



# 2022 DIGITAL EDITIONS

**MEDIA ADVERTISING  
OPPORTUNITIES**



# OUR COVID-19 RESPONSE.

As part of an ANZIIF initiative developed in 2021 the *Journal* magazine has been made available to the wider insurance industry as well as ANZIIF members.

***The Journal* magazine will be emailed to over 40,000 industry professionals and published to a social media following of over 20,000**

**The emagazine will be housed on the website and the articles will be housed on the members centre**

**With *The Journal* existing in a digital format, advertising brands now have the opportunity to interact with ANZIIF members in new and exciting ways, including:**



**Hyperlinking** – include hyperlinks in your creative to encourage readers directly to your website



**Video embedding** – including video embedding in your creative to allow readers the opportunity to see any video messaging associated with your brands

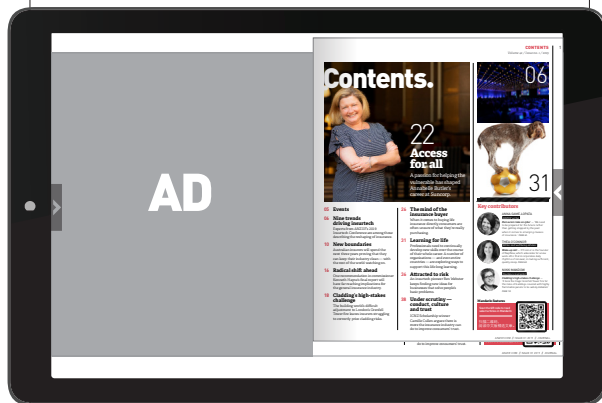


**Real-time data** – we are able to provide real-time data on the number of views, individual readers, and page times once the magazine has been set live.

# DIGITAL ADVERTISING OPPORTUNITIES.



## THE JOURNAL DIGITAL MAGAZINE



The *Journal* is ANZIIF's quarterly digital magazine.

- the leading publication within the insurance and financial services industry
- Asia Pacific's most read insurance industry magazine
- Readers in 50 countries
- Audiences across the insurance industry and associated professions such as accounting, engineering, law and IT.

Circulated in more than 50 countries

Emailed to over 40,000 members in 2021

## ANZIIF MEMBERS' CENTRE WEBSITE



The ANZIIF Members' Centre is the online content hub that houses all *Journal* articles, as well as additional professional development content.

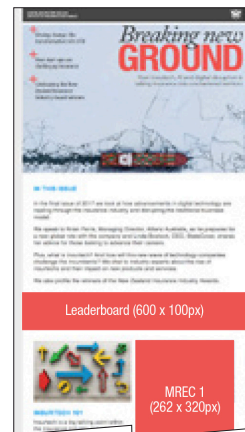
- case studies
- videos
- white papers
- articles
- interactive learning activities

17,000 visits per month

5 exclusive advertising positions

89% of ANZIIF members rate *The Journal* as good or excellent.

## THE JOURNAL E-NEWSLETTER



The *Journal* eDM is circulated digitally four times a year, to mark the release of each new digital edition of the *Journal*.

- general insurance
- broking
- claims
- life insurance and superannuation
- loss adjusting
- financial planning
- risk management
- reinsurance
- workers compensation

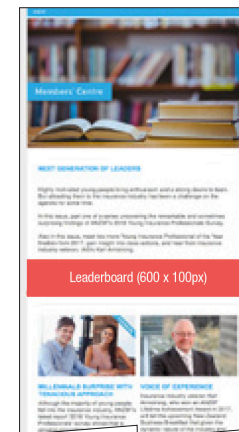
5 exclusive advertising positions

Over 60,000 subscribers per quarter

Members state the ANZIIF *Journal* and newsletter are the most relevant and useful forms of communication.

1 exclusive sponsored post available per edition

## ANZIIF FACULTY E-NEWSLETTERS



The ANZIIF faculty news eDM is sent fortnightly to affiliate, allied and associate members and fellows featuring content specific to each of ANZIIF's six faculties.

- general insurance
- insurance broking
- claims
- risk management
- reinsurance
- life / health / retirement income

Average open rate of 28%

8,500 subscribers per fortnight

7% click through rate

5 exclusive advertising positions

1 exclusive sponsored post available per edition

eDM generates 1,450 average page views in Members Centre

# RATES AND BOOKING INFORMATION.



## MATERIAL CONTACT






Shahirah Hambali • 0425 803 052  
ShahirahHambali@hardiegrant.com

## ADVERTISING SALES

Nicole Prioste • 0410 618 331  
nicoleprioste@hardiegrant.com

## DIGITAL MAGAZINE PACKAGES

### 3 MONTH DIGITAL PACKAGE

-  Full page advertisement in digital magazine
-  Ability to include hyperlinks and embed video
-  2 x MREC on fortnightly faculty EDMs
-  1 x MREC for TWO months on ANZIIF website
-  1 x MREC on quarterly *Journal* EDM (sent July)









**Value** \$4,750 total

**Cost** **\$3,300 total** (30% discount)

**Only** \$1,100 per month

*This campaign includes a presence for 3 months across all our digital platforms and a potential reach of over 216,500.*

### 6 MONTH DIGITAL PACKAGE

-  Full page advertisement in digital magazine in issue #2 and issue #3
-  Ability to include hyperlinks and embed video
-  2 x MREC on fortnightly faculty EDMs
-  2 x Top leaderboard on fortnightly faculty EDMs
-  1 x MREC for TWO months on ANZIIF website
-  1 x Top leaderboard for TWO months on ANZIIF website
-  2 x MREC on TWO quarterly *Journal* EDMs
-  1 x sponsored content post

**Value** \$5,250 per issue  
\$10,500 total

**Cost** \$3,000 per issue  
\$6,000 total (40% discount)

**Only** \$1,000 per month

*This campaign includes a presence for 6 months across all our digital platforms and a potential reach of over 216,500.*

## DIGITAL MAGAZINE RATES

### DOUBLE-PAGE SPREAD

Casual	\$4,600
<i>(which is 45% discount off print rate)</i>	
2x	\$4,140
4x	\$3,910

### FULL PAGE

Casual	\$2,500
<i>(which is 45% discount off print rate)</i>	
2 x	\$2,250
4x	\$2,125

## DIGITAL ADVERTISING RATES

### ANZIIF MEMBERS CENTRE WEBSITE

Position	Rate per month
Top leaderboard	\$1,000
First MREC	\$750
Second MREC	\$500
Third MREC	\$375
Bottom leaderboard	\$250

### JOURNAL E-NEWSLETTER - SENT QUARTERLY

Position	Rate per EDM
Top leaderboard	\$1,500
First MREC	\$1,000
Second MREC	\$750
Bottom leaderboard	\$500

### FACULTY E-NEWSLETTER - SENT WEEKLY

Position	Rate per EDM
Top leaderboard	\$750
First MREC	\$500
Second MREC	\$375
Bottom leaderboard	\$250

### NATIVE CONTENT

Limited to only one post per e-newsletter, your dedicated post will appear within the e-newsletter leading to a landing page of your choice. Generally advertorial in style, it is an excellent opportunity to educate ANZIIF members about a new product, company news, event or special offer.

Journal e-newsletter	\$3,000
Faculty e-newsletter	\$1,000

Please note: all posts are subject to approval by ANZIIF

### SPONSORED E-NEWSLETTER

limited to only one sent per month. It is an exclusive opportunity for you to educate over 60,000 subscribers

\$4,500 per e-newsletter sponsorship

Please note: all posts are subject to approval by ANZIIF

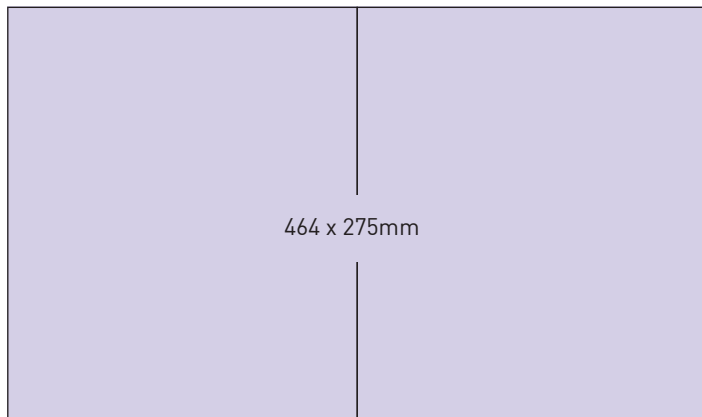
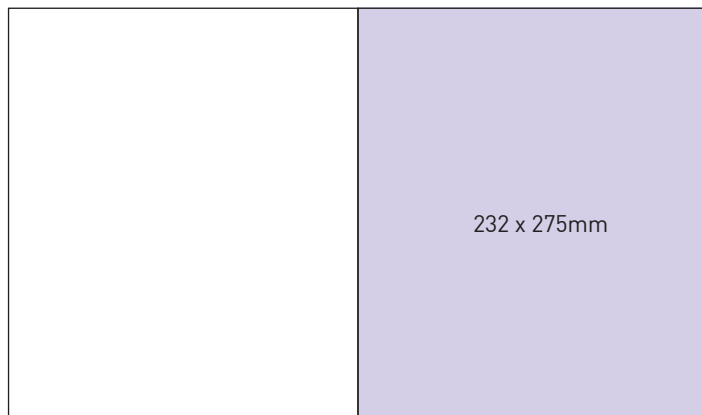
# MATERIAL SPECIFICATIONS & DEADLINES.

**MATERIAL CONTACT**

Shahirah Hambali • 0425 803 052  
ShahirahHambali@hardiegrant.com

**ADVERTISING SALES**

Nicole Prioste • 0410 618 331  
nicoleprioste@hardiegrant.com

**Double-page spread**

**Full page**

**MATERIAL SPECIFICATIONS – DIGITAL**

AD SIZES	HEIGHT	WIDTH
Double-page spread	275mm	464mm
Full page	275mm	232mm

**DIGITAL MAGAZINE ADVERT GUIDELINES**

(Please see over page for Website and EDM Advert Guidelines)

- Artwork must be supplied as a medium to high-resolution PDF.
- All advertising artwork to be supplied via email to your sales representative, or if artwork exceeds 8mb, files maybe transferred using file transfer services such as WeTransfer, Dropbox, etc
- Images need to be minimum 132dpi at print size..
- Fonts are to be embedded in the PDF.
- Advertising material is to be supplied to the correct publication page size.
- Advertising material supplied incorrectly may be subject to a production charge if Hardie Grant Media is required to amend it.

**2022 DIGITAL ISSUE DEADLINES**

Issue	Booking deadline	Material deadline	In market
1	09 Mar	16 Mar	28 Mar
2	08 Jun	15 Jun	15 Jul
3	29 Aug	01 Sep	21 Sep
4	10 Nov	17 Nov	09 Dec

**OTHER DIGITAL DEADLINES**
**Website:**

material due one week before the 1st of each month

**Faculty & Journal eDM:**

material due one week before send date

**Sponsored post:**

material due two weeks before send date

**TERMS & CONDITIONS**

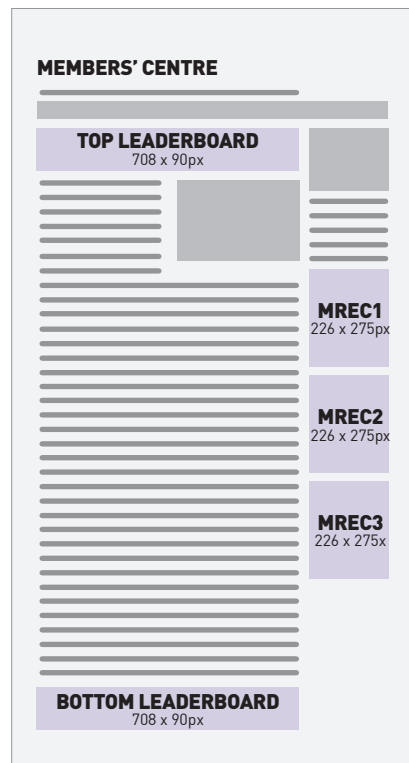
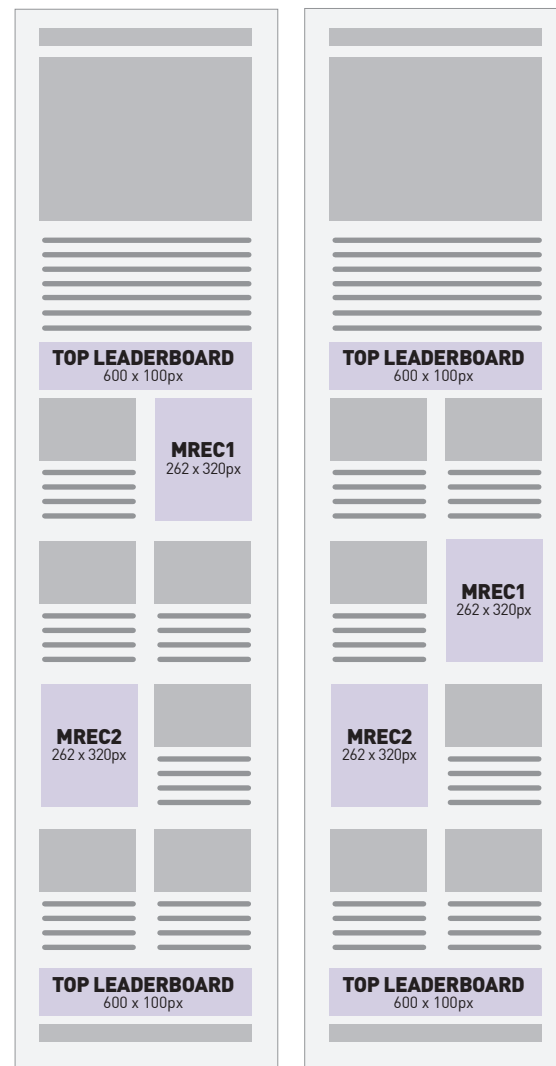
- Effective January 2021.
- Prices do not include GST.
- Discounts are available for multiple bookings.
- All positions have 100% Share of Voice (SOV).
- All ad placements are subject to availability at time of booking.
- All ad executions are subject to approval. ANZIIF reserves the right not to place any advertisements that are deemed inappropriate or do not adhere to the guidelines.
- ANZIIF reserves the right to request changes to content and/or execution for brand equity/user experience reasons. If you are unsure about a concept that you are working on, please submit it to your sales rep for feedback.
- The positioning or placing of an advertisement is at the publisher's discretion, except where specifically agreed to by the publisher and a loading is paid by the client.
- ANZIIF will do what it can to place scheduled advertising not received by the stated deadline. If advertising cannot be placed due to late delivery of artwork, it will be scheduled into the next available position and charged to the original booking.
- No cancellations of space can be accepted after the published booking deadline. If copy is not received by deadline date, the publisher reserves the right to insert copy previously published. Space cancelled within a contract period, thereby affecting a discounted rate, will result in the advertising under that contract reverting to the appropriate rate for the number of insertions.
- The advertiser cannot make alterations to dates marked on the booking form unless authorised by the national account manager.
- The client warrants that the advertisements to be placed pursuant to this order will contain no defamatory, obscene or otherwise unlawful matter; will not infringe any rights, including copyright or any third parties; will comply with the Standards of The Media Council of Australia, The Advertising Standards Council and all other relevant regulatory bodies; and will not in any way be false, misleading or deceptive or otherwise breach any provision of the Trades Practices Act. The publisher reserves the right to reject any advertisement considered to be unsuitable for publication.

**MATERIAL CONTACT**

 Shahirah Hambali • 0425 803 052  
 ShahirahHambali@hardiegrant.com

**ADVERTISING SALES**

 Nicole Prioste • 0410 618 331  
 nicoleprioste@hardiegrant.com

**ANZIIF MEMBERS' CENTRE**

**THE JOURNAL E-NEWSLETTER FACULTY E-NEWSLETTER**

**MATERIAL SPECIFICATIONS – DIGITAL**

ANZIIF MEMBERS' CENTRE	DIMENSIONS	MAX SIZE	LOOPING	FORMAT
Leaderboards	708w x 90h px	50KB	3 times	Rich media, third-party served, Flash, JPEG, GIF
Rectangle (MREC)	226w x 275h px	50KB	3 times	Rich media, third-party served, Flash, JPEG, GIF

E-NEWSLETTERS	DIMENSIONS	MAX SIZE	LOOPING	FORMAT
Leaderboard	600w x 100h px	30KB	3 times	JPG, GIF and click-through URL
Rectangle (MREC)	262w x 320h px	50KB	3 times	JPG, GIF and click-through URL

**DISPLAY AD REQUIREMENTS**

- File formats accepted: JPG, GIF SWF, Javascript, most rich media
- Third-party ad serving accepted: DFP, Atlas, MediaMind.
- Click-through/destination URL required for all advertisements.

**FLASH AD REQUIREMENTS**

- Back-up image required: GIF or JPG; 30K max file size
- All Flash must be clickTAG enabled
- Must include clickTAG tracking: On (release) {get URL(\_leve0.clickTag,"\_blank");}

**RICH MEDIA AD REQUIREMENTS**

- Video allowed (user-initiated only) – no auto-play allowed
- Audio allowed (user-initiated only) – must include mute button and sound must stop on click
- Sound must be at 5% of the original maximum volume
- Animation and looping allowed, three times.

**DIGITAL GUIDELINES**

- Text should be clearly visible and easy to read.
- Artwork and URL must be submitted 10 working days prior to release date. Wording/artwork and the URL destination page will be subject to approval.
- When clicking on the ad, a new window should open.
- Files are preferred in GIF or JPG format. Please note: for e-newsletters, only GIF or JPG formats are accepted.
- Third-party tags must be live at the time of submission to enable thorough testing before launch.
- For Flash ads, an alternate image conforming to the designated GIF/JPG specifications must be provided for use in the event that the user's browser does not support Flash.
- Use of the ANZIIF logo on the URL destination page must be approved by ANZIIF.
- Use of the terms 'Member Exclusive', 'Business Partner' or similar requires prior approval by ANZIIF.
- ANZIIF does not permit the download of files directly from advertisements. All advertisements must link to a landing page only.
- Advertisements cannot resemble ANZIIF content.