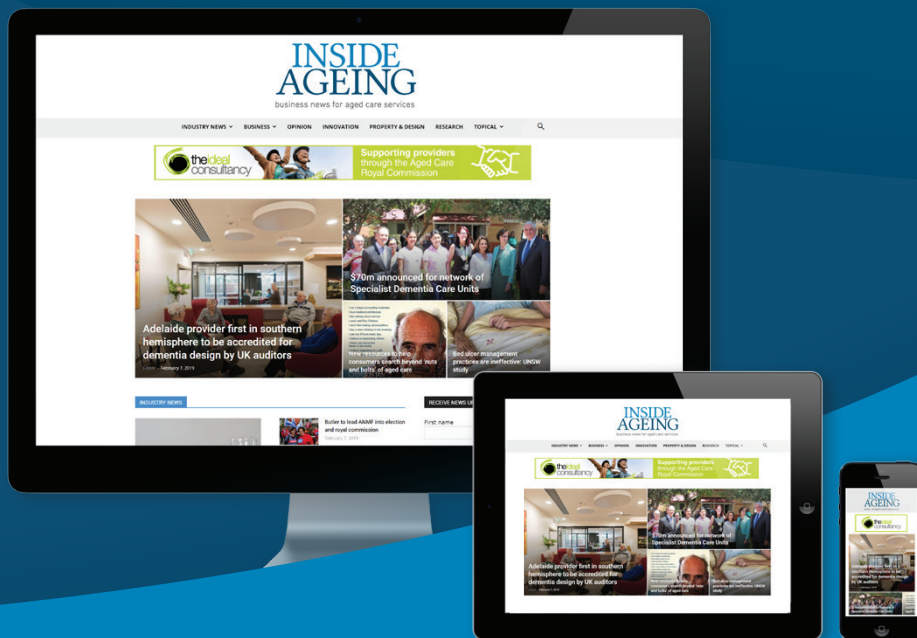


INSIDE AGEING

business news for aged care services



Media kit 2023

insideageing.com.au

About us

Inside Ageing is Australia's leading business-to-business news source for the aged care, home care and disability care sector. We help facility managers and Executives to manage their services in a complex environment through trusted news, information and insights delivered via our website, newsletter and events.

We work with companies like yours to educate providers through engaging ads, informative articles, webinars and video content produced by journalists.

Launched in 2016, *Inside Ageing* is complemented by the annual *Future of Ageing Awards* that recognise and applaud those people, solutions and innovations improving the lives of ageing Australians.

10,000+ readers per month



Enews open rates over 30%



Key topics

INDUSTRY NEWS

PROPERTY & DESIGN

RESEARCH

BUSINESS NEWS

TECHNOLOGY

FUTURE OF AGEING

INNOVATION

OPINION

Why digital advertising & marketing

Studies consistently prove that digital advertising works.

1. **Measure your campaign.** You will know how many people have seen your ad and how many have engaged with it.
2. Digital **drives interaction with a targeted audience** in the context of relevant news and information.
3. Utilise **lead generation** and **data capture capabilities** in a sophisticated, meaningful way.

Why *Inside Ageing*

- ▶ **10,000+ targeted unique readers** to the website per month
- ▶ **2,000+ email newsletter subscribers**
- ▶ **90% of our audience are CEOs, Managing Directors, CFOs, Board Directors, COOs, General Manager, CIOs, Facility Managers and Risk Managers**
- ▶ **Draw on our experts to create the best possible campaign** to achieve results for your business

55% of our audience access *Inside Ageing* on their desktop



42% on a mobile phone



3% on a tablet device



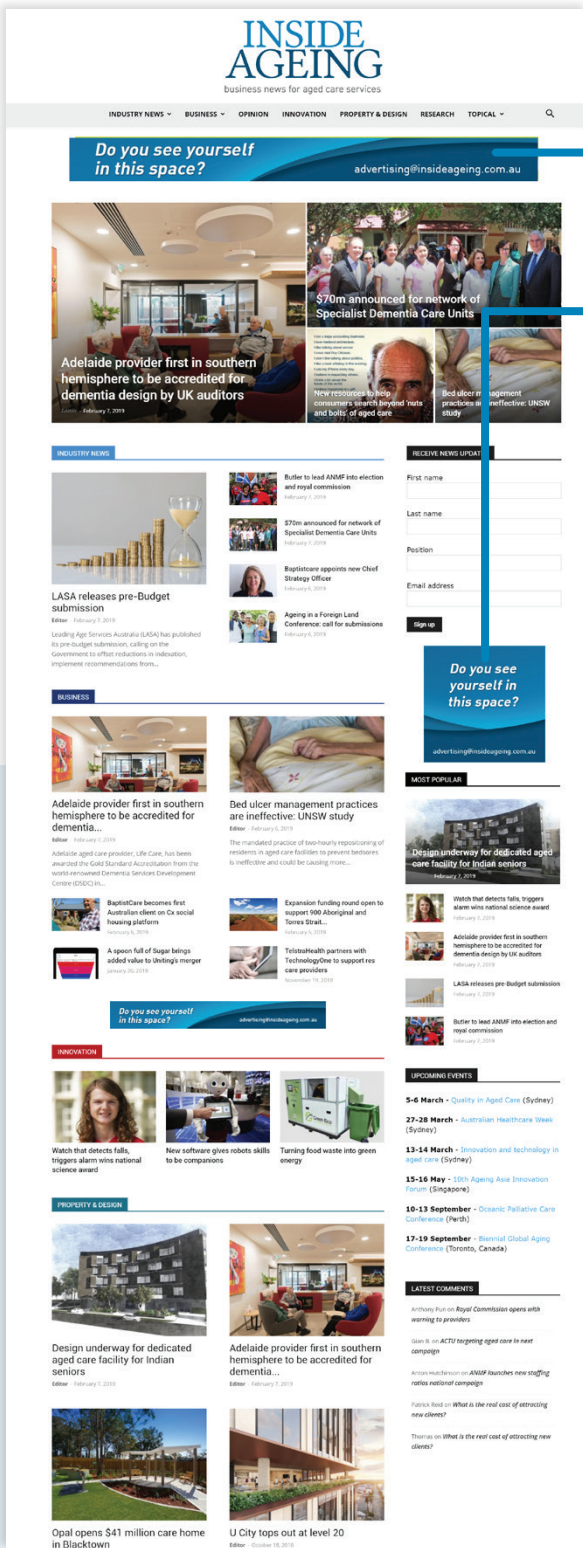
Inside Ageing partner events - POA

Inside Ageing can help you deliver your next event, whether that be a webinar, breakfast or a workshop.

- The advantage of working with us is that you can access our audience of over 10,000 readers involved in the provision of aged care services.
- Events are provided inclusive of all marketing, logistics and the option to have event recordings published on Inside Ageing as a permanent resource.



Clincial Governance breakfast, Melbourne June 22



Advertising positions – Website

Super leaderboard

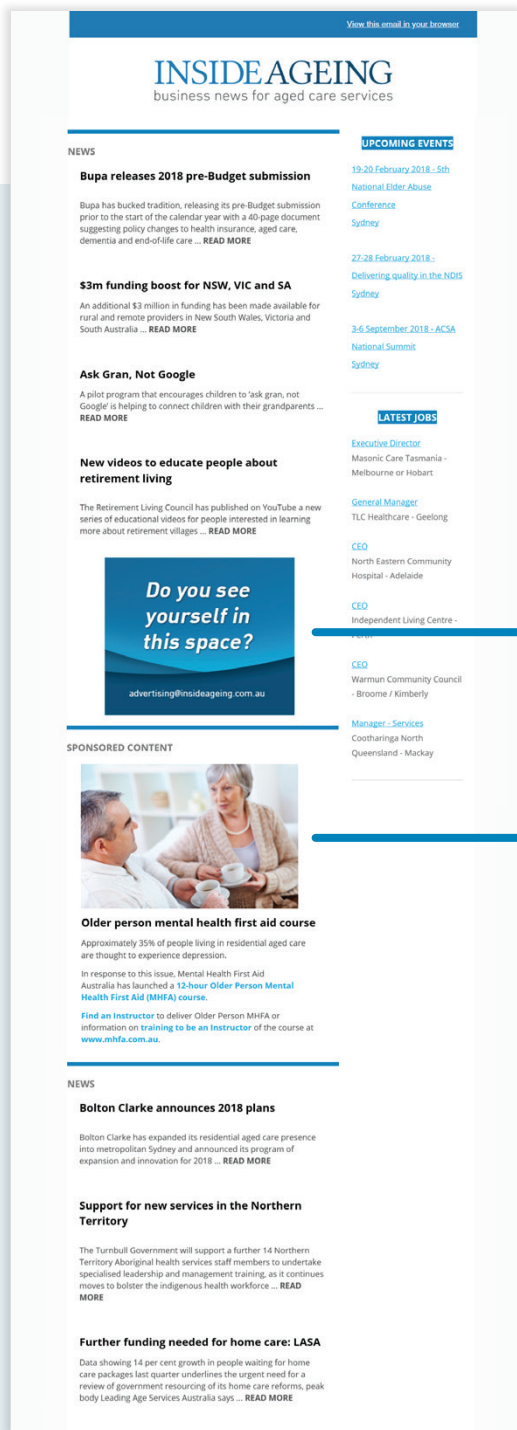
Specs: 970w x 90h pixels

MREC and Half Page

Specs: 300 x 250 px (MREC)

300 x 600 px (half page)

Advertising positions – Newsletter



MREC

Specs: 300 x 250 px

Sponsored content

Advertising rates



Website	Per Month
Super leaderboard Run of site – appears on every page and every post of the website (exclusive)	\$2,500
MREC and Half Page (HP) Appears in the side bar of the home page, topics pages and every article (exclusive)	\$2,500 -MREC \$4,000 - HP
MREC - story post Appears at the top of every article (exclusive)	\$2,800



Enewsletter (weekly)	Per Newsletter
MREC and/or Sponsored Content Supplied as either a static image and up to 100 words of text to appear as a sponsored post. Or, supply a 300 x 250 pixel MREC advertisement.	\$600 per newsletter or \$2,000 for 4 bookings

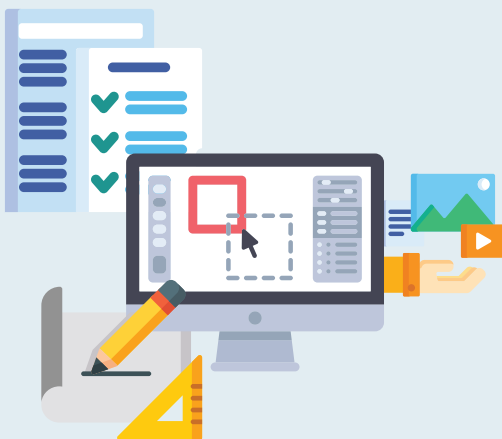


Sponsored Content	
Our journalists will write factual, relevant articles of 600-700 words in collaboration with you to help you promote your product or service. Once approved at your end, the article will be published on our website as sponsored content and promoted with a link in the next enewsletter. You will retain full approval rights and the right to use the article however you wish.	\$1,800 per article

Sponsorship: The Annual Future of Ageing Awards - POA

Align your brand with an awards program that recognises leadership, innovation and solutions helping ageing Australians. Bespoke packages...

*Please note all prices are in Australian dollars and do not include GST.
Artwork file type: .GIF, .JPG or .PNG in RGB colour mode. **Maximum file size:** 100kb



Design and content marketing services

Need help creating a great, affordable campaign?

Our designers are experts in digital publishing and can develop creative that you can use in your other channels too.

Need help explaining why your product is amazing?

Our journalists can write engaging articles and interview your clients to create trusted case studies.

Contact Sean McKeown for more information or a quote
advertising@insideageing.com.au or phone 0401 552 185