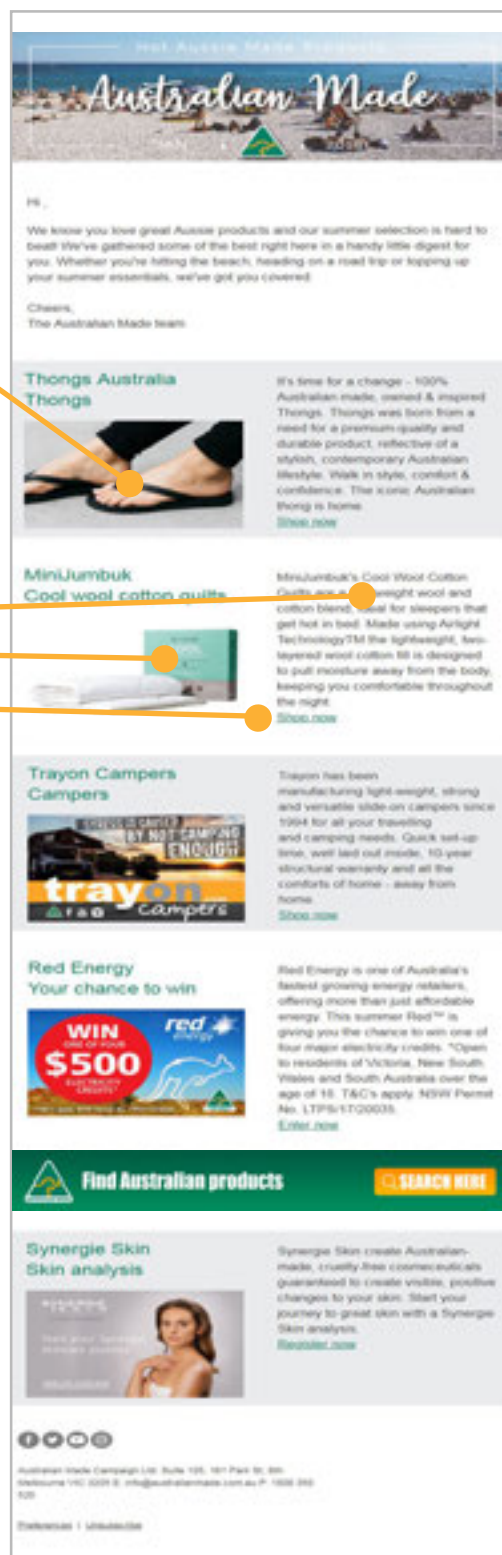
### INCLUSIONS

- ▶ 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

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

Talk to our team about newsletter options



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## Australian Made Campaign

# Digital Advertising Package

Homepage Hero

Become an Australian Made Homepage Hero now, and make sure your Aussie product is the first thing shoppers see when they visit [australianmade.com.au](http://australianmade.com.au). Lock in prominent homepage positions to get noticed first and drive more customers to your business.

## PACKAGE INCLUDES

### 1 x Homepage MREC 300x250\*

Above the fold on the homepage of the Australian Made website, the Homepage MREC is particularly effective when paired with the Featured Product Tile.

### 1 x Homepage Featured Product Tile\*

Take up a prominent position on the Australian Made website. Spotlight your brand, licensed products and copy at the top of the site's homepage.

### 1 x Competition\*

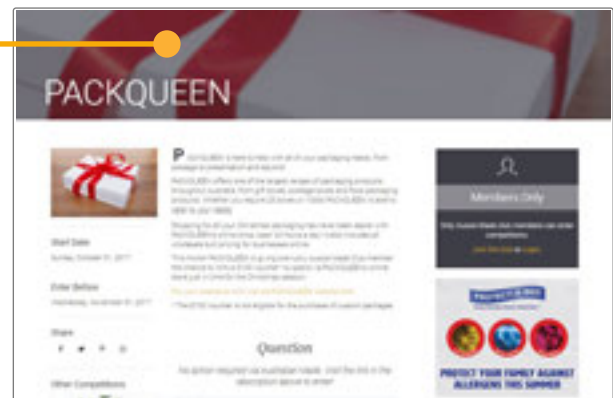
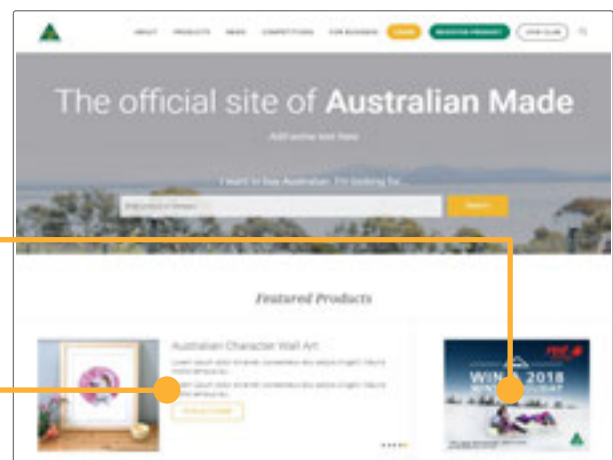
Promoted to 30,000+ Aussie Made Club members and receiving massive visitation, a competition on the Australian Made website provides a fantastic way to connect shoppers directly with your product.

### 1 x Leaderboard\*

Complete your presence on the Australian Made homepage with a leaderboard ad. Attracting great click-throughs, the leaderboard is a fantastic way to direct shoppers to your website or ecommerce facility.

## TOTAL \$1,300 +GST

\*Package duration for 30 days  
Subject to availability



[www.australianmade.com.au](http://www.australianmade.com.au)





## Australian Made Campaign

# Digital Advertising Package

Members Only

**Promote your authentic Australian products directly to our Aussie Made Club members — the 'best of the best' of Aussie shoppers. Take up exclusive advertising rights in an Aussie Made Club e-newsletter and engage directly with the thousands of Club members who have a preference for buying Aussie products.**

## PACKAGE INCLUDES

### 1 x Competition\*

Promoted to the thousands of Aussie Made Club members and receiving massive visitation on the Australian Made website, a competition provides a fantastic way to connect shoppers directly with your product.

### 2 x Leaderboard\*

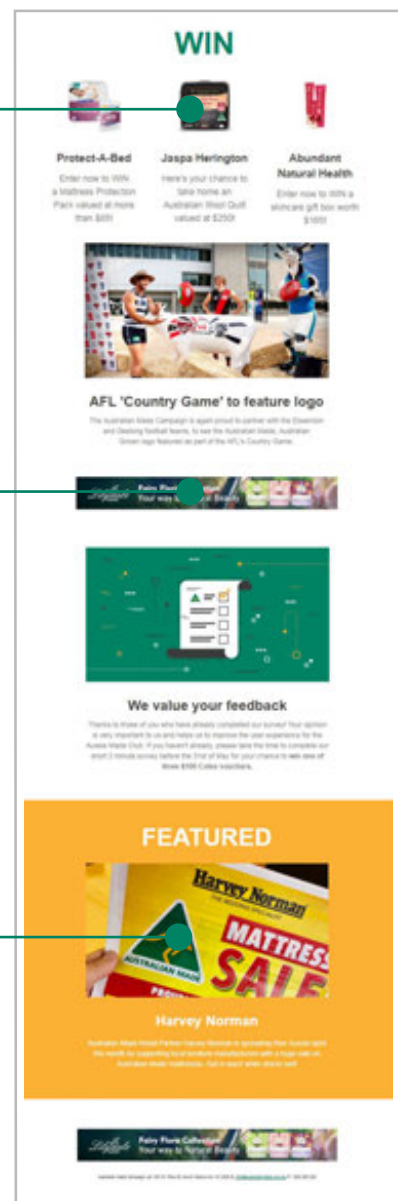
The Leaderboard ad attracts great click-throughs and is a fantastic way to direct shoppers to your website or ecommerce facility. Your leaderboard will appear on the Australian Made website homepage and in the Aussie Made Club newsletter.

### 1 x Featured Newsletter Tile

Promote your products and special offers to thousands of Australian Made Club members and drive them to your website, social media pages or ecommerce facility. Only one advertorial tile will be made available per month, so your brand will own the space.

**TOTAL \$2,500 +GST**

\*Package duration for 30 days  
Subject to availability



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## AUSTRALIAN MADE CAMPAIGN LIMITED

ABN 20 086 641 527

Level 4, 111 Coventry Street, Southbank VIC 3006

P. 03 9686 1500 / 1800 350 520 F. 03 9686 1600

E. [info@australianmade.com.au](mailto:info@australianmade.com.au)

[www.australianmade.com.au](http://www.australianmade.com.au)