



mathilda's market

Advertising Rates

2011

About Mathilda's Market

Mathilda's Market is a national boutique shopping event showcasing small, exclusive retailers of gorgeous, unique, quality baby and kids merchandise.

Mathilda's Markets are held in Melbourne, Sydney, Brisbane, Adelaide, Canberra, Perth and Hobart. The retailers at Mathilda's Market are handpicked to ensure exquisite products that are genuinely handmade or from a small production line.

Our scheduled events are much anticipated and enjoy a loyal following of fashion, brand and quality conscious mothers. The market promises a shopping event, a meeting point and a great morning out – far remote from predictable shopping centre and retail formats.

Mathilda's Market shoppers come to our events because they are looking for something beautiful, unique, and most importantly non-mainstream for their kids.

Demographics at a Glance

- Multiple geographic areas
- Targeting discerning decision makers
- Shoppers who traditionally will not compromise on quality
- Typical 25 – 45 AB profile with children under 12
- Above average discretionary income

Why Advertise With Us?

Mathilda's Market provides the perfect opportunity to promote your brand and product range to a niche and captive target audience.

Our advertising options will ensure your brand connects directly with our AB demographic of mums, in a welcoming shopping environment that they are actively engaged and interested with.

Benefit from our comprehensive database and social media forums.

- Loyal newsletter following – 40, 000 plus strong active database
- Excellent website visitation – avg of 30,000 visitors per month
- Over 5000 Facebook fans
- Approximately 500 twitter and blog followers



Advertising & Promotional Opportunities

Website Advertising

www.mathildasmarket.com.au

We invite you to advertise on Mathilda's Market website, either on the home page, content pages or on Mathilda's Show & Tell the unique feature opportunity alongside our blog. The structure and design of www.mathildasmarket.com.au has a strict limit of advertisers, ensuring a prominent position and strong brand presence for our advertisers.

Home Page

Specs

- Only one ad position on home page
- Rotating cube ads
- Animated up to 3 rotations
- 190px w x 240px h
- 72dpi JPG or GIF, RGB
- Click through to nominated URL
- Up to 2 ads rotating at any time

Price: \$330 (inc gst) per month



Content Pages

Specs

- Rotating cube ads
- Animated up to 3 rotations
- 130px w x 130px h
- 72dpi JPG or GIF, RGB
- Click through to nominated URL
- Up to 7 ads rotating at any time

Price: \$220 (inc gst) per month



eNewsletter Advertising

We offer banner and solus advertising space in each state eNewsletter. Our total e-newsletter database consists of 40,000 mums and our eNewsletter open rate is 45% which is well above the industry average of 20%. With a limit of one banner advertiser per email, this is a highly effective advertising option, with no clutter, no wastage, just 100% mums. Alternately our eblast solus advertising dedicates the entire email to one advertiser – and includes space for up to 3 images, and 500 words of text. Choose between state based solus advertising or target our complete national database!

Exclusive solus eNewsletter (state) **\$1500** (inc gst) per newsletter

Exclusive solus eNewsletter (national) **\$5000** (inc gst) per newsletter

Option 1: Banner ad size 700px w x 100px h

Price: \$330 (inc gst) per state newsletter

Option 2: Banner ad size 187px w x 516px h

Price: \$275 (inc gst) per state newsletter

Option 3: Banner ad size 145px w x 135px h

Price \$220 (inc gst) per state newsletter

Option 3:
50%
actual size

Option 2:
50%
actual size

Option 1: 50% actual size

eNewsletter Advertorial

\$440 inc gst per newsletter

Where deemed appropriate, advertisers may also purchase space in our state eNewsletters. This space is limited to 100 words, 1 image and 1 click through. Please note that advertorial is not automatically accepted and remains at our discretion. Content must be approved by our public relations agency and will not be accepted if thought to be in direct competition with any of our site holders. If you are interested in purchasing advertorial space, please email our PR team admin@pulse-pr.com.au.

New in 2011! Advertise in our E-zine

Our downloadable magazine (or e-zine as we are calling it!) is a full colour A4 publication produced quarterly and available via our website, social media platforms and e-newsletter. Advertisers in our e-zine are required to supply their own artwork.

Full page advertisement: 21cm w x 29cm h **\$990** inc gst

Half page advertisement: 21cm w x 14.5cm h **\$660** inc gst

Quarter page advertisement: 10.5cm w x 14.5cm h **\$330** inc gst

Listing in the 'exclusive shopper deals' section **\$220** inc gst

Brochure Distribution

\$330 inc gst per market distribution

Have your brochure distributed to all shoppers attending Mathilda's Market. A highly effective way of directly reaching your target audience, brochure distribution ensures 100% reach at a highly competitive rate.

HINT

Offer a call to action (such as a discount) on your brochure to actively engage the customer and generate a stronger connection with your brand!

New in 2011! The Mathilda's Tote Bag

\$220 inc gst per market distribution

New to our 2011 markets is the Mathilda's Market Tote Bag. Currently being trialed, 500 of these exclusive tote bags will be distributed at each market through this year. The high quality bags are aesthetically designed and contain exclusive product samples and flyers for shoppers.

To be eligible for the Tote Bag, advertisers must supply either a flyer offering a significant product discount and/or offer product samples for each bag.

Competitions – FREE!

We offer companies the opportunity to run competitions through either our website, e-Newsletter, quarterly e-zine or TOTE bags at no charge. This is an affordable way to increase your brand awareness, target and engage with new clients and increase visitation to your website.

Minimum value of prizes is \$300. This can be made up of one prize or a group of various prizes. Prizes are to be dispatched directly from your business using the winners information provided by Mathilda's.

For further information regarding competition promotions, please contact our PR team admin@pulse-pr.com.au.

Sponsorship

Align yourself with an established, trusted and leveragable brand. Mathilda's Market offers both national and local sponsorship opportunities providing a range of benefits including cooperative advertising, dedicated market space and the opportunity to leverage our customer database.

To receive a copy of our 2011 Sponsorship Prospectus, contact our PR team admin@pulse-pr.com.au.

Become a site holder to receive even MORE marketing and promotional benefits!

For all advertising bookings and enquiries please contact:

Pulse PR

P: 07 3852 3452
(Mondays – Thursdays 9.00am – 4.30pm)

E: admin@pulse-pr.com.au



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