



STRALIA SPORTS.COM PTY. LTD.

THE SOUTH AUSTRALIAN FOOTBALLER

UNLOCK THE OPPORTUNITIES FOR YOUR BUSINESS

MEDIA KIT

2018



MEDIA KIT

OUR SUBSCRIBERS

The South Australian Footballer Magazine is a free on-line, fully digital, full-colored football magazine, which comes out weekly from April until October. The publication is also available in hard-copy each week from any Copyfax store in South Australia.

There will be 25 weekly editions of the South Australian Footballer covering EVERY football league in South Australia. From the AFL, SANFL, SAAFL (the amateurs), SAWFL (the women's league) and the AFL Masters. We are fully inclusive of every football league and association across South Australia through its 3 publication, The South Australian Footballer Magazine, SA Adelaide Footballer Magazine and the SA Country Footballer Magazine.

At the end of the 2016 Season, we had a massive 68,000+ subscribers to our weekly publications and we are still growing...

LOCATION



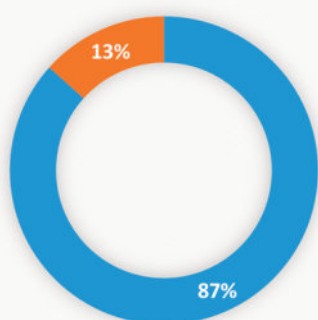
Each week, your business can be exposed to an enormous readership base.

79,732 South Australia
28,237 Victoria (Mostly in the Melbourne area)
5,153 Northern Territory

*As of June 2017

SOUTH AUSTRALIA DEMOGRAPHICS

Subscriber Category
Business vs Individual

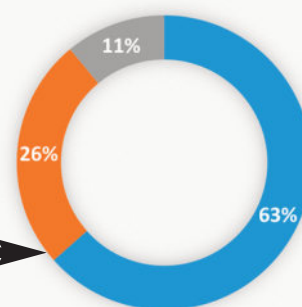


OUT OF THE 79,732 SUBSCRIBER EMAILS WE HAVE IN OUR DATABASE, 87% OR 69,080 EMAILS ARE ASSOCIATED WITH BUSINESSES WITHIN SOUTH AUSTRALIA, THE REST ARE INDIVIDUAL/PERSONAL EMAILS

63% OR 50,614 SUBSCRIBERS HAS REGISTERED TO BE IN THE METRO AREA OF THE STATE WHILE 20,324 SUBSCRIBERS OR 26% ARE IN THE COUNTRY AREAS. THE REMAINING 11% OPTED TO NOT DISCLOSE THEIR LOCATION

Subscriber Location within the State

Metro Area vs
Country Area





MEDIA KIT

OUR MAGAZINES



At the end of the 2016 season, we had a massive 68,000+ subscribers to our weekly publications, which highlights our magazine's popularity with followers of football in South Australia.

The South Australian Footballer Magazine (which covers the AFL, SANFL, SANFL Women's and AFL Masters). You can also read FREE of charge, the South Australian Adelaide Footballer Magazine (which covers every grade of the Adelaide Footy League) and the South Australian Country Footballer Magazine (which covers all 25 country leagues across South Australia). Please click on the links (Above) for a FREE copy of all three magazines, in PDF and Flip Book format.

We have editorials from some of Australia's best and well-known journalists, whilst we also feature articles written by the best young writers across South Australia.

Read the content supplied each week by South Australia's two AFL sides. Both the Adelaide Crows and Port Adelaide, keep their AFL fans updated with weekly information over two pages, whilst all ten SANFL clubs, each has a page to promote their club and the SANFL competition, to their legion of fans.

We feature all grades of the SANFL. The league, reserves and under 18 competitions are covered. Results, Premiership Tables, Goal Kickers, Best players, Leading Goal Kickers and a whole lot more.



The SA Adelaide Footballer Magazine covers every division of the Adelaide Footy League, from division 1 through to division 7. We also have coverage of the C grade competitions and under 18 competitions. We are the ONLY publication that covers EVERY grade of the Adelaide Footy League.

Editorials covering each senior game, Team Sheets for each senior game, Premiership Tables, Goal Kickers, Last Weeks Results, Weekly "Dream Teams" in every senior grade, Form Guides and a whole lot more.

Each week, we induct a different former champion footballer into the Adelaide Footy League "Hall of Fame" plus we feature all of the clubs on the "Hot of the Press" "Inside Word" "Gamechanger" and "Mr President" pages.

Each week our panel members, who are all experts across each of the grades in the amateur league, discusses each division on video. They dissect each game and give analysis, as to why teams will win and lose in the "Weekly Round Up". Our team of experts have a weekly video called "The Shouts On Us" where we have over \$1,000 worth of prizes EACH WEEK to give away to players, volunteers and clubs.

Having the "Undisputed number 1 media team in Adelaide discussing the Adelaide Footy League" on video, is exactly what our legion of fans wanted. But they still wanted more, so we've given them more videos to watch.



The SA Country Footballer Magazine covers every one of the 25 country leagues across South Australia.

Premiership Tables, Goal Kickers, Last Weeks Results, Fixture of matches in each league and a whole lot more.

We have 12 professional photographers and countless amateur photographers covering the country games in photos each week, whilst a number of the country leagues preview the upcoming round of matches, with editorials.

Covering the 25 country football leagues around South Australia:

- Adelaide Plains
- Barossa, Light, and Gawler
- Broken Hill • Eastern Eyre
- Far North • Far West
- Great Flinders • Great Southern
- Hills – Division 1 • Hills – Division 2
- Kangaroo Island
- Kowree – Naracoorte – Tatiara
- Mallee • Mid-South Eastern
- Mid-West • North Eastern
- Northern Areas • Port Lincoln
- Riverland • Riverland Independent
- Spencer Gulf • Southern
- Western Border • Whyalla
- Yorke Peninsula



MEDIA KIT

OUR OFFER

WE HAVE OVER 79,732 SUBSCRIBERS OF OUR MAGAZINE IN SOUTH AUSTRALIA SO YOUR BUSINESS WILL BE PROMINENT PARTNERING WITH A BIG BRAND MAKES GREAT BUSINESS SENSE AND FOOTBALL IS SOUTH AUSTRALIA'S BIGGEST SPORT EACH WEEK - YOUR BUSINESS IS SEEN BY AN ENORMOUS READERSHIP BASE. (SEE PAGE 2)

We are offering you the opportunity to promote your business in the "South Australian Footballer" Magazine which is a free on-line, fully digital, full-colour football magazine, which comes out again, for our fourth big season, in April of 2018. The publication is also available in hard copy each week, from any Copyfax store in South Australia.

There will be 25 weekly editions of the "South Australian Footballer" and what is exciting part it, is that every football league in SA is covered. From the AFL, SANFL, SAAFL (the amateurs), SAWFL (the women's league in SA and the fastest growing sport in Australia) and the AFL masters for the over 35's. We are also having all the results, premiership tables, and other information, from all of the 25 country league's across the state, in the publication. We are fully inclusive of every football league and association across South Australia.

No publication in SA football history has unified all leagues before in the same publication, and you as an advertiser would be exposing yourself to the masses. There are over 400,000 people that either participate in football, or are members, officials, coaches, supporters or sponsors of the game.

Now in our third big year, we are a proven South Australian company having produced magazines for over 25 years. All of our publishing has been in sports media. To market the "South Australian Footballer" we use all of social media platforms such as Facebook, Twitter, Instagram and You-Tube. We have had our "South Australian Footballer" TV Network, on YouTube for the last two years, where our audience can view the coaches interviews that we interview each week. Take a look at some of the interviews, and see the likes of Darren Jarman, Greg Anderson, Wayne Weidemann, Gary McIntosh and all the coaches, from all the grades, having their interviews live on the South Australian Footballer TV Network.

We have had nearing 100,000 views on the SA Footballer TV Network of our videos. Some of our clients, are taking an advert in the magazine, PLUS are having their logos on the videos, which makes tremendous sense. Its very affordable to have your business logo on all the videos each week of the season. Considering we do 26 videos a week, your business would be seen by the masses each week both in the magazine and on video. Ask our Sales Team about the video advertising. You'll be surprised at how inexpensive it is.



MEDIA KIT

OUR RATES

FULL PAGE ADVERTS



Full page advert for 25 editions is only \$144 per week or

\$3,600 + GST per year

You also get 4 email blast (see next page for EDM offer).

HALF PAGE ADVERTS



Half page advert for 25 editions is only \$76 per week or

\$1,900 + GST per year

You also get 3 email blast (see next page for EDM offer).

QUARTER PAGE ADVERTS



Quarter page advert for 25 editions is only \$23.80 per week or

\$595 + GST per year

You also get 2 email blast (see next page for EDM offer).

ONE-EIGHTH PAGE ADVERTS



Eighth page advert for 25 editions is only \$13.20 per week or

\$330 + GST per year

You also get 1 email blast (see next page for EDM offer).



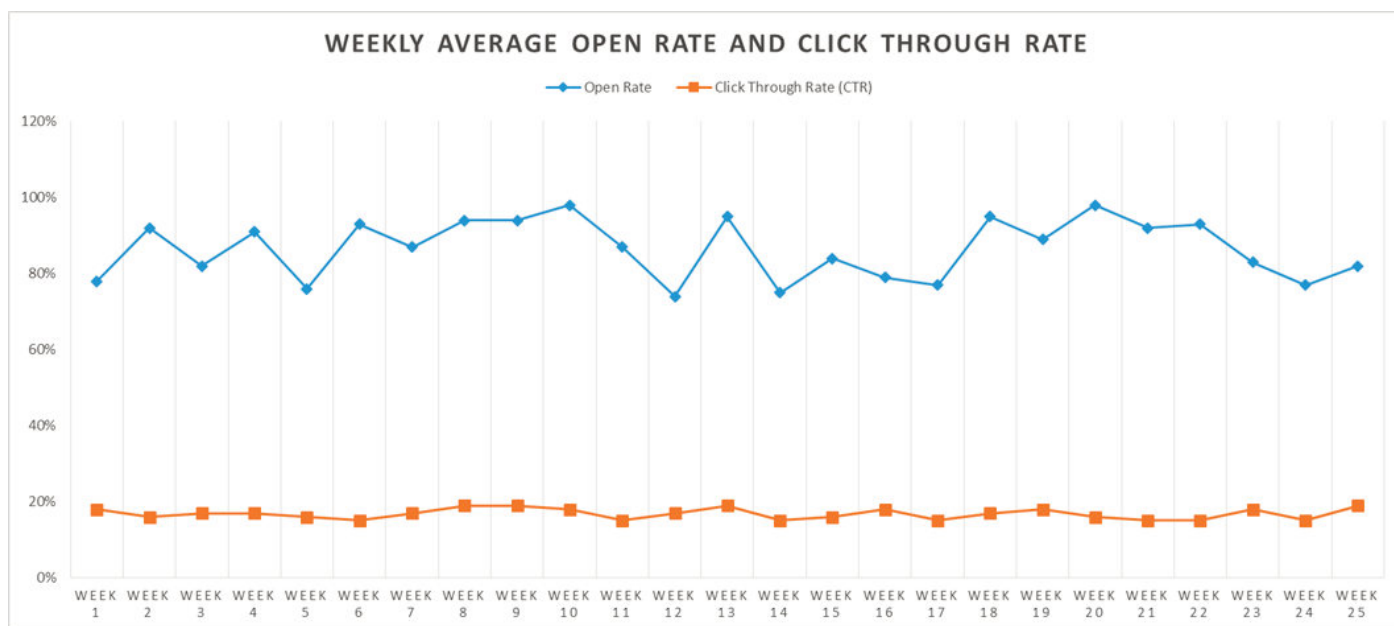
MEDIA KIT

ABOUT EDM

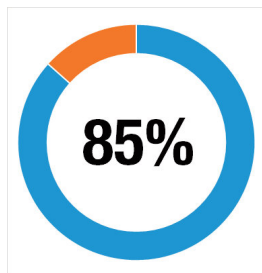
Electronic Direct Mail or EDM is an increasingly popular communication platform that uses email to deliver tailored content to target audiences. It enables high level of instant measure as it allows authors to track number of emails opened, bounced messages and even clickthroughs.

At Stralia Sports.Com, we're maintaining a list of 79,532 email addresses across South Australia and about 25,000 more outside the state. When you advertise with us, we will let you send a custom-made email to the entire list. You only need to decide on how the email looks like and we take care of the rest.

During the season we will email on your behalf to each of the subscribers in our database a special, or a special promotion. You can use this in conjunction with a special you are running, or for that time of year when you wish to sell a lot of stock quickly.



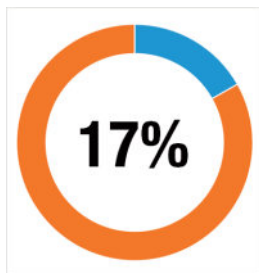
Average Open Rate



Over a period of 25 weeks, our email campaigns have an average Open Rate of 85% (About 67,000 of the 79,000 are being opened/read).

And out of the 67,000 emails that has been opened, an average of 17% of them clicks on a link.

Average CTR



For businesses that chooses to advertise with us, we're offering the following EDM services as an added bonus to your subscription free of charge:

Those businesses who take a **EIGHTH page** advert get **1 email blast** per year

Those businesses who take a **QUARTER** page advert get **2 email blasts** per year

Those businesses who take a **HALF page** advert get **3 email blasts** per year

Those businesses who take a **FULL page** package get **4 email blasts** per year

Need help creating your email artwork? Give us a call and we have a team of designers that will take care of you.



We are looking forward to a long association with your business as a valued client. We know that by you promoting in the “South Australian Footballer” that your business WILL COME OUT A WINNER AND UNLOCK BUSINESS OPPORTUNITIES. There are only limited spaces available in the “South Australian Footballer” as we are having the same advertisers for the whole season



STRALIA SPORTS

Stralia Sports Pty. Ltd.

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COMPANY DETAILS

The South Australian
Footballer Magazine
is a subsidiary of
Stralia Sports.Com Pty Ltd

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Shopping Centre
West Lakes Shore (SA) 5020

MANAGING DIRECTOR
Luke Hosie - 0404 846 412
Fax - (08) 8241 0899

ACN: 601 562 289
ABN: 45 601 562 289

BANKING DETAILS
DIRECT TRANSFERS
Commonwealth Bank
via Electronic Transfer

COMPANY NAME
Stralia Sports.Com Pty Ltd

BSB - 06 5128

Account Number
1014 5921

ADVERTISING BOOKING SHEET FOR 2018 EDITIONS

AUTHORISATION

BUSINESS:

ADDRESS:

SUBURB:

POST
CODE:

BUSINESS
PHONE NO.

AUTHORISED
PERSON'S NAME

LAST NAME

DATE OF BOOKING: / /

REPRESENTATIVE'S SIGNATURE

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THE SOUTH AUSTRALIAN
FOOTBALLER



Stralia Sports.Com Pty Ltd
is proudly brand affiliated

MOST BUSINESSES SEND IN THEIR ARTWORK
COMPLETE - WE ONLY ACCEPT ARTWORK
IN JPEG, PDF or PNG FORMAT.

SHOULD CLIENTS WISH TO HAVE THEIR
ADVERTS DESIGNED AND PUT TOGETHER
FOR THEM, THERE WILL BE AN
ADDITIONAL COST OF \$40 + GST.
THE CLIENT ACKNOWLEDGES THAT THEY
WILL BE CHARGED FOR ARTWORK COSTS
WHEN SIGNING ON THE BOOKING SHEET.
ALL ADVERTS MUST BE SUPPLIED BY THE
DUE DATE ADVISED BY
Stralia Sports.Com Pty Ltd
OR WE RESERVE THE RIGHT TO MAKE AN
ADVERT UP USING A LOGO AND ADDRESS

PLEASE TICK THE ADVERT REQUIRED IN THE APPROPRIATE BOX BELOW

Eighth Page

☐ \$330 + GST
59mm deep x
93mm wide

Quarter Page

☐ \$595 + GST
59mm deep x
190mm wide

Half Page

☐ \$1,900 + GST
136mm deep x
190mm wide

Full Page

☐ \$3,600 + GST
277mm deep x
190mm wide

THE CUSTOMER OR CLIENT AGREES THAT ALL PAYMENTS WILL BE MADE BY THE DUE DATES AND ALSO AGREES TO ALL TERMS

CLIENT SIGNATURE.....

EMAIL ADDRESS OF COMPANY - PLEASE PRINT CLEARLY



I UNDERSTAND THAT CANCELLATION OF THE ADVERTISING BOOKING SHEET IS NOT POSSIBLE AFTER SIGNING

TERMS AND CONDITIONS TO ADVERTISE WITH STRALIA SPORTS.COM PTY LTD IN PUBLICATIONS THAT WE PRODUCE

- 1) The customer is liable to pay any debt collection costs, credit agency costs, or legal costs, incurred by Stralia Sports.Com Pty Ltd as a result of customer default, in the payment of their account in full.
- 2) Stralia Sports.Com Pty Ltd will claim an additional fee of \$100 per every court appearance, if final payment must be sought in a court of law. This will be for time lost, and travelling time for each, and any court appearance.
- 3) Stralia Sports.Com Pty Ltd will not accept advertising that does not enhance the publication's quality. This includes adverts being upside down, left blank, poor quality artwork, or poor quality half tone pictures. We want to produce the best looking publication, for all of our valued clients.
- 4) Stralia Sports.Com Pty Ltd reserves the rights to cancel advertising placed by any client at any time, due to the non payment of advertising costs, and will still charge for the full amount, as written on the booking sheet.
- 5) The customer will be charged \$40, for any charges arising from cheques presented with insufficient funds. Due to bank fees incurred.
- 6) The customer or agent, will be held responsible upon signing, or writing their names on the booking sheet, for all costs incurred - in the event that their business ceases trading. In effect this becomes a director's or owner's guarantee of payment.
- 7) Stralia Sports.Com Pty Ltd will not accept advertising copy, deemed to be liable or in any way indecent to another business, their employees or directors. Should any legal action result in the event of any advert placed by the company in this magazine, the company who places the advert will be held legally responsible, and stralia sports.com will not be held accountable.
- 8) The contract between the customer and stralia sports.com becomes valid immediately upon signing, and has no cooling off period.
- 9) Each client is aware that a 10% accounting fee, will be imposed on clients in excess of 28 days in arrears, with monies owing.
- 10) Stralia Sports.Com Pty Ltd its employees, staff or directors have in no way offered any form of sole advertising rights, to any business, in regards to being the only type in their particular field who can advertise in the publication, other than if stated in writing, on the booking sheet.
- 11) All payments for advertising must be paid within 14 days of invoice. Stralia Sports.Com Pty Ltd reserves the rights to delete any advert which is not paid in full, at the completion of 28 days after being invoiced. Stralia Sports.Com Pty Ltd also reserves the right to withdraw the advert, and charge for the entire amount of the contract.
- 12) Stralia Sports.Com Pty Ltd reserves the right to list any business or company, in any or all of the publications that we produce, who default in payment. Effectively any business who fails to pay, can be listed in any or all of the publications that are produced by Stralia Sports.Com Pty Ltd