



MEDIA KIT © 2021

FINANCY.COM.AU



We believe **women's money matters**.
Financy is dedicated to improving
the **financial progress** of women and
seeing Australia become a leader in
economic gender equality.



Financy® is a brand that believes in gender financial equality.

Financy® represents a movement that puts women's money matters first and one that promotes the individuals and companies trying to improve female financial literacy and independence in Australia.

We provide content and reliable data in the Financy Women's Index™ that is focused on measuring the financial progress of women and the time frame to economic gender equality.

What began as a passion to deliver a fresh and engaging take on finance to female investors, business women, mums and smart shoppers, has now given rise to a mission of achieving gender financial equality.

Financy embodies a lifestyle that transcends the pages of dull financial clutter and enhances the lives of readers - just like that favourite beauty or home magazine, fashion brand or holiday destination.

By producing data, insights and commentary on our website, in our newsletter and discussion on both mainstream and social media channels our content provides audiences and partners with a distinct sense of confidence, courage and smart approach to life.

At the heart of
our brand is data,
finance and women.



More about Financy®

Financy is an independent Australian start-up company that advocates for action towards financial gender equality. What started as a blog site for women's money content in 2016, has since grown into a highly respected publisher and a brand that has driven and championed a growing movement around financial equality in Australia.

In 2017, Financy launched the Women's Index™ which is a quarterly report featuring aggregated data and insights on women's financial progress and economic equality in Australia.

In 2021, Financy began supporting companies in taking action on gender equality and inclusion through combined data insights and a strategic creative consultancy service.

Later this year, Financy plans to deliver an online subscription offering and Equality Progress Tracker app to encourage companies and individuals into taking action towards financial gender equality. Financy is a signatory to the United Nations Women's Empowerment Principles.

Earlier this year, Bianca appointed a highly regarded advisory team to the board of Financy.

This includes:

[Judith Beck](#), [Nicki Hutley](#), [Cathryn Lyall](#) and [Kristin Westlake](#).

Financy



Financy® founder

Bianca Hartge-Hazelman is the founder and chief executive officer of Financy. She is an advocate for financial gender equality, which she believes can be achieved within her lifetime. She has spent 20 years as a journalist mainly spent covering financial services, personal finance and economics.

Financy began as a financial literacy blog for women in 2016 and since then has grown into a provider of data insights, content, and creative strategy – all of which strive to be a fearless champion on gender equality and the economic wellbeing of women.

Bianca applies a gender lens to data analysis and has published extensively on opportunities, trends, innovations, as well as political and business reforms. Prior to Financy, Bianca previously worked for Australian Financial Review, Channel Nine's Financial Review Sunday program, Kaplan Professional and the ABC. She is a regular media commentator, key note speaker and contributor to publications such as Women's Agenda, Yahoo Finance and the Australia Financial Review.

Bianca lists the Women's Index™ as one of her proudest career creations and accomplishments. Launched in 2017, the Index is Australia's only quarterly scorecard and report on economic equality and the financial progress of women. Bianca holds a Communications Degree with a Broadcast Major, Masters Degree in Journalism and Diploma in Applied Finance.

Bianca Hartge-Hazelman

Founder & Chief Executive Officer

Our Audience

80%

Female

20%

Male

25-44

Years of age

25-34 - 40%

35-44 - 29%

45-54 - 14%

18-24 - 8%

55+ - 9%

Affinity Categories

News

Celebrities +

Thought Leaders

Social Sharing

Family Shopping

Fashion + Beauty

Parenting

In-Market Segment

Employment

Income

Education

Leadership

Wealth creation

Superannuation

Unpaid Work

Career building

Wanting

Budgeting tools

Personal Finance
info

Financial

Education

Superannuation
products

Property Investing

Money savings

Investment

Products

Financial Equality

Tax Tips

Thought

Leadership

Success Stories

Our social following has grown organically to 20,000 followers, and over 40,000 monthly impressions and audience reach of the Financy Women's Index™ over 500,000 each quarter.

560K+
per quarter



Financy Women's Index™

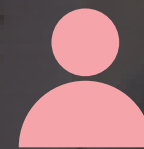
Data that's got people talking

In 2017 we launched the Financy Women's Index™ and have invested heavily into its data strength and development, which have helped to elevate its media exposure.

Data compiled by Stream Media Monitoring shows that the Financy Women's Index™ attracts a minimum audience reach of 500,000 each quarter.

This follows distribution of the Women's Index™ media release and full report to a network of mainstream national media, trade press and social channels by both Financy's communications team.

2MIL
per year



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

au.yahoo.com
afr.com.au
womensagenda.com.au

56%

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

63%

of social referrals
from Facebook

2k+
Average
audience reach
per article

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

98%
Newsletter
subscriber
retention

1.5k
Twitter
Followers

5k
Facebook
& Instagram
Followers

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

Active
social media
community

3.5k
LinkedIn
Followers

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

3.5k
Newsletter
Subscribers

Our articles gain great exposure

Our data and commentary is regularly featured in Fairfax Media, Yahoo Finance and Women's Agenda.



Our Financy Women's Index has been reported on by ABC Television programs, Channel Ten, Sky News Business, Channel Nine's Today Show and AusBiz.



Press + Partnerships

Here's how you can work with Financy to make a bigger impact on financial gender equality.

1. **Advertise on Financy.com.au**
2. **Sponsor Content**
3. **Sponsor The Financy Women's Index™**
4. **Events & Programs Partnerships**
5. **Strategic Consultancy on Gender Equality Strategies**
6. **Brand Ambassador**
7. **Guest Speaking Opportunities**

All prices for the above are provided in subsequent pages

All prices for the above are available by negotiation and dependent on scope of project.

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	\$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.				
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	\$300 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

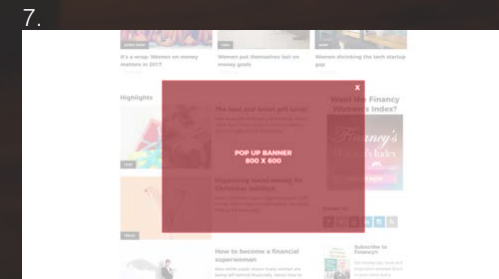
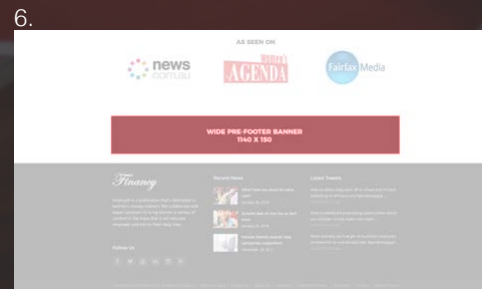
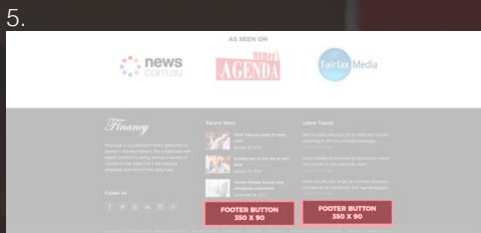
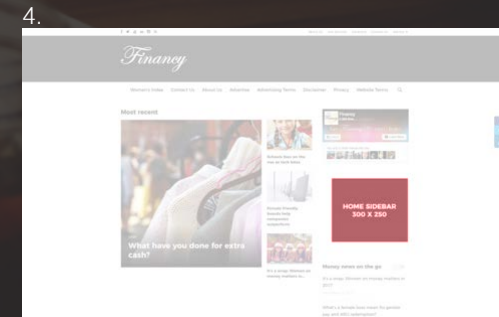
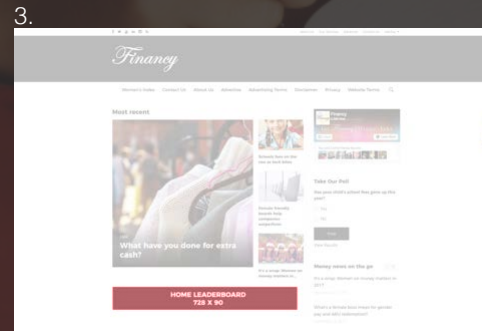
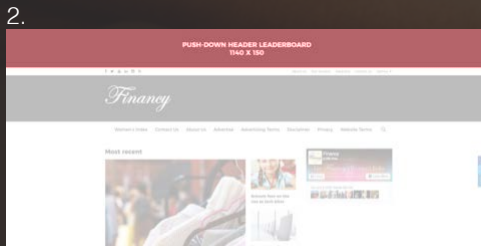
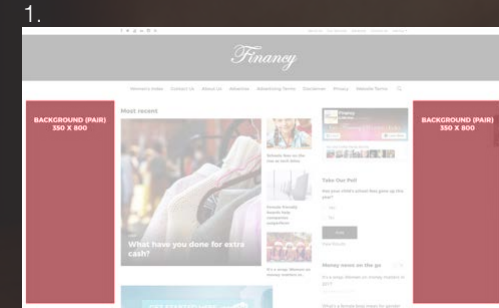
All prices reviewed annually

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

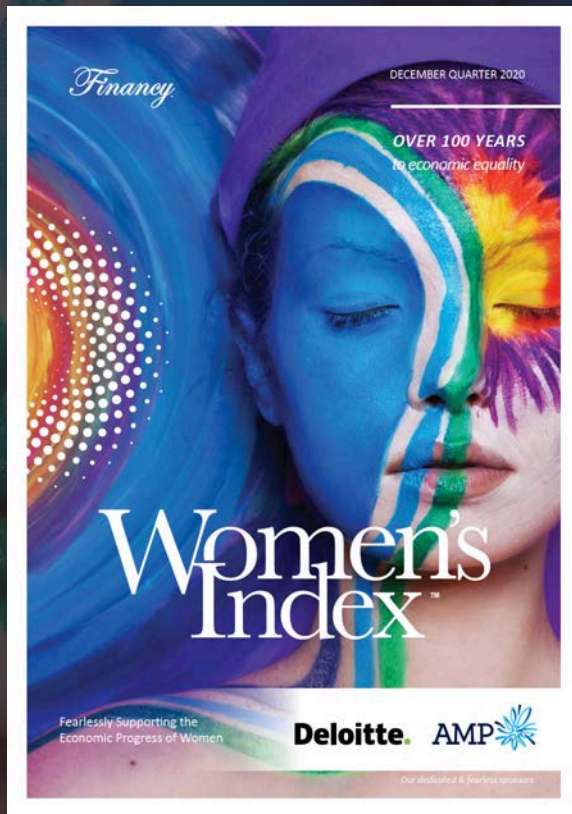
Ad Specifications + Rates

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



Sponsor the Financy® Women's Index™



- We work with partners and sponsors that support the achievement of financial wellbeing and gender equality and who want to align themselves with important gender equality initiatives.
- The Financy Women's Index strives to increase gender equality awareness and highlights the importance of gender-lens data and taking action.
- The Women's Index report is timely attracting an audience of over 500,000 Australians per quarter through media exposure and commentary, according to Stream Media Monitors.
- Modelling for the Women's Index is produced in partnership with Deloitte Access Economics, and data is also provided with the support of the HILDA Survey/ Melbourne University and the Australian Bureau of Statistics.
- The Women's Index is supported by an Advisory Committee of six high profile Australian economists including, Simone Cheung , Bruce Hockman, Jo Masters, Dr Shane Oliver, Roger Wilkins and Danielle Wood.
- The Women's Index™ is currently sponsored by Deloitte and AMP.

Australian gender equality benchmark

Financy, Deloitte Access Economics and the FWX Advisory Committee are all working to develop the Women's Index into Australia's main measurement of gender equality progress.

The Women's Index provides the ability to share and compare Australia's progress on equality internationally.

It also offers the ability to further showcase Australian company efforts/actions around gender equality.



WHY? To lead the world on gender equality

BRONZE Sponsorship Package

Fearless supporter of women's financial progress

1. Receive a Bronze Sponsorship Badge with your company information to show your clients, staff and stakeholders that you are a fearless supporter of women's financial progress and equality.
2. Increase your brand exposure and alignment to gender equality by having your company logo on all FWX materials and related Financy website, content, newsletter and social media channels.
3. Receive exclusive pre-embargo access to the FWX report so you can be on the front foot with your gender equality agenda.
4. Receive Financy Business Membership 5 logins.
5. Opportunity to receive Financy Equality Progress Tracker (EPT) for Australian companies and individuals. This is being developed to be released in 2021 and available to sponsors.



INVESTMENT: \$5,000

ONE YEAR, FOUR REPORTS:

MARCH '21, JUNE '21, SEPT '21, DEC '21.

SILVER Sponsorship Package

Thought leader on women's financial progress

1. Receive a Silver Sponsorship Badge with your company information to show your clients, staff and stakeholders that you are a fearless supporter of women's financial progress.
2. Increase your brand exposure and alignment to gender equality by having your company logo on all FWX materials and related Financy website, content, newsletter and social media channels.
3. Receive exclusive pre-embargo access to the FWX report so you can be on the front foot with your gender equality agenda.
4. Be featured as a thought leader in the FWX report and via Financy website and social media channels as a thought leader and be exposed to an audience of approximately 500,000 per quarter.
5. Be promoted out to an extensive media network via the FWX media release.
6. Opportunity to receive Financy Business Membership 10 logins. (Being built 2021)
7. Opportunity to receive Financy Equality Progress Tracker (EPT) for Australian companies and individuals. This is being developed to be released in 2021 and available to sponsors.



INVESTMENT: \$15,000

ONE YEAR, FOUR REPORTS:

MARCH '21, JUNE '21, SEPT '21, DEC '21.

GOLD Sponsorship Package

Thought leader on women's financial progress

1. Receive a Gold Sponsorship Badge with your company information to show your clients, staff and stakeholders that you are a fearless supporter of women's financial progress.
2. Prominent appearance of your company logo on all FWX materials, Financy website and newsletter as well as social media banners including across LinkedIn, Facebook, Twitter and Instagram.
3. Receive exclusive pre-embargo access to the FWX report so you can be on the front foot with your gender equality agenda.
4. Be featured as a prominent thought leader in the FWX report and via Financy website and social media channels as a thought leader and be exposed to an audience of approximately 500,000 per quarter.
5. Be promoted out to an extensive media network via the FWX media release.
6. Work with us with a 1 hour per quarter FWX workshop to boost your media/events plans.
7. Opportunity to receive Financy Business Membership 20 logins. (Being built 2021)
8. Opportunity to receive Financy Equality Progress Tracker (EPT) for Australian companies and individuals. This is being developed to be released in 2021 and available to sponsors.
9. Opportunity to sponsor Financy Equality Podcast.



INVESTMENT: \$25,000

ONE YEAR, FOUR REPORTS:

MARCH '21, JUNE '21, SEPT '21, DEC '21.

DIAMOND Sponsorship Package

Leading change on gender financial equality

1. Receive a Diamond Sponsorship Badge with your company information to show your clients, staff and stakeholders that you are a fearless supporter of women's financial progress.
2. Dominant appearance of your company logo on all FWX materials, Financy website and newsletter as well as social media banners including across LinkedIn, Facebook, Twitter and Instagram.
3. Co-spokesperson contact role on FWX report and media release.
4. Receive exclusive pre-embargo access to the FWX report to be on the front foot with your gender equality agenda.
5. Be highlighted as a thought leader in the FWX report and via Financy website and social media channels as a thought leader and be exposed to an audience of approximately 500,000 per quarter.
6. Media opportunity with company spokesperson included in media release.
7. Work with us with a 1 hour per quarter FWX workshop to boost your media/events plans.
8. Content share partnership to maximise potential audience reach during and around FWX release.
9. Opportunity to receive Financy Business Membership 30 logins. (Being built 2021)
10. Opportunity to receive Financy Equality Progress Tracker (EPT) for Australian companies and individuals. This is being developed to be released in 2021 and available to sponsors.
11. Opportunity to be the prominent sponsor of the Equality Progress Awards



INVESTMENT: \$50,000

ONE YEAR, FOUR REPORTS:

MARCH '21, JUNE '21, SEPT '21, DEC '21.

For more information on Financy products and services, please contact us.

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