

# ONLINE EDGE

TAKE ADVANTAGE OF AUSTRALIAN  
MADE'S DIGITAL OFFERINGS VIA  
AUSTRALIANMADE.COM.AU



Consumers and businesses have a preference for buying Australian. When you market your product as genuinely Australian with the Australian Made, Australian Grown logo, you are aligning your brand with Australia's most recognised and trusted country of origin symbol.



## STATS



**99%**

of Australian consumers recognise the logo



**93%**

of Australian consumers trust the logo



**96%**

of Australian consumers are more likely to buy Australian Made products



**73%**

of Australians have a positive opinion of businesses that partner with the Australian Made logo



**73%**

of Australians are likely to engage with businesses that partner with the Australian Made logo



**75%**

of Australians are likely to purchase from retailers that partner with the Australian Made logo

# OUR DIGITAL AUDIENCE

Promoting your Australian products on the Australian Made digital network is within reach of all Australian Made licensees, big or small.

We have kept our pricing below market rates to ensure you get the best value when promoting your genuine Aussie products.

## STATS



**121,000+**  
WEBSITE SESSIONS  
PER MONTH



**210,000+**  
PAGE VIEWS  
PER MONTH

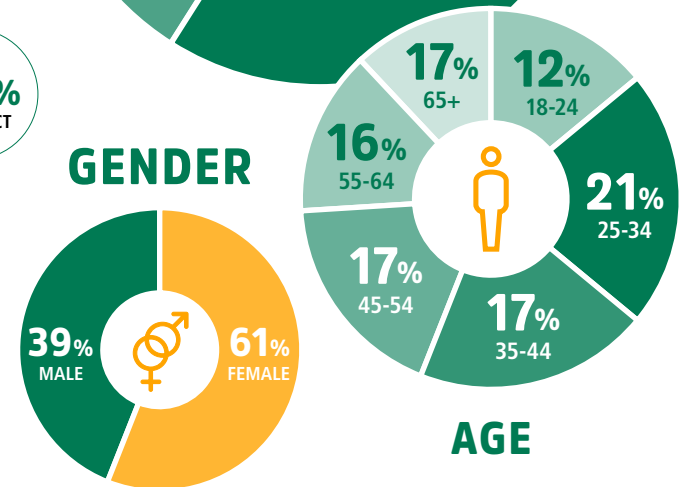
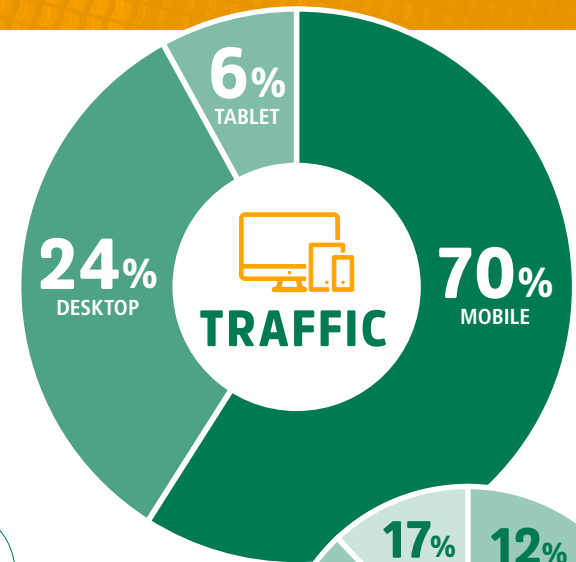
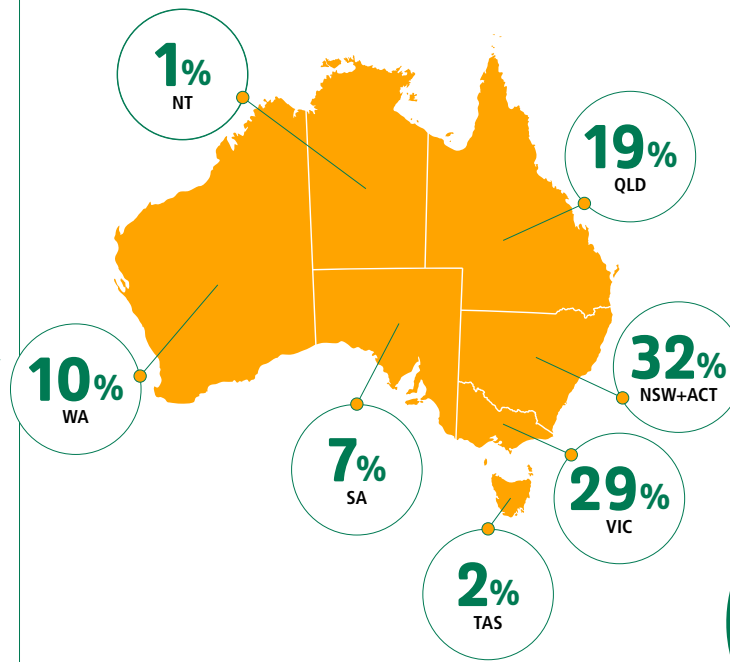


**59,000+**  
AUSSIE MADE CLUB  
SUBSCRIBERS



**5,000+**  
LICENSEE NEWSLETTER  
SUBSCRIBERS

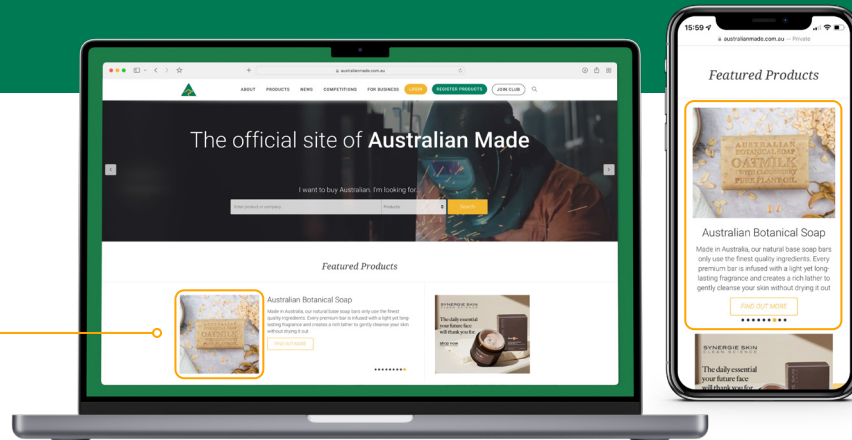
## DEMOGRAPHICS



\*Statistics are updated on a quarterly basis (current stats are from Jan - Mar 2024). Audience demographics data is reported from Google Analytics and based on Google's reporting metrics.

# DIGITAL AD PLACEMENTS

Advertise on the Australian Made website via a selection of ad placements.



## HOMEPAGE FEATURE PRODUCT TILE

Ensure your brand and licensed Australian Made products are top of mind! Showcased at the top of Australian Made's Homepage and Product Search page, your Aussie product will be the first thing shoppers on the website see. Displayed as native content, the Product Tile pulls information directly from your nominated product profile page on the Australian Made website.



**947k**

AVERAGE VIEWS  
PER MONTH



**6.6%**

SOV  
(SHARE OF VOICE)



## PAGE PLACEMENTS

Home page

Find Aussie Products  
(product search page)

CLICK TO  
VIEW  
PAGE

## HOMEPAGE BANNER

Prominently positioned on Australian Made's Homepage next to the Feature Product tile, the Homepage Banner can drive awareness of your Australian Made products and help direct traffic to your website.



**203k**

AVERAGE VIEWS  
PER MONTH



**10%**

SOV  
(SHARE OF VOICE)



## PAGE PLACEMENTS

Home Page

About the logo

About Australian Made

For Kids

About the Aussie Made Club

Frequently Asked Questions

Find Aussie products  
(Product Search Page)

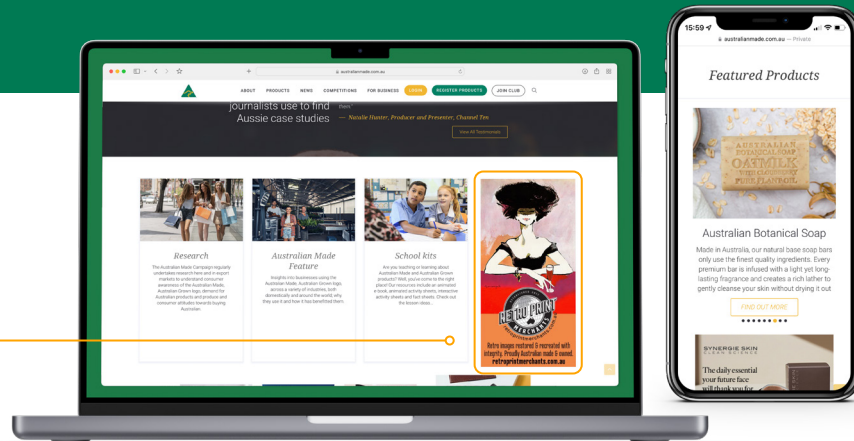
For Export

Individual Recipe Page

CLICK TO  
VIEW  
PAGE

# DIGITAL AD PLACEMENTS

Advertise on the Australian Made website via a selection of ad placements.



## HALF PAGE BANNER

Increase your visibility to Aussie shoppers with the Half Page placement. A large and highly visible placement, the Half Page appears on Australian Made's Competition, Recipes, News, Business and Export pages offering an unmissable presence.



**285k**

AVERAGE VIEWS  
PER MONTH



**10%**

SOV  
(SHARE OF VOICE)

## PAGE PLACEMENTS

Recipes

News & individual  
News Stories pages

Competitions

Food and the Logo

Aussie Made Feature Articles

ICN Business portal  
/ Access Major Projects

Research Page

CLICK TO  
VIEW  
PAGE

Please note, advertising on AMCL's website is for licenced products only

## LEADERBOARD

Drive exposure for your brand with the leaderboard placement. Appearing at the bottom of every page on the website, the Leaderboard offers maximum reach across Australian Made's Competition, Recipes, News, Business, Export and Licensee pages.



**1.07M**

AVERAGE VIEWS  
PER MONTH



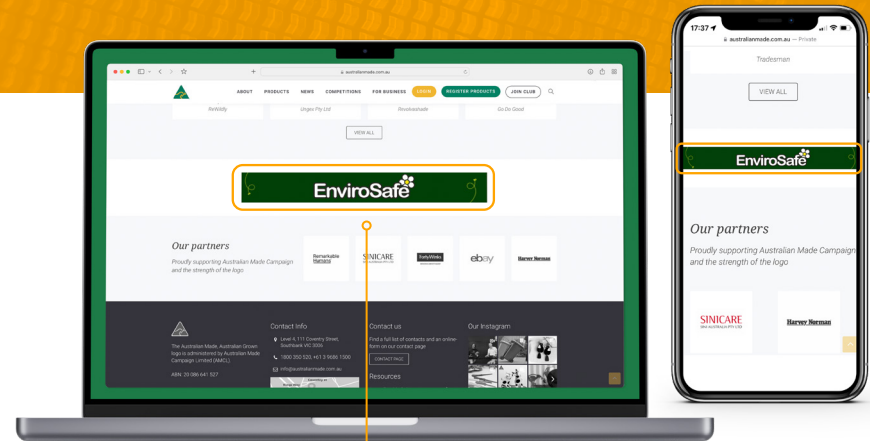
**10%**

SOV  
(SHARE OF VOICE)

## PAGE PLACEMENTS

At the bottom  
of all website pages

CLICK TO  
VIEW  
PAGE



# 'TOP AUSSIE PRODUCTS' PAGE

Promote your products on our dedicated 'Top Aussie Products' page throughout the year. Supported by an external digital advertising campaign, this dedicated always-on page is a great way to target Aussie shoppers.




Appearing as native content on the Australian Made website, the 'Top Aussie Products' page appears as a curated list of products / gift guide recommendations. View the page on our website [here](#).

Within each product category, the advertorial tiles appearing on the page are randomised, so all products have an opportunity to appear before our highly motivated audience.

COST PER MONTH	3 MONTHS	6 MONTHS	12 MONTHS
\$50*	\$135*	\$225*	\$390*

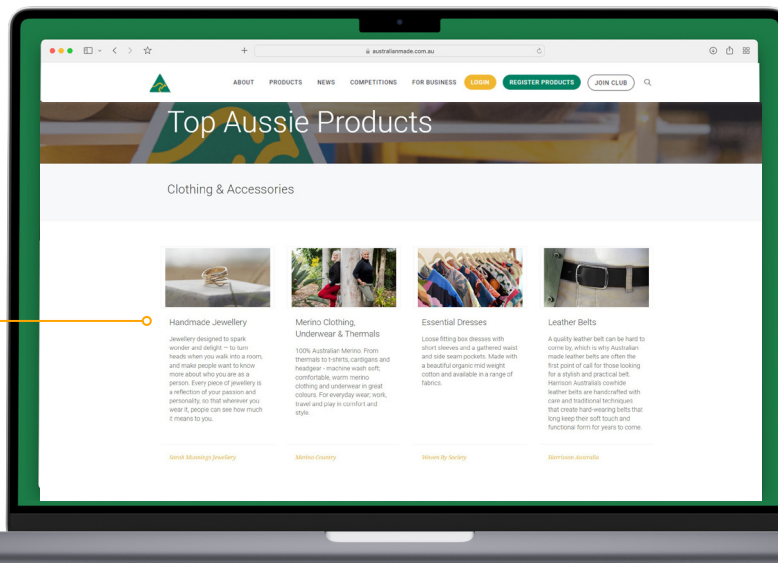
Please note, advertising on AMCL's website is for licenced products only. Categories are subject to change.



Merino Clothing, Underwear & Thermals

100% Australian Merino. From thermals to t-shirts, cardigans and headgear - machine wash soft; comfortable, warm merino clothing and underwear in great colours. For everyday wear, work, travel and play in comfort and style.

[Merino Country](#)



## TOP AUSSIE PRODUCTS LISTING



Advertorial tile layout



Image of your choice



Company / product name



Company / product description



Direct link to your website

## EXTRA VALUE



The 'Top Aussie Products' website page is promoted on the Australian Made homepage



The 'Top Aussie Products' website page is supported by Australian Made's regular digital advertising with Google



Each month, 'Top Aussie Products' will be posted to Australian Made's social media channels (Facebook & Instagram)

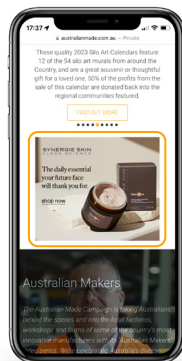
# DIGITAL ADS RATE CARD

DIGITAL AD PLACEMENT	SPECS	COST PER MONTH	3 MONTHS	6 MONTHS	12 MONTHS
Homepage Feature Product Tile	1000x1000 px	\$600*	\$1,600*	\$2,700*	\$4,700*
Homepage Banner	300x250 px	\$400*	\$1,000*	\$1,800*	\$3,000*
Half Page Banner	300x600 px	\$200*	\$550*	\$900*	\$1,600*
Leaderboard	728x90 px	\$400*	\$1,000*	\$1,800*	\$3,000*
Top Aussie Products page listing	1920x1080 px	\$50*	\$135*	\$225*	\$390*

## Homepage Feature Product Tile



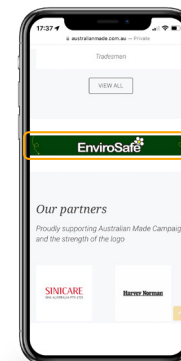
## Home Page Banner



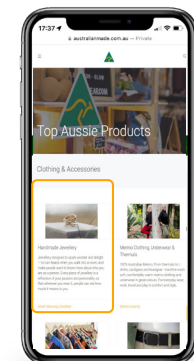
## Half Page Banner



## Leaderboard



## Top Aussie Products page listing



\*Excludes GST. Please note, advertising on AMCL's website is for licenced products only.

# COMPETITIONS

Open to thousands of Aussie Made Club members, place your licensed products directly into the hands of Australian Made's competition winners.

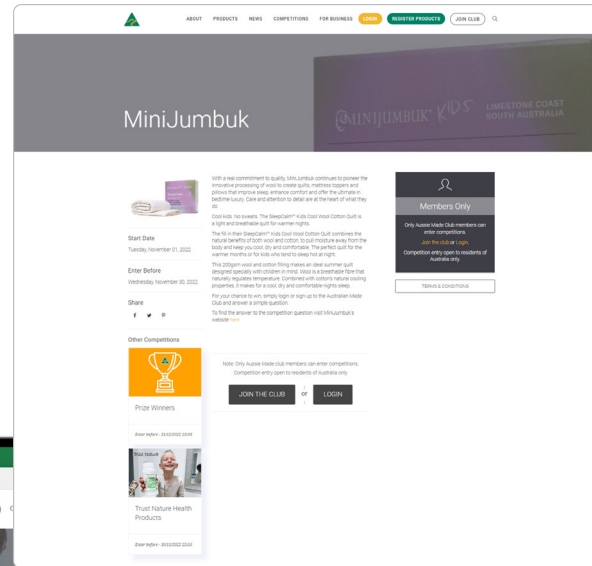


## COMPETITIONS

Showcase your products in your own monthly Competition page and feature in the Competition section of the Aussie Made Club newsletter.

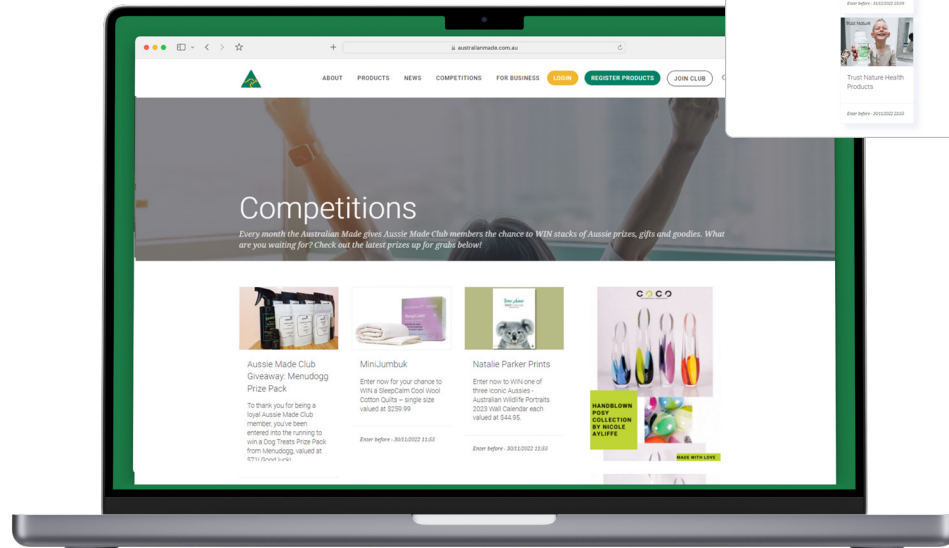
Competitions are supported by a dedicated digital campaign and carousel social media posts on Australian Made's Facebook and Instagram pages.

**Cost: \$500\***

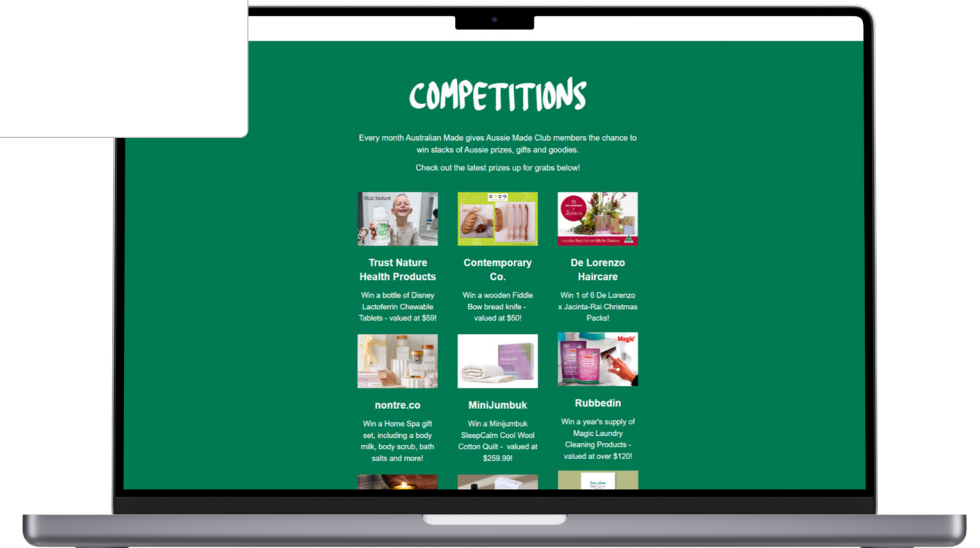


Aussie Made Club members are required to answer a question to enter, allowing them to engage directly with your brand and website.

Australian Made can also host your brand's own genuine Aussie Made product competition.



## WEBSITE



## NEWSLETTER

Excludes GST. Please note, advertising on AMCL's website is for licenced products only

# NEWSLETTERS

Get your Australian Made products in high value inboxes.

## AUSSIE MADE CLUB MONTHLY NEWSLETTER

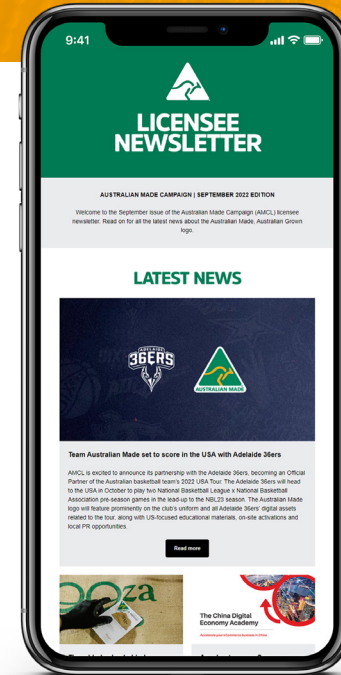
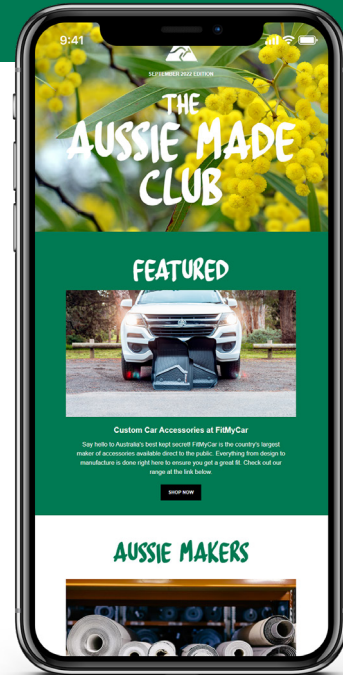
Australian Made Club members are the 'best of the best' Aussie shoppers who have signed up to receive monthly updates on Australian Made businesses and products.

Engage directly with our highly motivated audience with a range of newsletter placements targeting consumers.

**23.3%**  
AVERAGE OPEN RATE



(20.6% is the average open rate in Australia.)



## LICENSEE MONTHLY NEWSLETTER

Reach Marketing Managers, General Managers and Business Owners through targeted B2B newsletter placements.

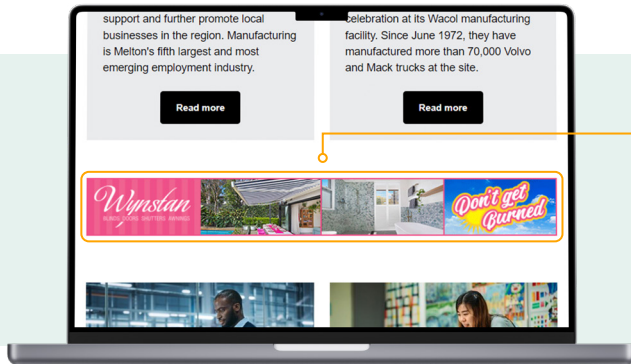
The Australian Made Licensee Newsletter is the go-to resource for monthly Australian Made news updates and is emailed to every Australian Made licensee.

**52.5%**  
AVERAGE OPEN RATE



(20.6% is the average open rate in Australia.)

Advertising available in both:



### LEADERBOARD

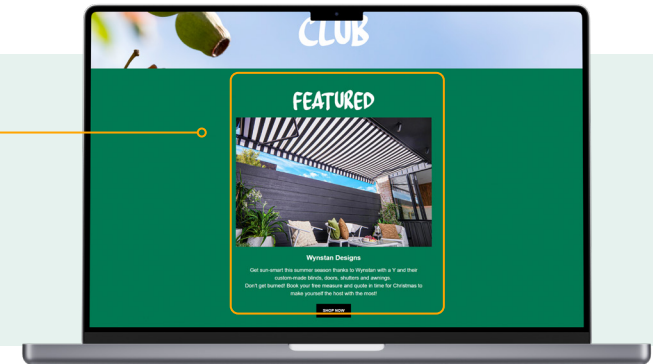
Cost: \$680\*

2 spots available per newsletter, placed throughout email body.

### ADVERTORIAL TILE

Cost: \$1,500\*

1 spot available per newsletter, placed at the very top. Appears as native content.



\*Excludes GST. Please note, advertising in newsletters is for licenced products only



# NEWSLETTERS

Get your Australian Made products in high value inboxes.

## SEASONAL NEWSLETTER

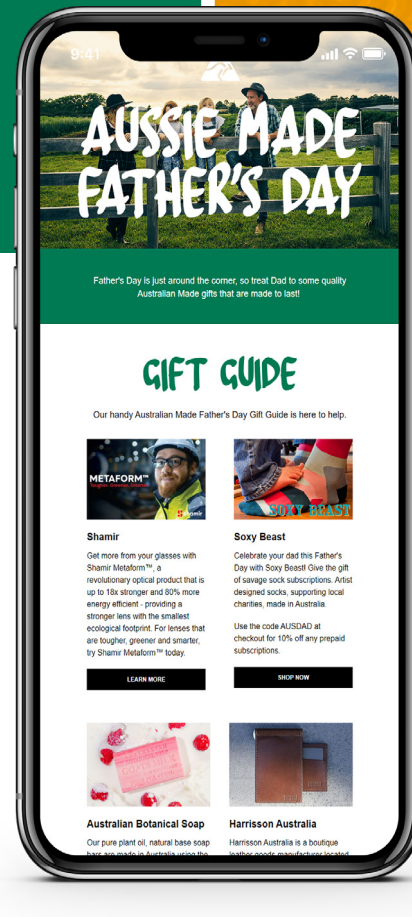
Promote your products during peak shopping periods with Australian Made's Seasonal Newsletters.

Sent to over 50,000+ Aussie Made Club members, your product will be featured as an advertorial tile in a dedicated Seasonal Newsletter, curated for each of the below peak shopping periods.

Cost: \$500\*

**23.4%**   
AVERAGE OPEN RATE

(20.6% is the average open rate in Australia.)



Advertorial tile layout



Image of your choice



Company / product name



Company / product description



Direct link to your website

## SEASONAL NEWSLETTER TIMINGS

JANUARY



HOT AUSSIE PRODUCTS

MARCH



EASTER ESSENTIALS

APRIL



MOTHER'S DAY

MAY



AUSTRALIAN MADE WEEK

JULY



WINTER WONDERS

AUGUST



FATHER'S DAY

NOVEMBER



CHRISTMAS CRACKERS

\*Excludes GST. Please note, advertising in newsletters is for licenced products only

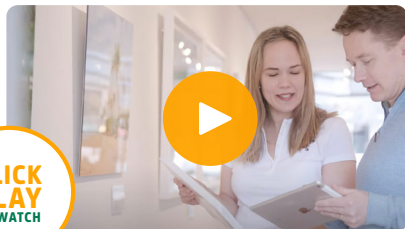
# AUSTRALIAN MAKERS VIDEOS

Showcase the unique story behind your Aussie products with an Australian Made branded 'Australian Makers' video. The documentary-style series aims to take viewers behind the scenes of your business and manufacturing process, and illustrate the importance of local business.






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





Cost: \$9,500\*



## INCLUSIONS

-  1 x Full-length co-branded 'Australian Makers' approx. 2-3 mins (+30 sec cutdown)
-  1 x Listing on the 'Australian Makers' page, including the advertisers' choice of URL
-  1 x Boosted social media post to run on Australian Made's Facebook, Instagram and YouTube pages^

## EXTRA VALUE

-  Australian Makers videos are promoted in the monthly Aussie Made Club newsletter
-  The 'Australian Makers' website page is promoted on the Australian Made homepage
-  The 'Australian Makers' website page is supported by Australian Made's regular digital advertising with Google
-  Your video will be posted on Australian Made's social media channels (Facebook, Instagram, LinkedIn, Twitter & YouTube).

\*Excludes GST

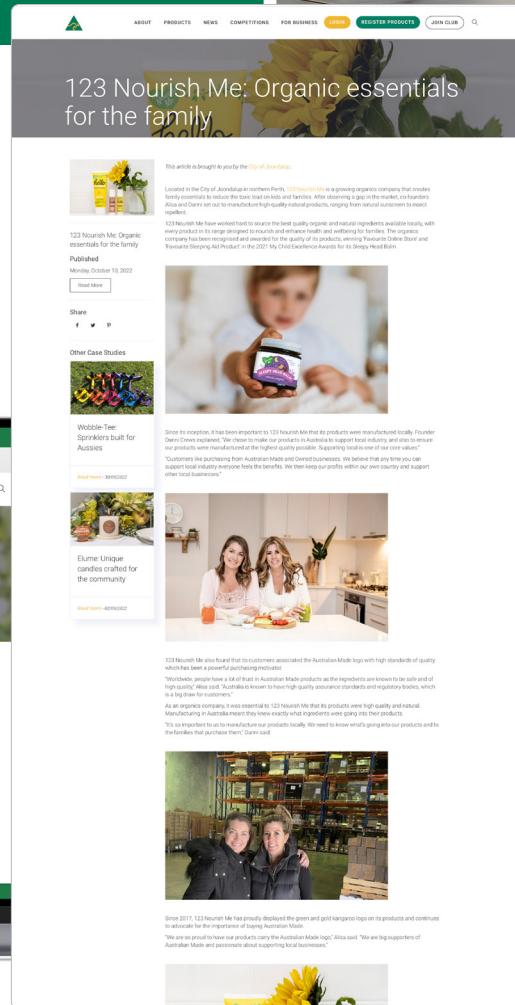
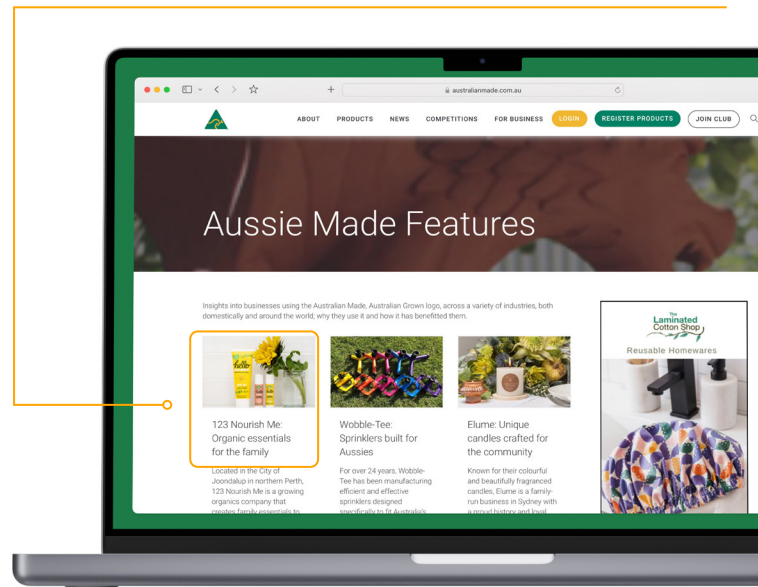
T&CS: ^The advertiser may increase the social media boosting budget at their own discretion. All products must be licensed to carry the Australian Made, Australian Grown logo to participate. The Australian Made Campaign retains editorial control of all Australian Made branded video content. The advertiser 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. All film dates are subject to availability.

# AUSSIE MADE FEATURE ARTICLE







A personalised Aussie Made Feature article is the perfect way to tell shoppers why being authentically Australian and manufacturing locally is important to your brand.

Written as a news-style content piece. Aussie Made Feature articles are published in monthly Aussie Made Club newsletters and promoted on Australian Made's social media platforms (Facebook, Instagram, LinkedIn & Twitter).



Cost: \$1,900\*



## INCLUSIONS

-  1 x Aussie Made Feature article published on AMCL's website
-  1 x exclusive Homepage content tile linking to Aussie Made Feature
-  1 x Facebook post promoting Aussie Made Feature article
-  1 x Instagram post promoting Aussie Made Feature article
-  1 x LinkedIn post promoting Aussie Made Feature article
-  1 x Twitter post promoting Aussie Made Feature article

## EXTRA VALUE

-  Feature articles are supported by a dedicated social media boosting campaign
-  Aussie Made Feature article promoted in the Aussie Made Club newsletter

\*Excludes GST. Please note, advertising on AMCL's website is for licenced products only