

Your ONLINE EDGE is





The ALL-NEW Australian Made digital network

Your ONLINE EDGE is Australian Made

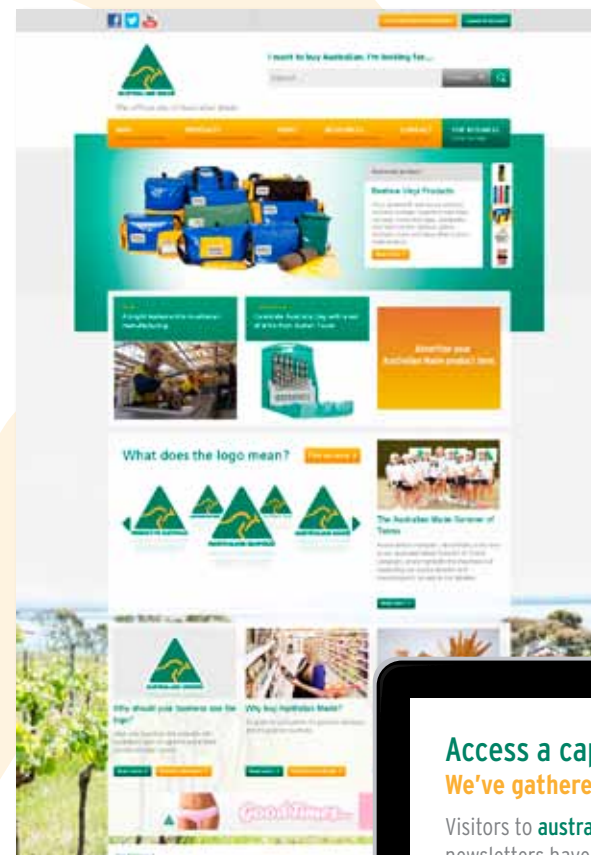
→ Get a digital advantage

As an Australian Made licensee, your business has an advantage. You can access a wide range of digital and online assets engineered exclusively for the Australian Made Digital Network of **Online, Mobile and Social Media platforms**.

→ The Australian Made digital offering

Enhancing your brand's existing digital reach? Looking for an affordable and effective entry point? Whatever the business reason, Australian Made's all-new online and digital assets can make your online marketing effort get noticed and help drive more customers to your business.

Choose from **online banners, featured product tiles, priority search options, e-newsletter banners and competitions** to make your Aussie products stand out from the rest.



Make your investment in the Australian Made, Australian Grown logo work harder for your business.

→ Online advertising banners

Promote your Australian products and drive the thousands of shoppers looking for genuine Aussie products to your website, your e-commerce site or your social media pages.

BANNER	SIZE	TYPE (DISPLAY FREQUENCY)	POSITION
MREC	300 x 250	Gold	Home page plus 8 other pages
		Emerald	
Leaderboard	728 x 90	Gold	Home page, Search page and Search Results pages
		Emerald	
MREC	300 x 600	Gold	Business page, Competitions page and News page plus 6 other pages
		Emerald	
MREC	300 x 125	Gold	Product Search page and Search Results page
		Emerald	

*Gold type advertisement appear twice as often as Emerald type.

*Sold in two-month packages

Access a captive audience

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 Australian
- They are searching for Australian Made and Australian Grown
- They demand quality and freshness
- They trust Australian Made
- They want YOU and your PRODUCTS

Market and engage directly with this captive audience when and where they're searching on australianmade.com.au.



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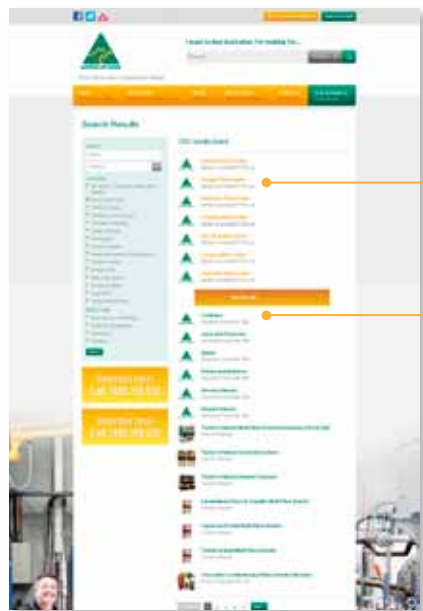
→ Featured Product tiles

Take up a prominent position on the all-new Australian Made website. **Spotlight** your brand and licensed products with two tile options:

→ **Home page:** Showcased at the top of the site's home page, your product can be the first thing that a searching shopper sees.

→ **Product Search page:** With a top-of-page location, your brand and licensed product will be front of mind when Aussie shoppers search for a product on this page.

*Sold in two-month packages



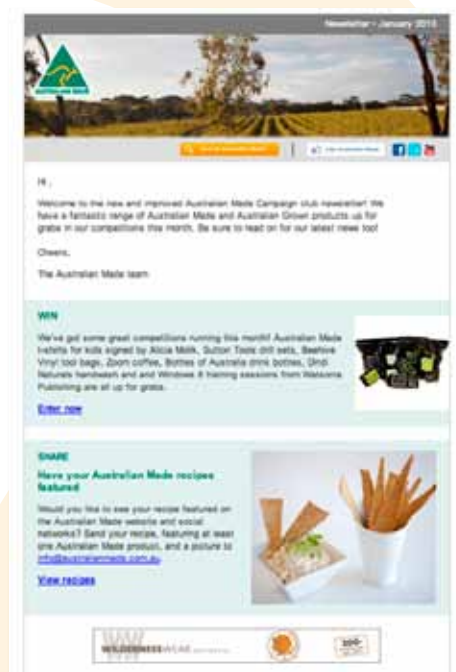
→ Priority search listing

Ensure your Aussie product gets found first.

→ **Gold listing:** your product is listed in the **first five search result listings***, in **GOLD** colour and **'above the fold'** to really hit the shoppers eye. It's the ultimate opportunity to have your brand and product stand out from the rest

→ **Emerald listing:** your product is listed in the **second five search result listings***, in eye-catching **EMERALD** green colour and **ahead of organic** search listings, so you'll get found.

*Sold in two-month packages per product category



→ e-newsletter banners

Australian Made Club Members and other Australian Made licensees are the **'best of the best' Aussie shoppers!** Like you, they're already fully committed to buying Australian and the high quality and value it represents. Our **all-new e-newsletter banners** allow you to engage directly with this discerning and motivated audience!

→ **Australian Made Club e-newsletter:** When loyal Aussie shoppers sign up to this digital communication, they want special offers, product news, and competitions. The Club e-newsletter delivers this every month.

→ **Australian Made licensee e-newsletter:** If yours is a B2B brand or product, or you simply want to engage with other companies like yours - this is the place to see and be seen. The licensee e-newsletter is distributed monthly to all Australian Made licensees.

*Sold monthly



→ All new competitions

Australian Made Club members **love to play, love to win and love to engage!** And the all-new Australian Made website has a **dedicated competition page** to cater for this fast-growing member base. Your competition will be featured here and included in the **Australian Made Club e-newsletter**.

*Sold monthly



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Your digital assets built on site

If you don't have existing banners or digital promotion material, our digital team will work with you to **build a new digital asset or update your existing ones.**

What's more, the banner is **yours to keep to use on other sites**

→ Rates

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**.

PRODUCT			1 MONTH	2 MONTH PACKAGE
MREC 300x250	Home page plus 8 other pages	Gold	NA	\$450
		Emerald	NA	\$190
Leaderboard 728x90	Home page, Search page and Search Results pages	Gold	NA	\$390
		Emerald	NA	\$165
MREC 300x600	Business page, Competitions page and News page plus 6 other pages	Gold	NA	\$140
		Emerald	NA	\$60
MREC 300x125	Product Search page and Search Results page	Gold	NA	\$140
		Emerald	NA	\$60
Digital Banner - Club e-newsletter			\$1,125	NA
Digital Banner - Licensee e-newsletter			\$680	NA
Featured Product tile (Homepage)			NA	\$800
Featured Product tile (Product Search Page)			NA	\$600
Competitions			\$900	NA

All prices are GST exclusive

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→ Save with our introductory offer!

Get a three-month package for the price of a two-month package and take advantage of significant price reductions on our single-month products.

Call 1800 350 520 to talk to the Australian Made team about these offers and get digital now!

➔ A typical AMAG shopper is... ➔

female,

→ 65% of AMAG online shoppers are women

around 40,

→ 47% of AMAG shoppers are aged 35-50

→ 28% of AMAG shoppers are aged 18-35

with a significant disposable income

→ 55% have no dependents,

is the decision maker

→ 82% of our online audience say they're responsible for making household purchases

and lives in Victoria or NSW

→ 56% of AMAG shoppers live in Victoria or NSW, many in regional areas who rely on the internet to research and make purchasing decisions.

Our shoppers have a preference for Australian-grown products

→ 81% of AMAG shoppers prefer Australian-made food and beverages

→ 60% of AMAG shoppers prefer Australian-made furniture and bedding

→ 52% prefer Australian-made health, beauty, pharmaceutical and personal products (including baby products)

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