



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 (92%*) the Australian Made logo
- ▲ They want your products

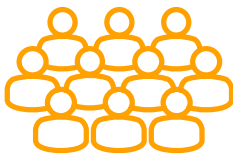
Engage directly with this audience when and where they're searching for products on the Australian Made website.

99% * of Australians recognise the Australian Made logo

* Roy Morgan research 2020

WEBSITE & NEWSLETTERS

-  **125,000+** visits per month
-  **50,000+** product searches per month
-  **90,000+** licensee page views per month
-  **45,000+** consumer subscribers
-  **4,000+** business subscribers



97%*

of Australian consumers associate the logo with local jobs and employment



93%*

of Australian consumers are more likely to buy Australian-made products



the logo is used by more than **4,000**

companies on thousands of products sold in Australia and around the world.

SOCIAL MEDIA



388,000+ Likes



3,200+ Followers



53,500+ Followers



3,500,000+ Channel views



21,800+ Followers

*Roy Morgan research 2020

Note: Website, Newsletter and Social Media results as at 1 November 2021



australianmade.com.au



WEBSITE RATES & PROMOTIONS

Affordable online advertising for Australian made products is within reach of all Australian Made licensees.

RATES (+GST)

FEATURE PRODUCT TILE
Image + Text
1000x1000

\$800 *Per month +GST
Homepage featured product carousel with product photo and up to 50 words

MREC
300 x 250

\$450 *Per month +GST
Homepage plus eight other pages

MREC
300 x 600

\$200 *Per month +GST
Recipes and Competitions pages

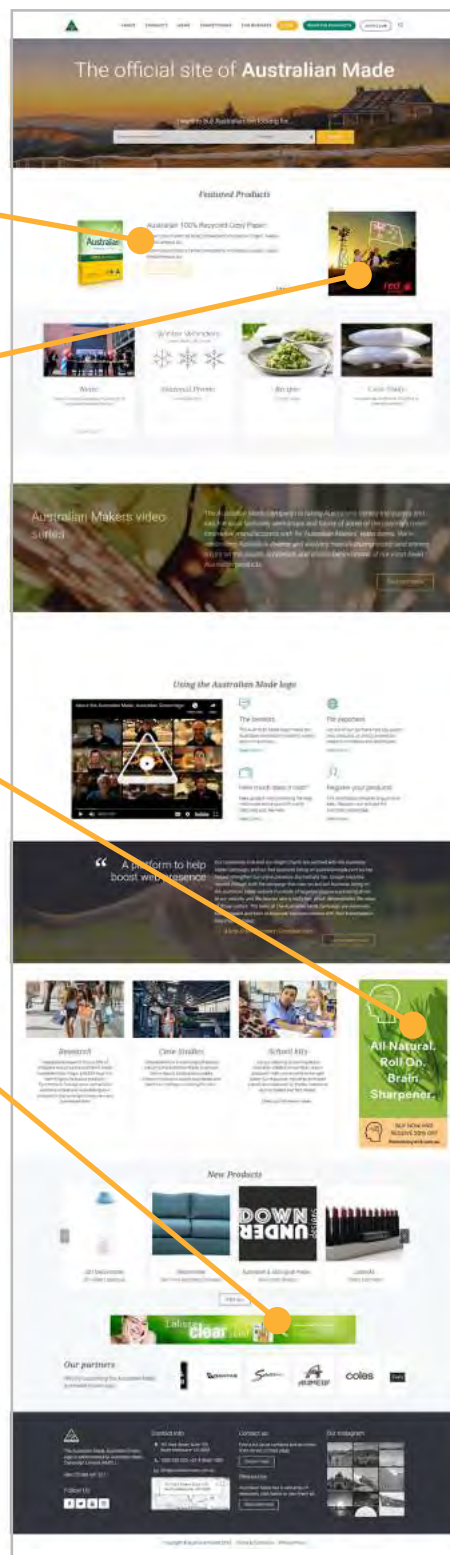
LEADERBOARD 728 x 90

\$390 *Per month +GST
Leaderboard is run of site and appears across all Australian Made content 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



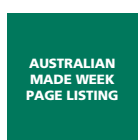
AUSTRALIAN MADE WEEK

Australian Made Week: Promotion Pages

Promote your Australian Made, Australian Grown product during Australian Made's iconic Australian Made Week; an industry-wide push to celebrate and support Australia's makers and growers scheduled to run in May, 2022. The 2021 Australian Made Week campaign was backed by a significant PR and advertising spend which generated record reach and engagement for the logo including record website traffic for the Australian Made site.

AUSTRALIAN MADE WEEK 'FEATURE PRODUCTS'

STANDARD PACKAGE:

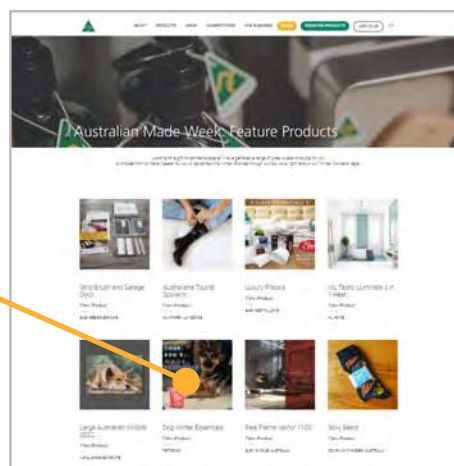


\$1,500 +GST

Your product will be listed on the Australian Made Week 'Feature Products' promotion page



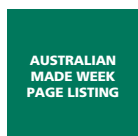
Your product will feature on a Feature Product Tile



Drive traffic through to your point of purchase and boost your online store during Australian Made Week*

AUSTRALIAN MADE WEEK 'MATES RATES'

STANDARD PACKAGE:

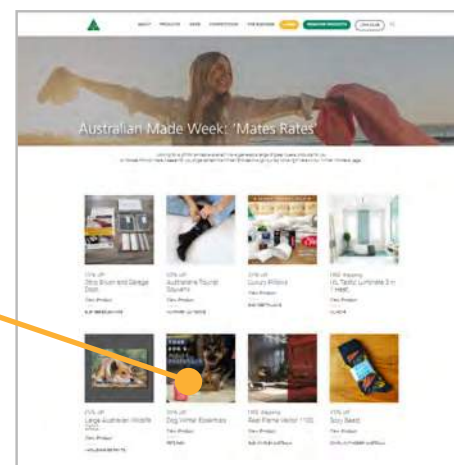


\$1,500 +GST

Your product will be listed on the Australian Made Week 'Mate Rates' promotion page



Your product will feature on a Feature Product Tile



Promote your special 'Mates Rate' or online discount to Aussie shoppers during Australian Made Week*

AUSTRALIAN MADE WEEK - ALL PACKAGE OPTIONS	
Australian Made Week page listing [^] , Feature Product Tile	\$1,500 +GST
Australian Made Week page listing [^] , 300x250 MREC	\$850 +GST
Australian Made Week page listing [^] , Leaderboard	\$750 +GST
Australian Made Week page listing [^] , 300x600 MREC	\$380 +GST
Australian Made Week page listing [^] only	\$300 +GST

[^]Choose a listing from either the 'Feature Products' or 'Mate Rates' pages to promote your product

*Both Australian Made Week pages are also promoted collectively on the Australian Made website homepage and social media channels.

Contact the Australian Made team for more info

1800 350 520

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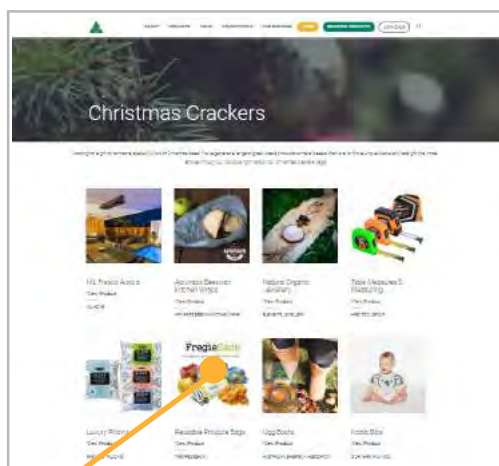
SEASONAL PROMOTIONS

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



STANDARD PACKAGE:

SEASONAL PROMOTION PAGE

\$1,500 +GST

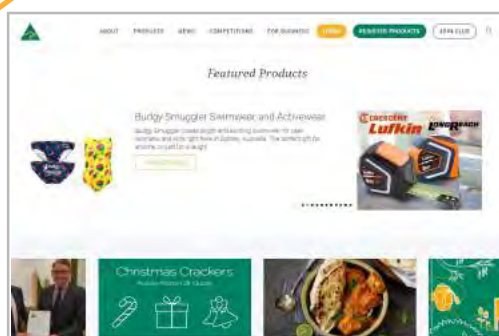
Highlight your product on a seasonal Aussie Made gift guide during seasonal shopping periods

FEATURE PRODUCT TILE
Image + Text
1000x1000

Your product will feature on a Feature Product Tile

COMPETITION
Image + Text

Your competition will feature on the website and in the Aussie Made Club newsletter



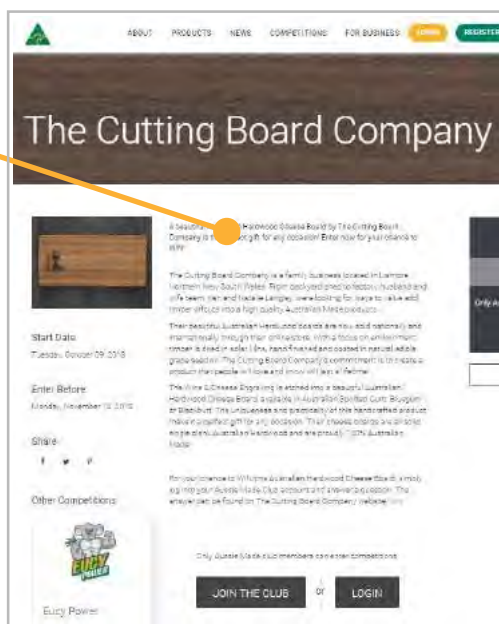
SEASONAL PROMOTIONS - ALL PACKAGE OPTIONS	
Seasonal Promotion Page Tile, Feature Product Tile, Competition	\$1,500 +GST
Seasonal Promotion Page Tile, 300x250 MREC, Competition	\$1,000 +GST
Seasonal Promotion Page Tile, 300x600 MREC, Competition	\$500 +GST

SEASONAL NEWSLETTER:

SEASONAL NEWSLETTER TILE
Image + Text
1000x1000

\$500 +GST

Add an optional Seasonal Newsletter Tile to any Seasonal Promotions package!



Contact the Australian Made team for more info

1800 350 520

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SEASONAL NEWSLETTERS

Reach Aussie consumers via our Seasonal Newsletters sent directly to our passionate Aussie Made Club members.

SEASONAL NEWSLETTER TILE



\$500 Per month +GST

Add a Seasonal Newsletter Tile to your seasonal promotion to extend your reach. Your image, copy and link will feature on a group newsletter sent directly to Aussie Made Club members.

The newsletter is sent directly to consumers 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

The screenshot shows a newsletter layout with a header 'Australian Made' and a date '2018'. The main content includes:

- A greeting: 'Hi,' followed by a paragraph about summer essentials and a 'Cheers, The Australian Made team' sign-off.
- 'Thongs Australia Thongs': A promotion for 100% Australian-made thongs with an image of feet wearing them and a 'Shop now' link.
- 'MiniJumbuk Cool wool cotton quilts': A promotion for quilts with an image of a quilt and a 'Shop now' link.
- 'Trayon Campers': A promotion for slide-on campers with an image of a camper and a 'Shop now' link.
- 'Red Energy Your chance to win': A promotion for a \$500 electricity credit with an image of a kangaroo and a 'Enter now' link.
- 'Synergie Skin Skin analysis': A promotion for skin analysis with an image of a woman and a 'Register now' link.

 At the bottom, there is a search bar 'Find Australian products' and social media icons. Footer text includes 'Australian Made Campaign Ltd', contact info, and a 'Preferences | Unsubscribe' link.

Contact the Australian Made team for more info

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CONSUMER NEWSLETTERS

Australian Made Club members are the 'best of the best' Aussie shoppers. Engage directly with our highly motivated audience with a range of Australian Made newsletter placements targeting consumers.

CONSUMER ADVERTORIAL TILE

ADVERTORIAL

Image + Text



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

CONSUMER NEWSLETTER LEADERBOARD

LEADERBOARD

728 x 90

\$1,125 Per month +GST

AUSSIE MADE FEATURE

FEATURE

Image + Text



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

COMPETITION

Image + Text



The Aussie Made Club loves to sample new locally made products. Get your product in hand via Aussie Made competitions.

\$600 Per month +GST

Create your perfect kitchen with Kinsman!

Australian Made and Owned, Kinsman has a proud heritage of over 50 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 1999 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 SuperGarlic Gift Pack from **Australian Garlic Producers** and more!

GET UP TO \$5,000 OFF

Contact the Australian Made team for more info

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BUSINESS NEWSLETTERS

Reach out to Marketing Managers, General Managers and Business Owners via a number of targeted Business Newsletter placements. The Australian Made Licensee Newsletter is sent to every Australian Made licence holder and is their go-to resource for Aussie Made news updates.

BUSINESS NEWSLETTER LEADERBOARD

LEADERBOARD 728 x 90

\$680 Per month +GST

The screenshot shows the top portion of an email newsletter. At the top, it says "Licensee Newsletter" and "Australian Made AUGUST 2021". Below this is a welcome message: "Welcome to the August issue of the Australian Made Campaign licensee newsletter. Read on for all the latest news about the Australian Made, Australian Grown logo." There are three main content blocks, each with a "Read more" link:

- Remember the green and gold: Aussie makers need your continued support** - With various restrictions still in place around the country, Australian Made Campaign is calling on all Aussies to remember the people behind their purchases and look for the green and gold logo kangaroo logo.
- City of Joondalup becomes an Australian Made Campaign Supporter** - The City of Joondalup has reinforced its commitment to local manufacturers, officially joining the Australian Made Campaign as a Campaign Supporter—the first local government in Western Australia to do so.
- Join the Australian Made pavilion at the Small Business Expo!** - Australian Made Campaign has partnered with Small Biz Week 2021, a premium B2B small business event that attracts over 4,000 visitors and delegates, and focuses on connecting, educating, and growing small business across all industry sectors.

 A green line with a dot at the end points from the \$680 price tag to the "things" logo in the second article.

BUSINESS ADVERTORIAL TILE

ADVERTORIAL
Image + Text

Drive traffic to your business-to-business (B2b) product or B2b online store with a Business Advertorial Tile that features in our licensee newsletter.

\$1,500 Per month +GST

The screenshot shows a Business Advertorial Tile within an email newsletter. It features a "things" logo and a "things" thong product. The main headline is "AGHA's brand new digital Christmas Catalogue". The text describes the catalogue and includes a "Find out more" link. Below this is a "FEATURED: Thongs Australia" section with a "things" logo and a "Shop now" link. The text says: "Give thanks to your main man with some seriously durable 100% Australian made natural rubber Thongs™. Let Dad walk in comfort and confidence. No more blowouts. What a gift!". There is also a section for "Australia's International Business Survey" with a "Find out more" link. At the bottom, there is a section titled "We want to follow you! Share your social media handles" with a "Let us know here" link. The footer includes the "MINIJUMBUK" logo and the text "AUSTRALIA'S FAVOURITE WOOL BEDDING PRODUCTS SINCE 1975".

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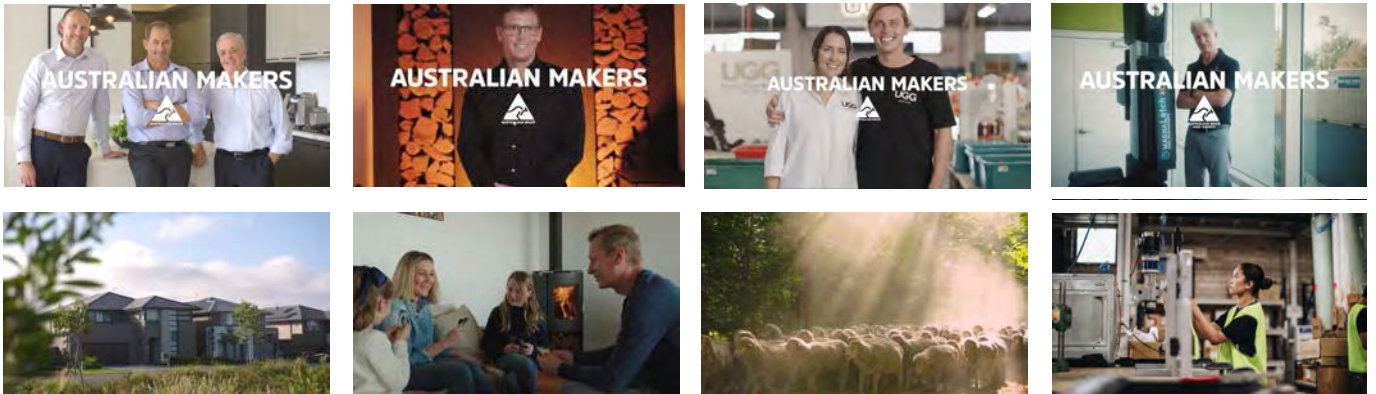
info@australianmade.com.au

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 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 Full length co-branded 'Australian Makers' video content 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 and YouTube pages*

EXTRA VALUE:



The 'Australian Makers' page is promoted in the Aussie Made Club newsletter.



The 'Australian Makers' page is promoted on the website homepage.



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



Your 'Australian Makers' video will run on Australian Made's social media channels.

TOTAL \$9,500 + GST^{^*}

Contact the Australian Made team for more info

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T&CS: [^]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.*All film dates are subject to availability.



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 style 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.



The 'Aussie Made Features' page is promoted in the Aussie Made Club newsletter.



The 'Aussie Made Feature' articles page is promoted on the homepage of the Australian Made website.



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. 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 Aussie Made Feature and social media content.



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

www.australianmade.com.au