

# THE RUB

# *New* INVESTOR

## RATE CARD

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# Reach your target audience via a strategy that combines effective native advertising, traditional banner and tile options plus direct mail campaigns.

Owned and published by Shed Connect Pty Ltd, our two publications are released weekly as emailed newsletters and daily on their home websites.

The Rub is read by individual investors and self-managed superannuation fund trustees. New Investor, is read by financial advisors, accountants, researchers and management plus retail fund managers and service providers to financial markets.



Both publications cover investment opportunities, investment strategies, SMSF tech as well as blogs, opinion pieces, analysis, podcasts and video's specifically sourced, written and produced with their readers in mind

Edited by John Kavanagh, one of Australia's most experienced and respected finance writers, The Rub is the prime source of news and views for individual investors and self-managed super funds.

**Format: A weekly online publication sent out every Monday at 10:00am (The Rub) and Wednesday at 10.00am (New Investor) featuring the latest news and insights. 50 issues per year.**

**Email circulation: Over 85,000 individual investors and industry professionals throughout Australia.**

**Social circulation: Our stories feature across LinkedIn, Facebook, Twitter and Instagram.**

Let us work with you to design a comprehensive advertising and communications strategy, we will work with your team on planning and execution. Our publications are produced by the same team behind Shed Ent, a third party marketing and capital raising firm, along with Shed Connect a multi-channel media, marketing customer and public relations firm. We would be delighted to connect you with the right professionals to partner with you to maximise your opportunities across financial and media markets.

## Our Editorial Team

### John Kavanagh, Editor

John is a journalist with more than 30 years of experience, specialising in banking, personal finance and investment management. He began his career with Rydge's Business Journal before moving to BRW in 1984, where he developed an interest in the emerging superannuation and managed funds markets. As the magazine's personal finance editor he explored the business and regulatory issues involved in the rapid development of the investment industry and the impact of deregulation on the banking industry. In 1994 he joined The Australian as personal finance editor. He re-joined BRW in 2000 and was appointed deputy editor in 2002. In 2006 he took the plunge into the online publishing industry and joined Banking Day.

### Annabelle Dickson, Staff Writer, Journalist

Annabelle is a journalist for Shed Connect's publications The Rub and New Investor, specialising in financial markets having obtained her degree in journalism at the University of Technology Sydney. Currently working in the multi-channel media public relations, communications industry, Annabelle is skilled in WordPress, Event Management, Journalism, Marketing, and Social Media. Prior to Shed Connect Annabelle provided editorial and creative support to a number of publications via multiple distribution channels including digital, print and audio having worked for Pacific Magazines and an on-line blogging site. Interested in crafting stories that resonate with readers and tell the facts in ways that communicate the customer's intentions, Annabelle is a keen story hunter with a knack for distilling complex information.

## The Opportunities

Our publications are high quality multi-channel solutions for distributing your marketing, communications and public relations content and can work with your requirements in any or a combination of the below options.

## Editorial Options

### Sponsored content editorials

Working in consultation with you our publications editorial team, will develop bespoke content, including product news, thought leadership pieces, research papers, events, business activities and organisational characteristics, to identify themes and align these to your marketing objectives. We then compose and then work to publish these in-house articles and opinion pieces.

### Native Advertising

Native advertising is where your product or service is cleverly housed within the content of a feature or news story. Such stories are highlighted to readers as being "Recommended" noted above the headline. Native Advertising is available in 2 options being;

1) A news style short story which acts as a lead to your own product or service landing page, written by our editorial team. This includes a headline, body of writing and an image. The word count of a typical native advertisement is 30 words or two small sentences which we will edit to maximise attraction to influence the magic click to your page.

2) A comprehensive interview or news style story featuring your content be it announcements, commentary or thought leadership, written by The Rub editorial team. A longer article featuring three or more paragraphs with a typical word count of 500 – 700 words, including links to your landing pages, a headline and an image.



## Advertising

We offer two opportunities to showcase your product, brand or service via state of the art digital advertising, delivered to our highly engaged readership. Our in-house marketing, communications and graphic design team can assist with the creation of bespoke artwork for the advertisement and any landing pages, or you are welcome to provide your own fitted to available sizing and page real estate.

### Websites

The Rub and New Investor websites attract traffic from our weekly email newsletter, social media and internet searches via google analytics. The website offers a flexible range of advertising options including, banners and tiles plus half or full-page skins. Opportunities include home page and inter-story space, along with customizable transitions.

### Newsletter

Our emailed newsletters offer banner advertising and is delivered weekly to the inboxes of over 85,000 (combined) engaged readers and decision makers across financial markets.



## Electronic Mail – Direct Marketing

We can deliver customers email content in the of electronic direct mail (EDM) marketing to our subscribers.

Perfect for fund launches, announcements, initial public offering (IPO's) and brand awareness campaigns, an EDM is an excellent inclusion in any advertising strategy, attracting readers to your door via well-constructed storytelling, influencer headlines and eye-catching graphics. Our team can provide tailored in-house consultation, design and development of your email advertisement and will schedule delivery according to your marketing strategy.

## Analytics and Reporting

Being able to measure and report on engagement with your content is essential. All advertising partners will receive comprehensive reporting on the impact of their advertisements, including impression views, clicks and look through statistics (where applicable). Analytic reporting will be designed and agreed upfront based on available metrics from underlying infrastructure.

Reporting is delivered at agreed milestones according to individual campaign programs.

## AllFin.com

ShedConnect is pleased to offer customers access to the AllFin universe of publications for advertising and content contributions direct to the Chinese market. Please contact us to discuss more about this service.



## Pricing and Specifications by type and publication

All our advertising options are designed for both desktop and mobile.

### *New* INVESTOR

25,000 + subscribers. Weekly newsletter (Wednesday). For advisors, accountants, planners, service providers.

REAL ESTATE	SIZE AND SHAPE	PRICE PER WEEK AUD ex GST (10% discount for monthly booking)	TERM
Category Page Right Bottom	IAB Large Rectangle (336x280)	\$800	Month
Category Page Right Top	IAB Large Rectangle (336x280)	\$800	Month
Home Page Header Leaderboard	IAB Leaderboard (728x90)	\$1,500	Month
Home Page Bottom	IAB Leaderboard (728x90)	\$1,200	Month
Home Page Right Bottom	IAB Large Rectangle (336x280)	\$500	Month
Home Page Right Top	IAB Large Rectangle (336x280)	\$600	Month
News Post Bottom	IAB Leaderboard (728x90)	\$700	Month
News Post Right	Custom (300x600)	\$700	Month
Electronic Mail - EDM	Custom	\$7,000	Single send
Sponsored Content	Custom	\$4,500 +	1 Newsletter
Native Advertising - 1	30 words + banner	\$6,000 +	1 Newsletter
Native Advertising - 2	500 -700 words + banner	\$8,000 +	1 Newsletter
Newsletter Banner: Mid	IAB Leaderboard (728x90)	\$1,000	Month
Newsletter Banner: Bottom	IAB Leaderboard (728x90)	\$800	Month
Mixed Media - Video or Audio		\$700	Week

**NB - Skins pricing available on request**

### THE RUB

60,000 + subscribers. Weekly newsletter (Mon). For individual investors, SMSF trustees and retail market enthusiasts

REAL ESTATE	SIZE AND SHAPE	PRICE PER WEEK AUD ex GST (10% discount for monthly booking)	TERM
Category Page Right Bottom	IAB Large Rectangle (336x280)	\$1,200	Month
Category Page Right Top	IAB Large Rectangle (336x280)	\$1,200	Month
Home Page Header Leaderboard	IAB Leaderboard (728x90)	\$2,500	Month
Home Page Bottom	IAB Leaderboard (728x90)	\$2,00	Month
Home Page Right Bottom	IAB Large Rectangle (336x280)	\$1,500	Month
Home Page Right Top	IAB Large Rectangle (336x280)	\$1,800	Month
News Post Bottom	IAB Leaderboard (728x90)	\$1,000	Month
News Post Right	Custom (300x600)	\$1,000	Month
Electronic Mail - EDM	Custom	\$9,000	Single send
Sponsored Content	Custom	\$6,000 +	1 Newsletter
Native Advertising - 1	30 words + banner	\$8,000 +	1 Newsletter
Native Advertising - 2	500 -700 words + banner	\$10,000 +	1 Newsletter
Newsletter Banner: Mid	IAB Leaderboard (728x90)	\$2,000	Month
Newsletter Banner: Bottom	IAB Leaderboard (728x90)	\$1,600	Month
Mixed Media - Video or Audio		\$900	Week

**NB - Skins pricing available on request**

# **New Investor and The Rub, Shed Connect**

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## **Websites:**

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[www.new-investor.com.au](http://www.new-investor.com.au)

[www.shedconnect.com.au](http://www.shedconnect.com.au)