



# Media Kit

2019

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# About us

Governance Institute of Australia is the only independent professional association with a sole focus on whole-of-organisation governance — best practice culture and ethics from the boardroom and beyond.



*The team at Governance Institute are very helpful and collaborative. They are willing to provide helpful advice to ensure that we connect with their members in a meaningful way. This approach maximises the value of our long term relationship with them.*

– LexisNexis

**33,000**  
email subscribers

Our database of members, subscribers and the wider governance and risk management community.

**7,600**  
members & subscribers

Professionals with governance or risk management responsibilities from directors and C-suite to managers and support staff.

**23,000**  
email subscribers

People subscribed to receive email content from sponsors.

**19,000**  
average web users per month

Up to 230,000 unique website users a year — average 19,000 a month

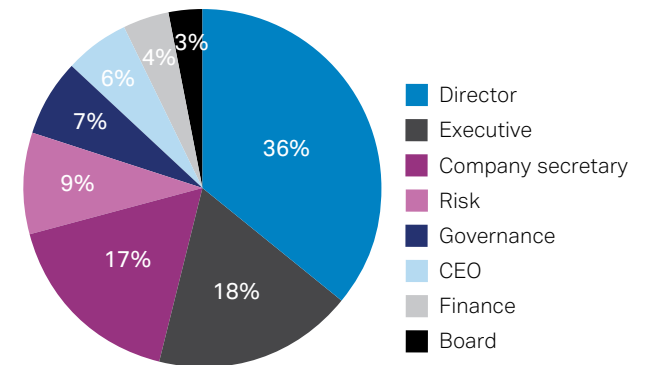
**5,000**  
members subscribed

Over 5,000 members subscribed to our exclusive governance career opportunities

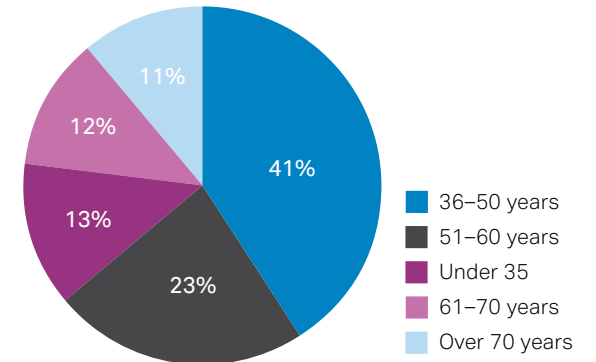
**15,000**  
LinkedIn followers

Over 15,000 LinkedIn followers

## Database by job function



## Database by age



**Contact us to target your message to a particular group.**

# Our digital channels

## Dedicated sponsored emails

A dedicated eDM about your product or service issued to Governance Institute's email database.

**Performance: 25 per cent average open rate.**

**Frequency:** Monthly to entire database. Six per year to each subsector.

**Reach:** Up to 23,000 email subscribers.

Opportunity	Specifications/ deliverables	Cost \$AUD (ex GST)	Content deadline
<b>Solus eDM</b> <ul style="list-style-type: none"> <li>Up to 23,000 subscribers</li> </ul>	150–300 words	\$5,000	Two weeks before publication
<b>Solus EDM to a sub-sector</b> <ul style="list-style-type: none"> <li>NFP: 2,500 subscribers</li> <li>Aged care: 1,500 subscribers</li> <li>Public sector: 4,400 subscribers</li> <li>Company secretary and governance professional: 4,900 subscribers</li> <li>Risk and compliance: 8,100 subscribers</li> </ul>	150–300 words	NFP: \$1,500 Aged care: \$1,500 Public sector: \$1,500 Company secretary and governance professional: \$2,000 Risk and compliance: \$3,000	Two weeks before publication

This is our best performing customer engagement offering. Clients have achieved excellent cut-through and multiple responses from their call to action via this channel.

## News Update email

Email containing the latest news and topical governance and risk management updates.

**Performance: 28 per cent average open rate.**

**Frequency:** Twice per month — published the first and third Wednesday of the month.

**Reach:** Up to 33,000 email subscribers.

Opportunity	Specifications/ deliverables	Cost \$AUD (ex GST)	Content deadline
<b>Sponsored story</b>	60-word teaser and 400–600 word story hosted on our website. Client capture form can be hosted on the article webpage.	\$2,000	Two weeks before publication
<b>Sponsored ad banner, mid email</b>	600 x 120 pixels, JPG	\$2,000	Two weeks before publication

## State professional development email

Email containing the latest professional development offering in a particular state.

**Performance:** 28 per cent average open rate.

**Frequency:** Fortnightly.

**Reach:** Number of email subscribers:

- NSW: 9,100+
- SA: 1,200+
- VIC: 6,700+
- NT: 700+
- QLD: 4,600+
- TAS: 400+
- WA: 3,900+

Opportunity	Specifications/deliverables	Cost \$AUD (ex GST)	Content deadline
<b>Banner at base of email</b>	600 x 200 pixels, JPG	NSW: \$850 VIC: \$750 QLD: \$600 WA: \$500 SA, NT and TAS, contact us for price	Two weeks before publication

## Social media

A post on our LinkedIn page about your products, services or thought leadership.

**Frequency:** Fortnightly.

**Reach:** 15,000 LinkedIn followers

Opportunity	Specifications/deliverables	Cost \$AUD (ex GST)	Content deadline
<b>Sponsored LinkedIn post</b>	Approx. 200 characters, includes link	\$750	One week before publication
<b>Sponsored blog on our website and LinkedIn post</b>	Approx. 500 words	\$1,200	One week before publication

### Governance Directions online journal and email

- The pre-eminent online journal on governance and risk management in Australia.
- Available exclusively to our members and subscribers.
- Each journal issue is announced via email.

**Performance:** This is our highest performing email with a **44 per cent average open rate**.

**Frequency:** Monthly (11 months a year) — published the first week day of the month.

**Reach:** Journal— 7,600 readers  
Journal email — 6,900 subscribers

Opportunity	Specifications/deliverables	Cost \$AUD (ex GST)	Content deadline
<b>Banner at base of journal email</b>	600 x 200 pixels, JPG	\$2,000	Two weeks before publication
<b>Banner in journal article</b>	720 x 186 pixels, JPG	\$1,250	Two weeks before publication
<b>Article</b>	1200–1500 words <ul style="list-style-type: none"> <li>• Includes logo, ad banner and web link.</li> <li>• Link to article included in the journal announcement email.</li> </ul>	\$2,500	Five weeks before publication
<b>Article and sponsored roundtable</b>	<ul style="list-style-type: none"> <li>• We host and photograph a roundtable of 10–12 senior members, Governance Institute executive and client representatives on a Governance Institute approved topic.</li> <li>• Client will write a 1,200 word article on the insights from the roundtable discussion which will include logo, link and photos.</li> <li>• Link to article included in the journal announcement email.</li> <li>• Article shared on our LinkedIn page (15,000 followers).</li> <li>• You'll receive a PDF copy of the article to share via your own channels.</li> </ul>	\$5,000	12 weeks before publication
<b>Sponsored roundtable package</b>	Receive sponsored roundtable entitlements plus journal banner and <i>News Update</i> article.	\$7,500	12 weeks before publication

### Dedicated sponsor webinars

Digital events which are promoted to our database.

**Frequency:** Maximum of five per year of each category

Opportunity	Specifications/deliverables	Cost \$AUD (ex GST)	Content deadline
<b>Product demonstration webinar — free to database</b>	100-word marketing summary for the website to promote the digital event. Speaker/s required for 30 minutes to showcase your product/service solution.	\$5,000	Minimum of 8 weeks before the event
<b>Content webinar — free to members and subscribers</b>	100-word marketing summary for the website to promote the digital event. Speaker/s required for 45–60 minutes to showcase your organisation's expertise on a particular topic. Topic to be approved by Governance Institute.	\$5,000	Minimum of 8 weeks before the event

Round out your engagement with our community of governance and risk management professionals by sponsoring or exhibiting at an event — from national conferences to state sessions. We can work with you on tailoring a program of advertising and sponsorship which is suited to your business needs. Contact us for more information.

# Contact

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For detailed content guidelines, please view the **sponsored content guidelines document**.

## Cancellations

All advertisement date transfers and cancellations must be received in writing to Governance Institute 15 business days prior to the advertising deadline. Cancellations are only applicable to full-priced advertisements. For detailed content guidelines, please view the sponsored content guidelines document.

*Disclaimer: Governance Institute reserves the right to refuse or withdraw any content that, in the opinion of Governance Institute, is illegal, defamatory, offensive or contrary to the business interest, goodwill or reputation of Governance Institute or any of our partners.*