



BN

WHO ARE WE ?

FASHION BEAUTY HEALTH LIFESTYLE

Beauty News aims to educate and inspire with the latest trends, tips & tricks.

Our readers are smart, sophisticated and interested in the luxe life. They are willing to spend time and money on themselves and those around them, or at least are savvy enough to make it seem that way.



WHY CHOOSE US?

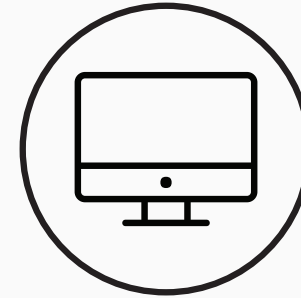
Beauty News is a progressive digital beauty platform dedicated to all things beauty, fashion and lifestyle. Beauty news caters to fashion forward women primarily between the ages of 18-45.

Beauty news showcases style and culture with a unique and innovative approach for women who are on the pulse of new trends.

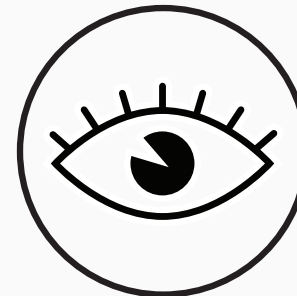
Beauty News provides advertisers with an exclusive opportunity to elevate your brands overall value and recognition amongst Australian women.



AUDIENCE PROFILE



AVERAGE SESSION:
4:13 MIN



PAGE VIEWS:
13,000



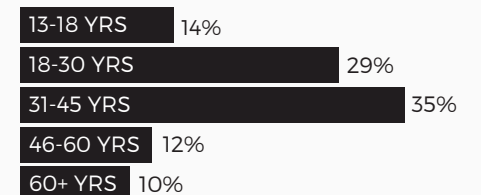
REACH:
455K

GENDER:



19% MALE
81% FEMALE

AGE:



RATES

ADVERTISING RATES (excl. GST)

TYPE	SPECS	SIZE (jpg/gif)	MONTHLY RATE
Mrec	300px x 250px	up to 250kb	\$1,500 Home \$900 ROS
Leaderboard	728px x 90px	up to 250kb	\$2,500 Home \$1,800 ROS
Banner	530px x 60px	up to 250kb	\$1,700 Home \$1,100 ROS
Tower	160px x (up to) 600px	up to 250kb	\$2,500 Home \$1,800 ROS
Skin	1920px x 1200px	up to 1mb	POA
Billboard	970px x 240px	up to 250kb	\$2,500 Home \$1,800 ROS
Newsletter Header	530px x 60px	up to 150kb	\$600 per issue
Newsletter Mrec	300px x 250px	up to 150kb	\$550 per issue

DESIGN

Static Ad - \$160 p/h

Animated Ad - \$190 p/h

BROADCAST PACKAGE: \$3,000 per month

Website

- Leaderboard Banner ROS Up to 12 months
- Advertorial- Up to 6 per year
- Review / Editorial - Up to 3 per year
- Featured Offers - Up to 4 per year

Newsletter

- Mrec Banner - 12 issues
- Featured Advertorial - 3 issues
- Featured Offers - 3 issues
- Featured Editorial - 1 issue

Social Media

- Featured Advertorial Post (linking to advertorial on the website) - Up to 6 per year
- Featured Video - Up to 2 per year
- Featured Offers - Up to 4 per year
- Featured App - Optional Extra

SHOWCASE PACKAGE: \$5,000 per month

Website

- Leaderboard Banner Home Page 2 months (10% time share)
- Leaderboard Banner ROS 12 months (30% time share)
- Advertorial- Up to 12 per year
- Review / Editorial - Up to 4 per year
- Featured Offers - Up to 12 per year
- Featured Video - Up to 4 per year

Newsletter

- Mrec Banner - 12 issues
- Featured Advertorial - 3 issues
- Featured Offers - 3 issues
- Featured Editorial - 1 issue

Social Media

- Featured Advertorial Post (linking to advertorial on the website) - Up to 12 per year
- Featured Video - Up to 4 per year
- Featured Offers - Up to 8 per year
- Featured App - Optional Extra





CONTACT

For questions and more information, please
get in touch with us today!

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