


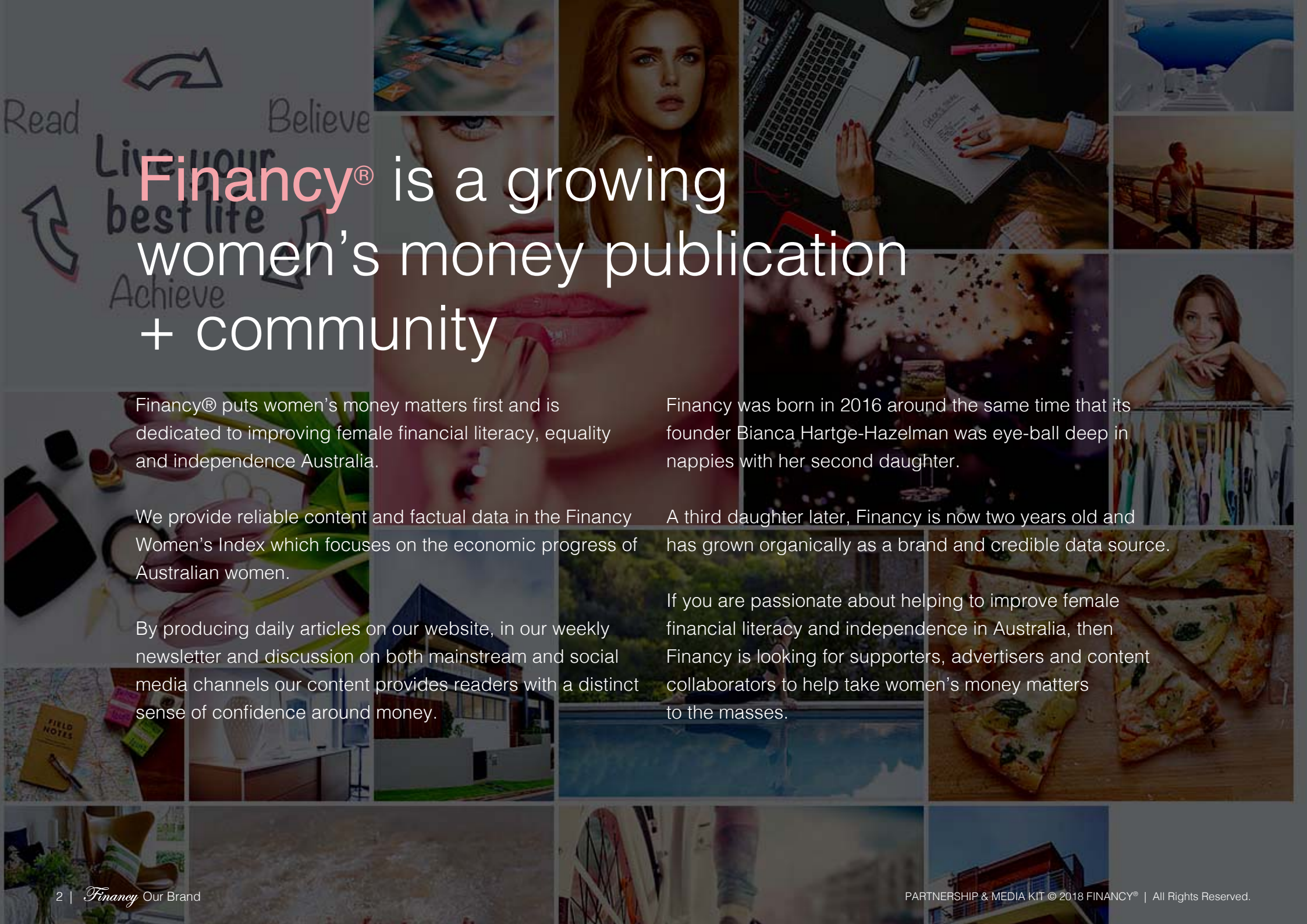


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FINANCY.COM.AU



We believe **women's money matters.**
We strive to educate, entertain and
inspire every women to achieve
financial fitness, equality, freedom
and to reach their **goals.**



Read Believe
Live your best life
Achieve

Financy® is a growing women's money publication + community

Financy® puts women's money matters first and is dedicated to improving female financial literacy, equality and independence Australia.

We provide reliable content and factual data in the Financy Women's Index which focuses on the economic progress of Australian women.

By producing daily articles on our website, in our weekly newsletter and discussion on both mainstream and social media channels our content provides readers with a distinct sense of confidence around money.

Financy was born in 2016 around the same time that its founder Bianca Hartge-Hazelman was eye-ball deep in nappies with her second daughter.

A third daughter later, Financy is now two years old and has grown organically as a brand and credible data source.

If you are passionate about helping to improve female financial literacy and independence in Australia, then Financy is looking for supporters, advertisers and content collaborators to help take women's money matters to the masses.



Financy® founder

Bianca Hartge-Hazelman is an entrepreneur and journalist who has had a longstanding career covering financial and business news for some of Australia's largest media companies. Her work has enriched publications – such as the Australian Financial Review and the Sydney Morning Herald, as well as programs – including Channel Nine's Financial Review Sunday program.

On a personal note, Bianca's skin in the game goes beyond finance and journalistic interests. She is a mum to three daughters, who are a daily source of inspiration in the pursuit of progress for women. She is also a daughter to a single mum who has always struggled financially, and her grandmother does not even know how to use an ATM, let alone tap-and-go.

Bianca wants to help women and businesses break the cycle of financial inequality that exists in Australia, and in doing so help improve female financial literacy by amplifying women's money matters on a daily basis.

To mark International Women's Day in March 2017, Bianca launched the country's only economic index, the Financy Women's Index, that tracks the working life progress of Australian women. The Index has attracted widespread media attention on a quarterly basis.

Bianca Hartge-Hazelman

Founder & Chief Executive Officer

Our Audience

60%

Female

40%

Male

25-44

Years of age

25-34 - 40%

35-44 - 29%

45-54 - 14%

18-24 - 8%

55+ - 9%

Affinity Categories

News

Celebrities +
Entertainment

Movies and TV

Travel

Home Decor

Social Sharing

Cooking

Family

Shopping

Fashion + Beauty

In-Market Segment

Employment

Real Estate

Residential
Properties

Travel/Hotels +
Accommodation

Home + Garden

Home Decor

Home
Furnishings

Apparel +
Accessories

Dating

Wanting

Budgeting tools

Personal Finance
info

Loan info

Superannuation
products

Mortgage products

Fashion and style

Health and
wellness info

Banking products

Investment
products

Financial advisor
services

Our social following has grown
swiftly + organically to
5500 followers, and over
40,000 monthly impressions.

2018 is the year to spend and
grow **Financy®'s** reach.

5.5K 

Audience Interactions

82%

Users
located in Australia
9% USA/Canada
7% Asia
2% UK

53%

Referred by
Organic Social
Channels
22% Direct
18% Social
7% Referral

Referers

news.com.au
smh.com.au
theage.com.au
womensagenda.com.au

56%

View
from Desktop
48% Mobile
56% Desktop
6% Tablet

63%

of social referrals
from Facebook

10,000
Average
Web Traffic
per month

Our ATO Handbags article
received more than **100,000**
views in **24 hours**.

98%
Newsletter
subscriber
retention

13,403
Facebook
organic views
per month

28,156
Twitter
impressions
per month

Active
social media
community

Our network is **young**
+ **growing** from simply
posting our **content**.

49%
newsletter open rate
35% click through rate
(Industry average
open rate = 2%)

1:03 min
Avg time spent per
person
Avg 3 page views
per person

15,287
Page views
per month
29% Bounce rate

Our articles gain great exposure

Our articles are featured in Fairfax Media, news.com.au and Women's Agenda.



Our Financy Women's Index has been reported on by ABC Television 7pm news, ABC Lateline, Channel Ten, Sky News Business and Seven Sunrise



Standout content that get people talking

Our 2017 Financy Women's Index inaugural and preceding launches reached a potential audience of 3 million households. Over 40,000 active users reached on social media via Financy channels and FWX partner Data Digger.

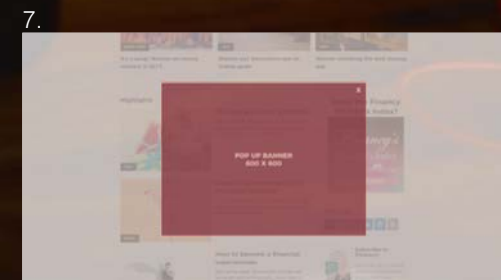
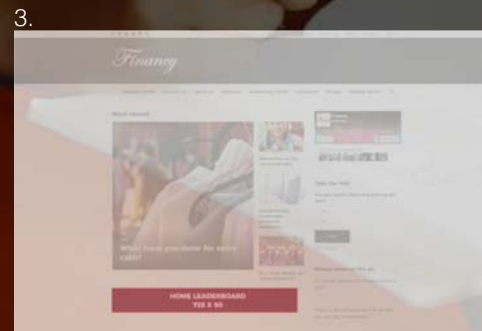
Our 2016 ATO handbags article received more than 100,000 views in 24 hours.



Ad Specifications + Rates

Website banners

Space	Size	Weight	Format	Price
1. Background Pair / Takeover	350 x 800	100KB	GIF, JPG	\$100 per month
2. Pushdown Header Leaderboard	1140 x 150	100KB	GIF, JPG	\$50 per month
3. Leaderboard Banner/s	728 x 90	100KB	GIF, JPG	\$35 per month
4. Sidebar Banner/s	300 x 250	100KB	GIF, JPG	\$30 per month
5. Footer Button/s	350 x 90	100KB	GIF, JPG	\$30 per month
6. Wide Pre-Footer Banner	1140 x 150	100KB	GIF, JPG	\$35 per month
7. Pop Up Banner	800 x 600	100KB	GIF, JPG	\$100 per month



Advertise with us!

For as little as \$1 a day or \$30 a month,

you can take out advertising on financy.com.au. This includes one ad placement 300 x 250. Contact us for more information on sizes, sections and ad duration.

Advertising is also available on our EDM/Newsletter and social pages.

Ad Specifications + Rates

Newsletter

Space	Size	File Size	Format	Price
Top	550 x 68	100KB	GIF, JPG	\$40 per week
Bottom	550 x 68	100KB	GIF, JPG	\$30 per week
Exclusive Top + bottom	550 x 68 + 550 x 68	100KB	GIF, JPG	\$60 per week

Sponsored Posts

Space	Size	File Size	Format	Price
Your "Sponsored" women's money matter content edited by Financy. Marked Sponsored in headline.			Text, JPG	\$150 per article
Up to 3 hyperlinks. Featured in EDM/Newsletter and promoted on social media. On home page for one week before remaining on site in relevant category.				
Your women's money matter content edited by Financy. Not marked Sponsored in headline but in write off at the bottom of article.			Text, JPG	\$200 per article
Up to 3 hyperlinks. Featured in EDM/Newsletter and promoted on social media. On home page for one week before remaining on site in relevant category.				

Creative Services Rates

Services

Space		Price
Editorial copy	Interviews, article production and full edit. Same cost for editorial and sponsored content.	\$1 per word
Edit	Full edit only of your content	\$50 P/H

P/H = Per Hour

All prices reviewed annually

Terms and conditions apply. See or request Advertising Terms for details at financy.com.au.

Contribute to Financy® and grow your brand

Financy works with content creators to deliver money related content that's specific to a female audience.

FOR \$10 A POST, WE PROVIDE YOU WITH:

- Your content displayed for one week on our home page, edited and with an image.
- Your content will then appear indefinitely on financy.com.au in the relevant subject section.
- Your content will also feature for one week in our EDM/newsletter, which goes out to 1,500 people.
- Up to 3 hyperlinks back to your company or products, and 1 link back to any previous financy.com.au articles.
- Up to 5 promotions of your content via our social media channels on Facebook, Twitter, LinkedIn and Instagram including up to 5 of your recommended hashtags.

FOR \$50 A POST, WE WILL ALSO:

- Allow you to add an additional 2 hyperlinks back to your website* (must not be gambling related or unhelpful or disrespectful to women)
- Include your post in our weekly video blog for additional promotion on financy.com.au, Youtube, social channels and in our EDM/Newsletter.

*(One individual/company per week).

Partner with Financy® and be recognised



Financy has two major programs for 2018 as we strive to amplify women's money matters in Australia:

The Financy Women's Index produced four times a year and **The Financy Moneytation 7 Day Challenge** with award winning financial adviser Lea Schodel.

To support these initiatives and be recognised for backing the greater education and empowerment of women and money matters, we offer the following.

FOR \$1,000 A YEAR:

- We will display your company logo for 12 months in a special section on financy.com.au home page, in the Financy Women's Index full report, and in the soon-to-be-released women's money meditation program; The Financy Moneytation 7 Day Challenge.
- We will provide you with a tailor-made Badge with your company logo, as an accreditation for supporting Financy and women's money matters. This badge will be in Gif and Jpeg format for your use in company content or promotions.
- Plus, 4 times a year, we will feature your company/leading individual who is making waves in the area of women's money matters. This article will run on financy.com.au, and will be promoted via social channels and in our EDM/Newsletter. You are also welcome to run it in your own company material, although Financy will retain copyright.
- We will also promote your female beneficial and money-relevant product or events up to 4 times a year.

Sponsor **Financy**® and **help inspire**



Premium sponsorship opportunities are available for supporting the continuation and future development of our two empowering programs. Platinum, Gold and Bronze levels of investment are on offer for one year packages.

The Financy Women's Index:



PACKAGES START AT \$5,000

Financy Moneytation 7 Day Challenge:



PACKAGES START AT \$500

Contact us for more details