

# ONLINE EDGE

TAKE ADVANTAGE OF THE  
AUSTRALIAN MADE DIGITAL NETWORK -  
ADVERTISE ON 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\*



93%

of Australian consumers have a preference for Australian-made products^



89%

of Australians are more likely to buy a product if they knew it was Australian Made†



73%

of Australians are willing to pay more for Australian Made products†



71%

of Australians have been looking to buy more Australian Made products in the last 12 months†

# AUSTRALIAN MADE DIGITAL AUDIENCE

directly with visitors to the Australian Made website, Aussie Made Club members and Australian Made social media audiences.

Made up of consumers and businesses alike, our audience is passionate about seeking out and buying authentic Aussie products.

## STATS



**106,000+**  
WEBSITE SESSIONS  
PER MONTH



**186,000+**  
PAGE VIEWS  
PER MONTH

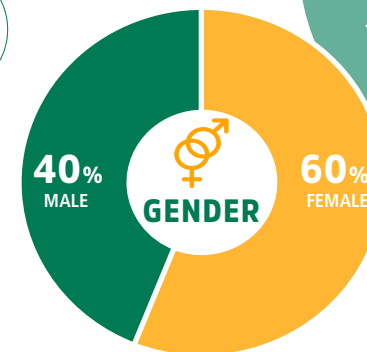
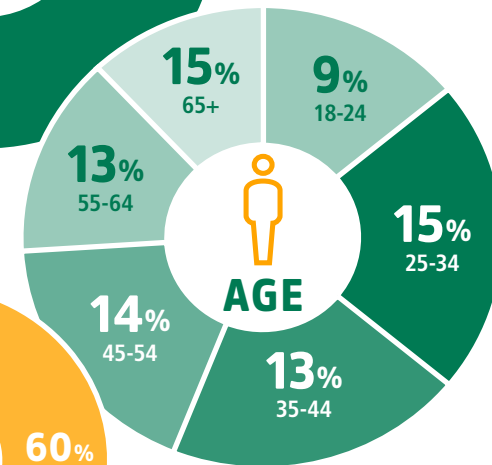
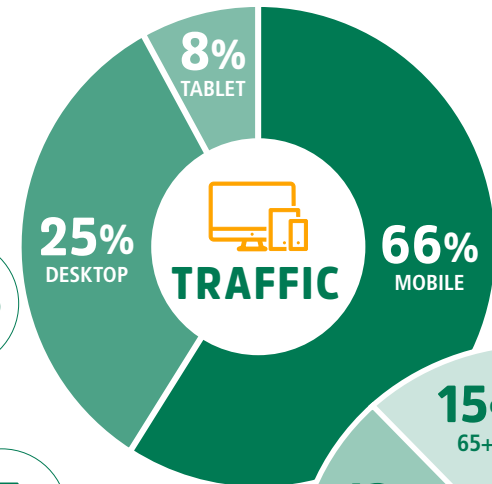
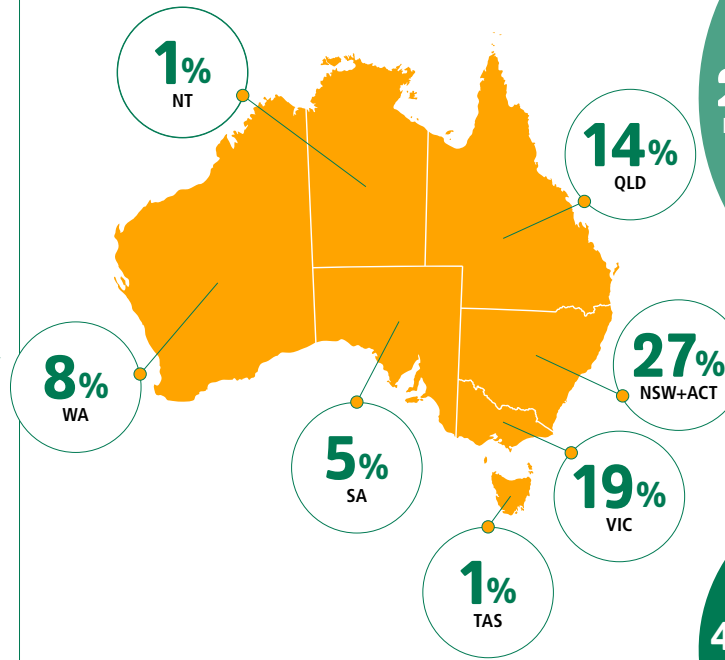


**60,000+**  
AUSSIE MADE CLUB  
SUBSCRIBERS



**5,000+**  
LICENSEE NEWSLETTER  
SUBSCRIBERS

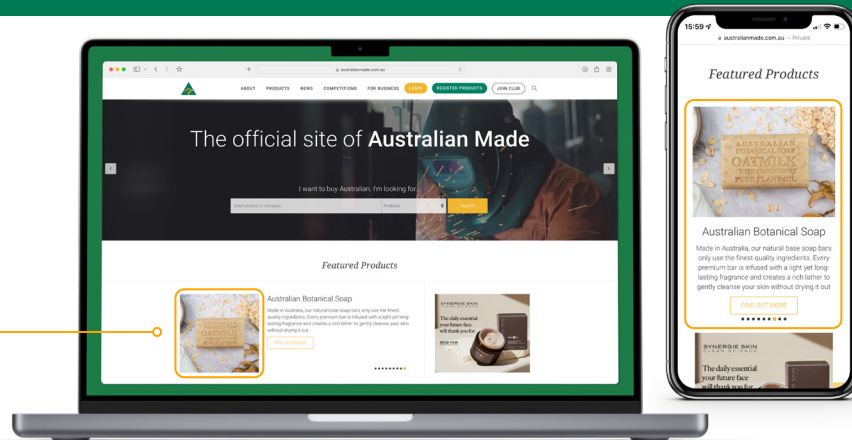
## DEMOGRAPHICS



\*Statistics are from October 2024 to December 2024. Statistics are updated on a quarterly basis. Website 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.



**710k**  
AVERAGE VIEWS  
PER MONTH



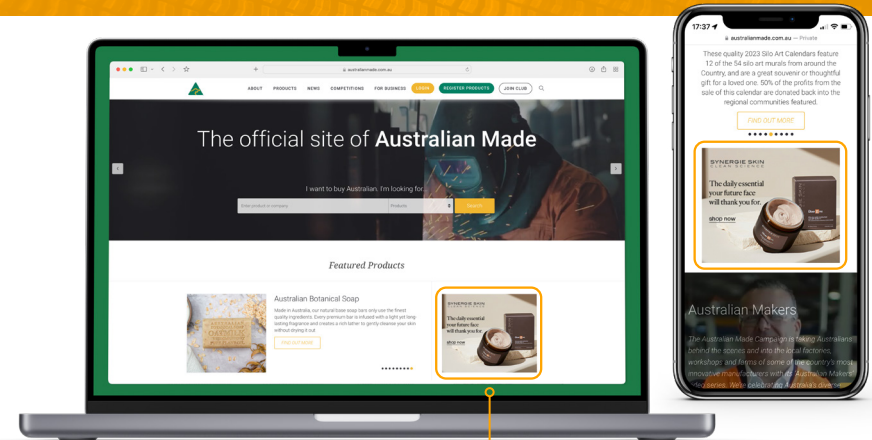
**6.6%**  
SOV  
(SHARE OF VOICE)



### 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.



**190k**  
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)

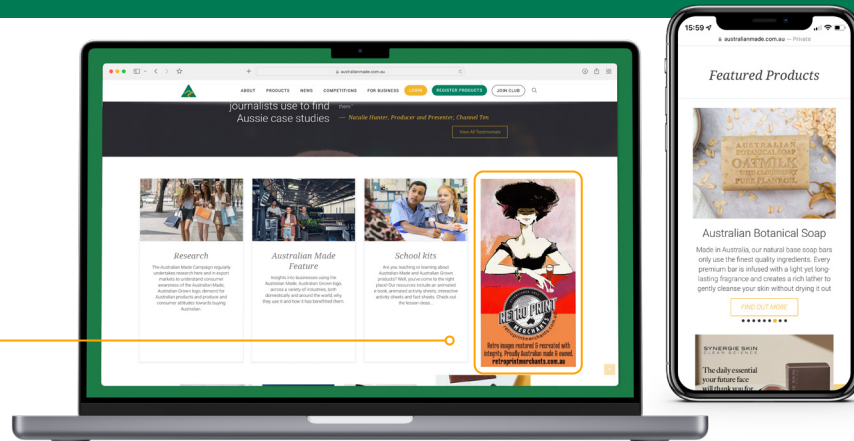
For Export

Individual Recipe Pages

CLICK TO  
VIEW  
PAGES

# 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.



**280k**  
AVERAGE VIEWS  
PER MONTH



**10%**  
SOV  
(SHARE OF VOICE)

## PAGE PLACEMENTS

- Recipes
- Latest News Articles
- Competitions
- Food and the Logo
- Aussie Made Feature Articles
- Australian Made B2B Portal
- Research

CLICK TO  
VIEW  
PAGE

## 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.



**1.3M**  
AVERAGE VIEWS  
PER MONTH

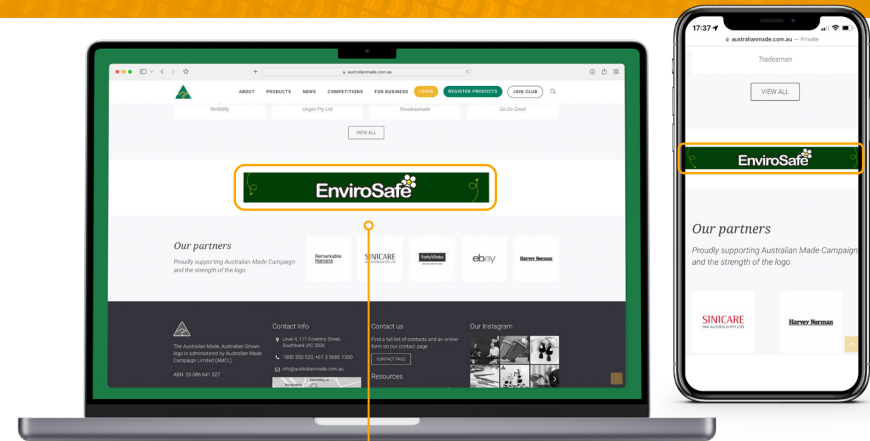


**10%**  
SOV  
(SHARE OF VOICE)

## PAGE PLACEMENTS

At the bottom of all  
website pages

CLICK TO  
VIEW  
PAGE



\*Advertising is eligible for licenced products only


# TOP AUSSIE PRODUCTS

Promote your products on the dedicated **Top Aussie Products** page.

Supported by an external digital advertising campaign, this dedicated always-on page is a great way to target Aussie shoppers throughout the year.

Appearing as native content on the Australian Made website, the **Top Aussie Products** page is a curated list of product recommendations for shoppers and businesses.

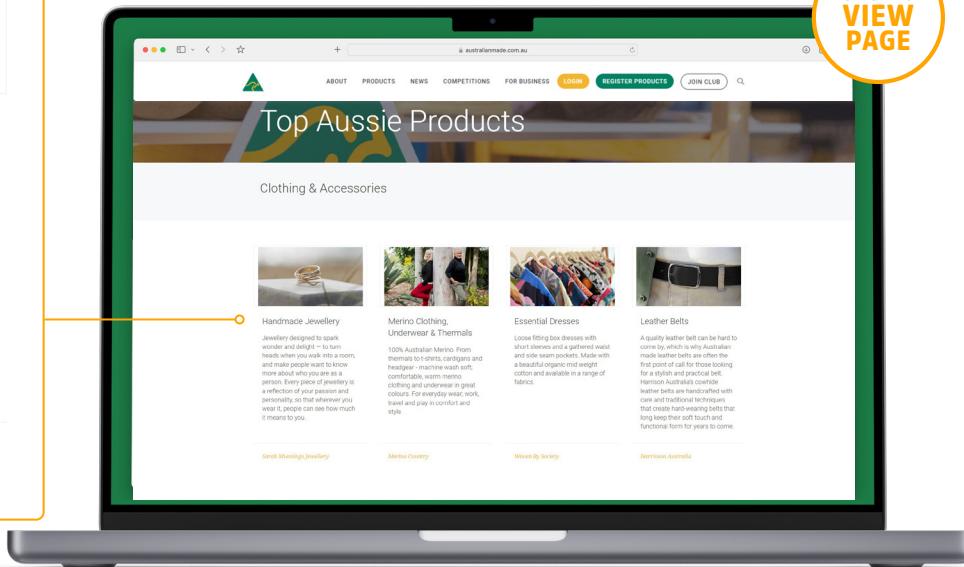
Within each product category, each advertorial tile appearing on the page are randomised, so all products have an opportunity to appear before our highly motivated audience.



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*



| COST PER MONTH | 3 MONTHS | 6 MONTHS | 12 MONTHS |
|----------------|----------|----------|-----------|
| \$100*         | \$270*   | \$450*   | \$780*    |

\*Excludes GST. Advertising is eligible for licenced products only.

## 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)

# RATE CARD

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

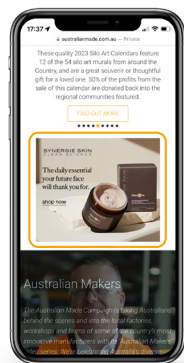
We have kept our pricing below market rates to ensure you get the best value.

| DIGITAL AD PLACEMENT             | SPECS          | COST PER MONTH | 3 MONTHS | 6 MONTHS | 12 MONTHS |
|----------------------------------|----------------|----------------|----------|----------|-----------|
| Homepage Feature Product Tile    | 1000 x 1000 px | \$600*         | \$1,600* | \$2,700* | \$4,700*  |
| Homepage Banner                  | 300 x 250 px   | \$400*         | \$1,000* | \$1,800* | \$3,000*  |
| Half Page Banner                 | 300 x 600 px   | \$200*         | \$550*   | \$900*   | \$1,600*  |
| Leaderboard                      | 728 x 90 px    | \$400*         | \$1,000* | \$1,800* | \$3,000*  |
| Top Aussie Products page listing | 1920 x 1080 px | \$100*         | \$270*   | \$450*   | \$780*    |

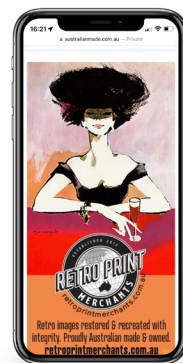
## Homepage Feature Product Tile



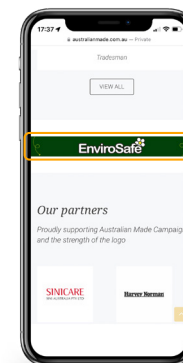
## Home Page Banner



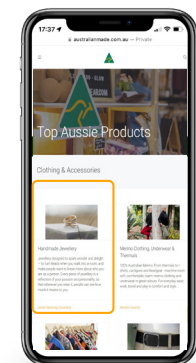
## Half Page Banner



## Leaderboard



## Top Aussie Products page listing



\*Excludes GST.  
Advertising is eligible for licenced products only.

# COMPETITIONS

Engage directly with thousands of Aussie Made Club members and place your Australian Made products directly into the hands of consumers.

Showcase your products in an **Aussie Made Club Competition!**

Competitions are featured in monthly Aussie Made Club Newsletters, supported by a dedicated digital campaign and promoted on Australian Made's Facebook and Instagram pages.

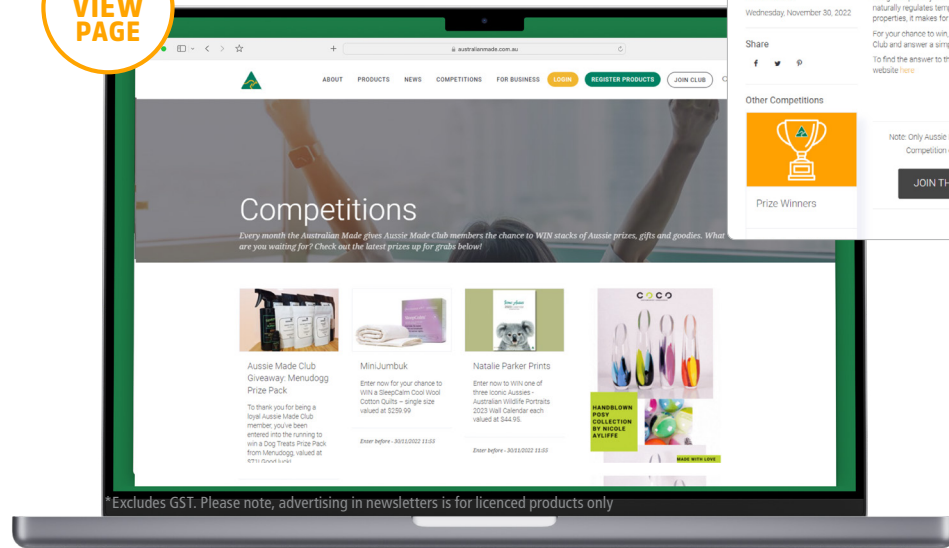
**Cost: \$500\***

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

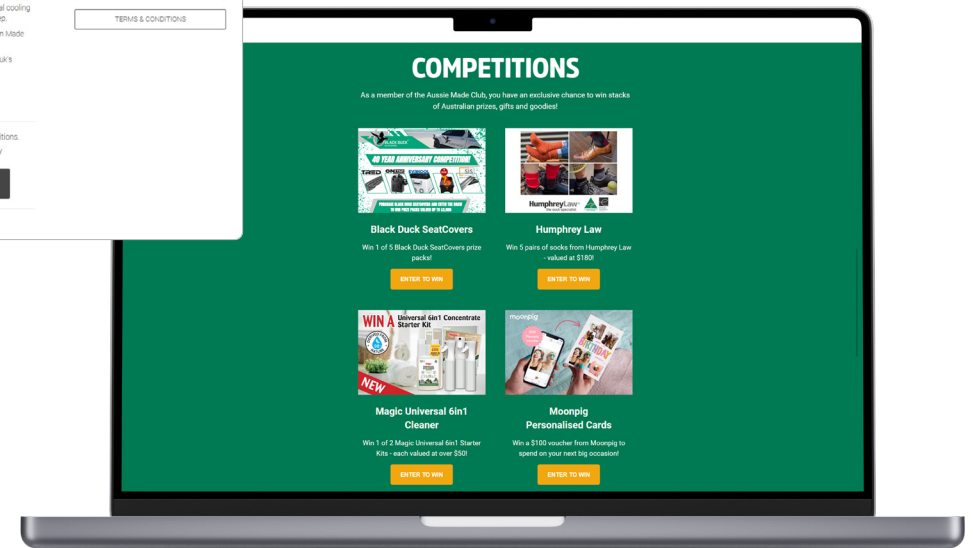
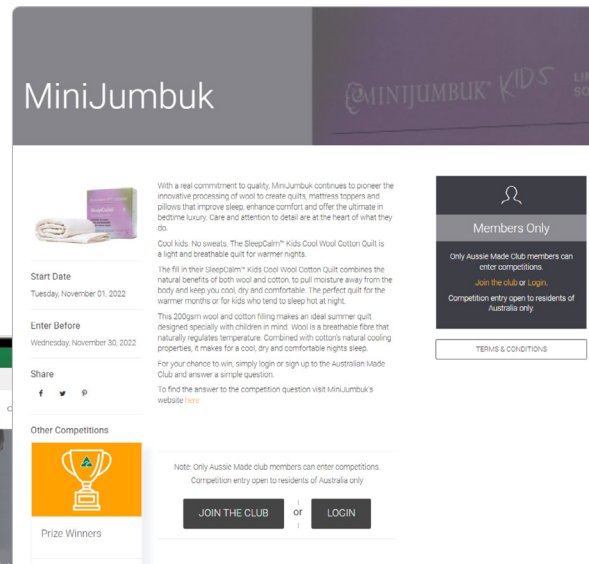
As the premium consumer audience for Australian Made, members are highly dedicated to buying Aussie products.

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

CLICK TO VIEW PAGE



WEBSITE



NEWSLETTER

\*Excludes GST. Advertising is eligible for licenced products only.

For more information, contact [jackie.fuller@australianmade.com.au](mailto:jackie.fuller@australianmade.com.au)

# NEWSLETTERS

Promote your Australian Made brand and products in high value inboxes.

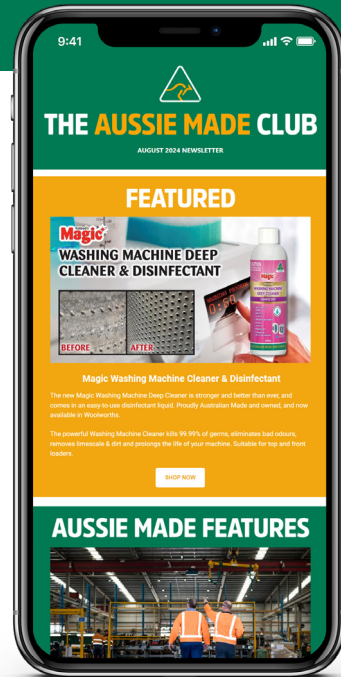
## AUSSIE MADE CLUB MONTHLY NEWSLETTER

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

Engage directly with a highly motivated audience through a selection of newsletter placements targeting consumers.

**25%**   
AVERAGE OPEN RATE

(20.5% is the average open rate in Australia.)



## LICENSEE MONTHLY NEWSLETTER

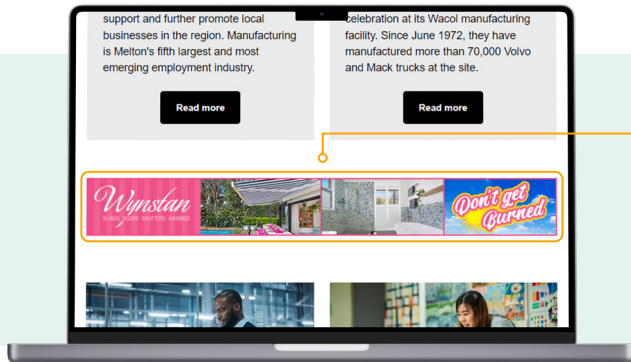
Reach Marketing Managers, General Managers and Business Owners through targeted B2B newsletter placements.

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

**43%**   
AVERAGE OPEN RATE

(20.5% is the average open rate in Australia.)

Advertising available in both:



### LEADERBOARD

Cost: \$680\*

2 spots available per newsletter, placed throughout email body. Includes image & click through URL.

### ADVERTORIAL TILE

Cost: \$1,500\*

Appears as native content. Includes image, name and description of your business / product & click through URL.



\*Excludes GST. Advertising is eligible for licenced products only.



# NEWSLETTERS

Promote your Australian Made brand and products in high value inboxes at peak shopping periods.

## SEASONAL NEWSLETTERS

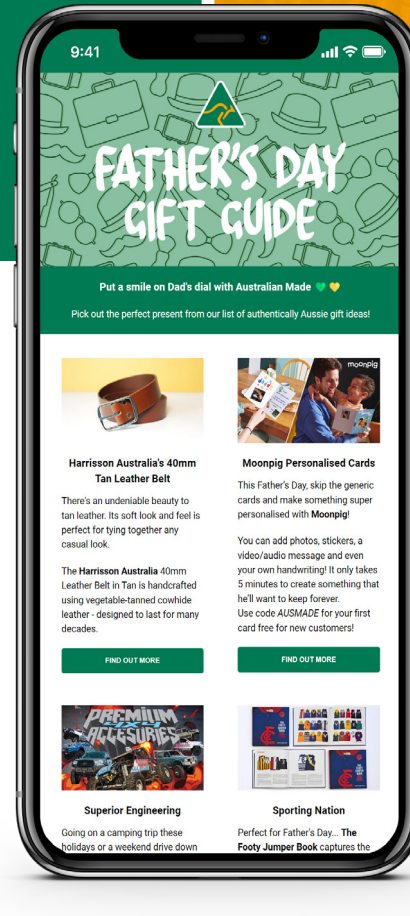
Promote your products during peak shopping periods with Australian Made's Seasonal Newsletters.

Sent to 60,000+ 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\*

**24%**   
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

APRIL



MOTHER'S DAY

MAY



AUSTRALIAN MADE WEEK

JULY



WINTER WONDERS

AUGUST



FATHER'S DAY

DECEMBER



CHRISTMAS CRACKERS

\*Excludes GST.  
Advertising is eligible for licenced products only.

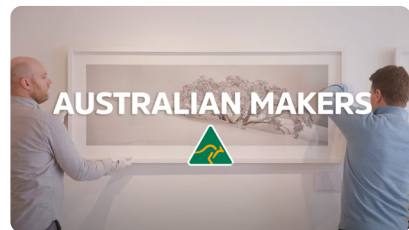
# AUSTRALIAN MAKERS VIDEOS

Tell the unique story of your Australian Made brand and showcase your products in a fully-produced, co-branded video.





With over 50 episodes published, the Australian Makers video series takes viewers behind the scenes of Australian Made businesses and illustrates the importance of local manufacturing.

These fully produced, documentary-style videos are a great way to show off the makers behind your products, tell the story of your brand and hear directly from spokespeople from your business.



**Cost: \$9,500\***



## INCLUSIONS

-  2-3 minute fully produced video (landscape and portrait formats)
-  30 second cut-down video file (landscape and portrait formats)
-  Permanent listing on the [Australian Makers website page](#)
-  Boosted social media campaign on Australian Made's Facebook, Instagram & YouTube pages<sup>^</sup>

## EXTRA VALUE

-  Promoted in monthly Aussie Made Club newsletter & monthly Licensee Newsletter
-  The Australian Makers page will be promoted on the Australian Made website homepage
-  Published to Australian Made's social media channels (Facebook, Instagram, LinkedIn, X & YouTube).

\*Excludes GST  
T&CS: <sup>^</sup>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.

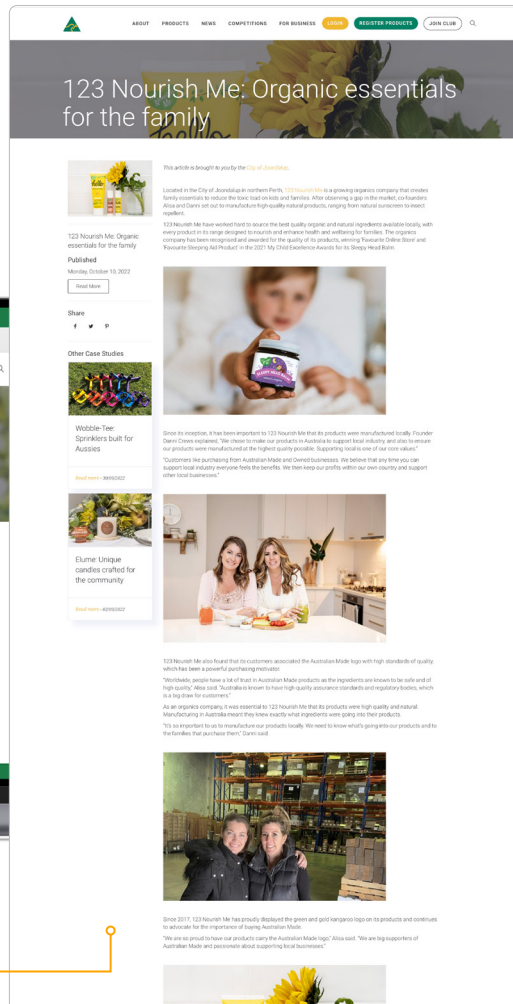
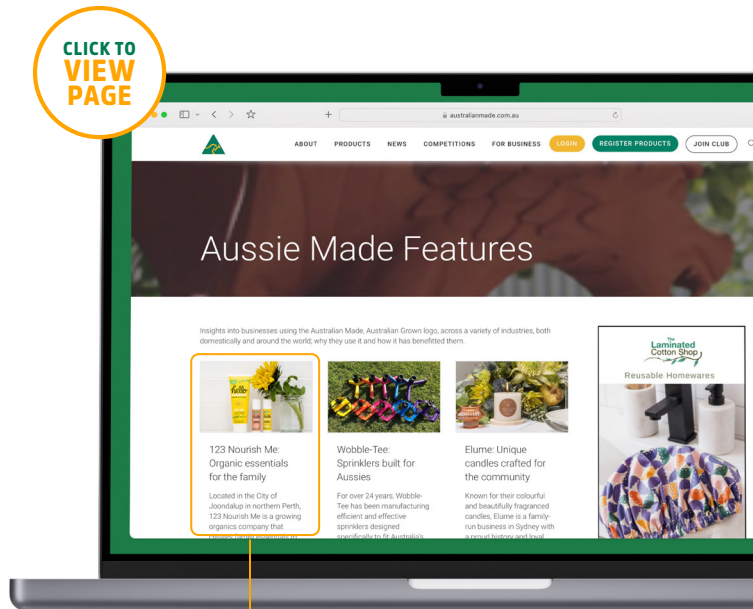
# AUSSIE MADE FEATURE ARTICLE

Tell shoppers and businesses 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 to the wider Australian Made audience on social media.

Cost: \$1,900\*




CLICK TO  
VIEW  
PAGE



## INCLUSIONS

-  1 x Aussie Made Feature article
-  Permanent listing on the [Aussie Made Features page](#)
-  1 x exclusive Homepage content tile linking to your Aussie Made Feature article
-  Boosted social media campaign on Australian Made's Facebook page

## EXTRA VALUE

-  Promoted in monthly Aussie Made Club newsletter
-  Published to Australian Made's social media channels (Facebook, Instagram, LinkedIn and X)
-  Article includes click through URL to your company's website

\*Excludes GST.  
Advertising is eligible for licenced products only.