



Media Kit

January 2021

THE **NEWDAILY**

The New Daily delivers honest news, available free, daily

The New Daily is a national news site resonating with our discerning and curious minded, socially aware, AB quintile, educated audience.***

Going beyond the headline, delivering ‘snackable’ news about the world in which we live, at a global and local level as well as covering money, sport, entertainment and lifestyle.

Our morning, afternoon and breaking news email bulletins have an open rate of **35%**** and a click through rate of **44%****, which sits well above the industry benchmarks.

Launched in 2013, *The New Daily* is owned and supported by Industry Super Holdings.

The New Daily is free for all Australians.

Australia’s fastest growing independent news provider.

Our website has a monthly unique audience of over **4.3 million*** and twice daily email news bulletins to over **570K +**** active subscribers, providing up-to-the minute reporting on the biggest stories of the day.

Source:
 *Google Analytics, July 2020
 **Adestra, August 2020
 *** Roy Morgan Single Source
 Australia Jan-Dec 2019

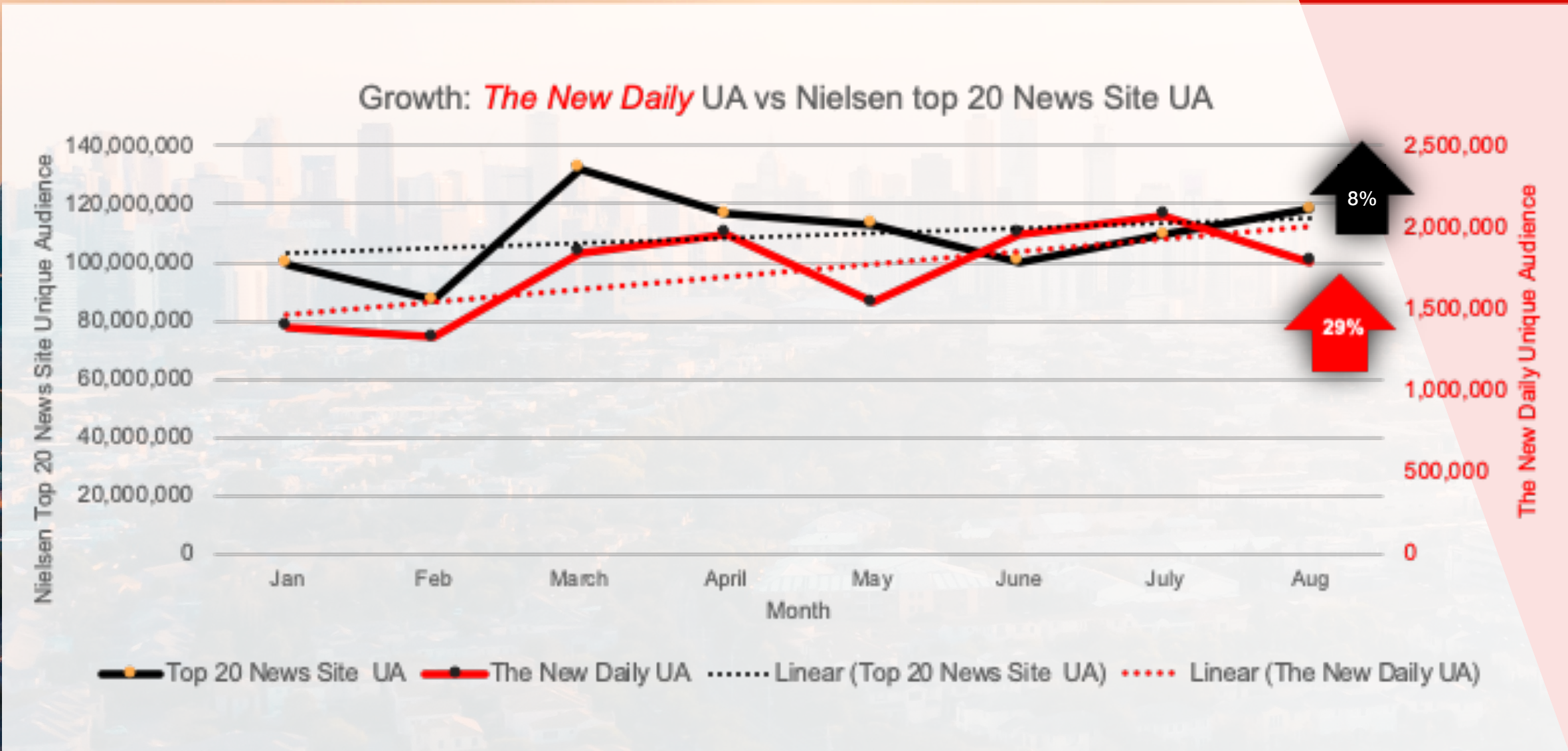
Quality content available to all Australians, delivered free – daily	Co-Founder & Editorial Adviser Bruce Guthrie Former Editor of <i>The Age, The Sunday Age & Herald Sun</i>	Breaking News eDM newsletter keeping readers informed when important stories break
Provides reliable and free news service in an age of news paywalls and increasing media concentration	Highly respected, experienced and award-winning journalists	Business News delivering breaking economic news and analysis to support our readers financial literacy
Delivering balanced & credible news in a responsible manner	Podcast series <i>‘What does that mean’</i> published every weekend featuring John Elder and varied experts focusing on health and science	National and local level news delivered in a ‘snackable’ format

An aerial view of bushfire damage to the shoreline at Pretty Beach on March 01, 2020 in Kioloa, Australia. Photo: Getty

Editorial charter and direction

The New Daily’s editorial charter is to deliver premium, high quality, independent, balanced news, available for free to all Australians

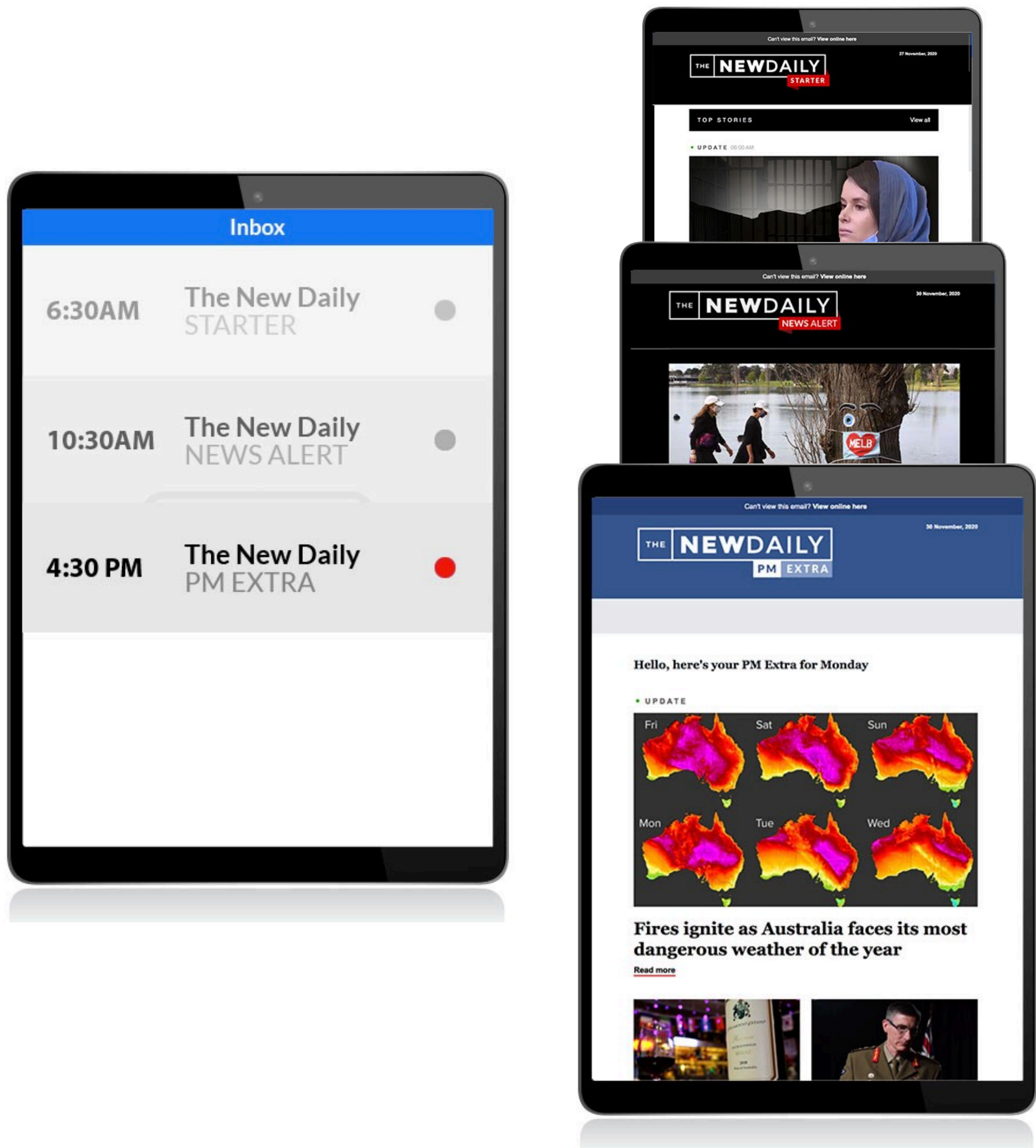
AUGUST 2020:
Ranked 16th of Australia's top 20 news sites



Source: Nielsen Digital Content Ratings January - August 2020

A growing news site

The New Daily has grown its unique audience by 29% compared to 8% growth across the top 20 news sites year-to-date 2020.



Audience connections

Seeking independent journalism, verification of news and current topics *The New Daily* audience consume news anytime across any device.

Twice daily news eDM's are highly valued by our audience to keep them up-to-date.

Website:



Monthly unique users:
4.3 million



Monthly page views:
20.1 million



Average time on site:
00:15:14

Devices:



63%



30%



7%

eDM Newsletter:



Unique eye balls per day
580K+ Subscribers

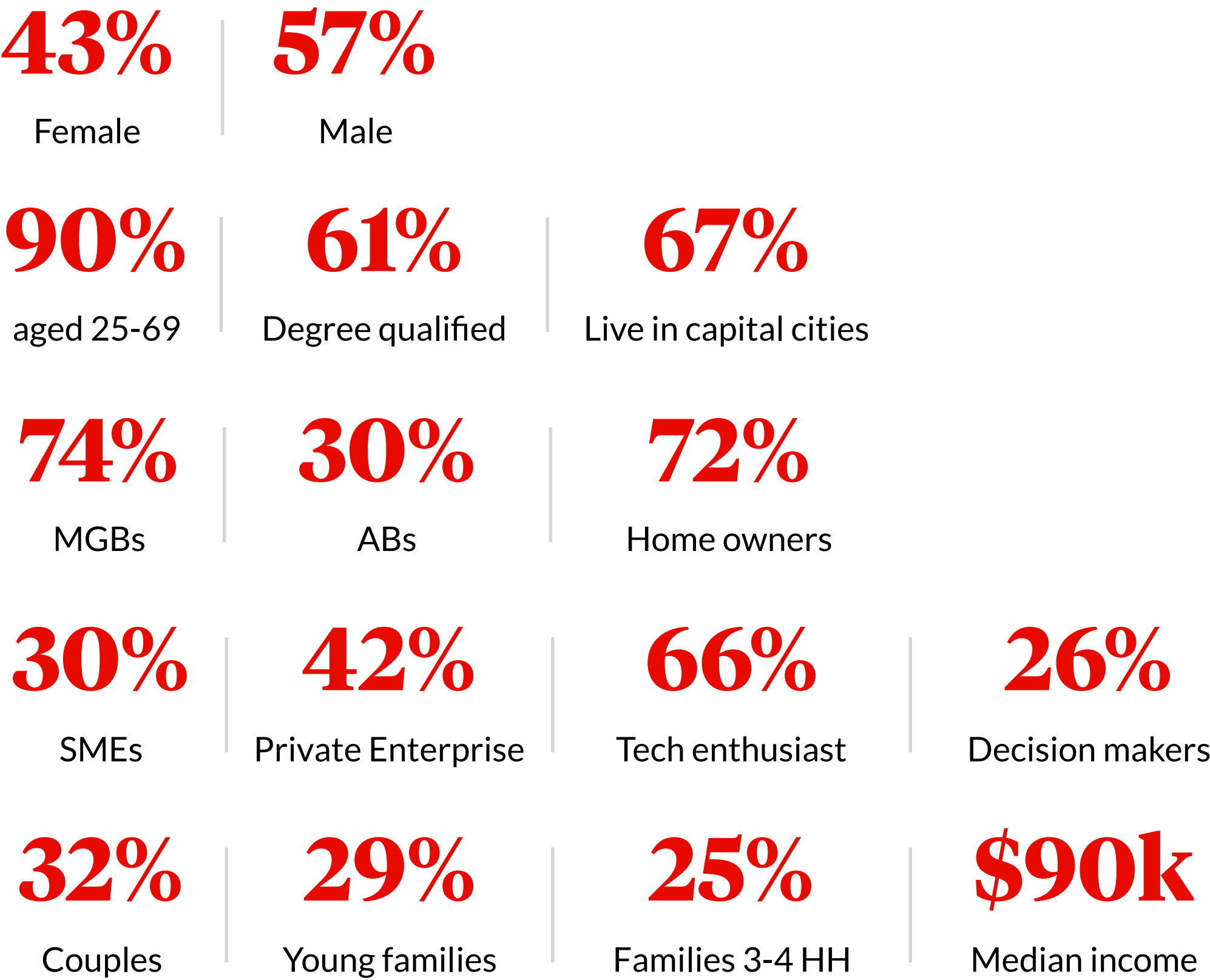


Average open rate
34.99%



Average click-through rate
43.67%

Our reach

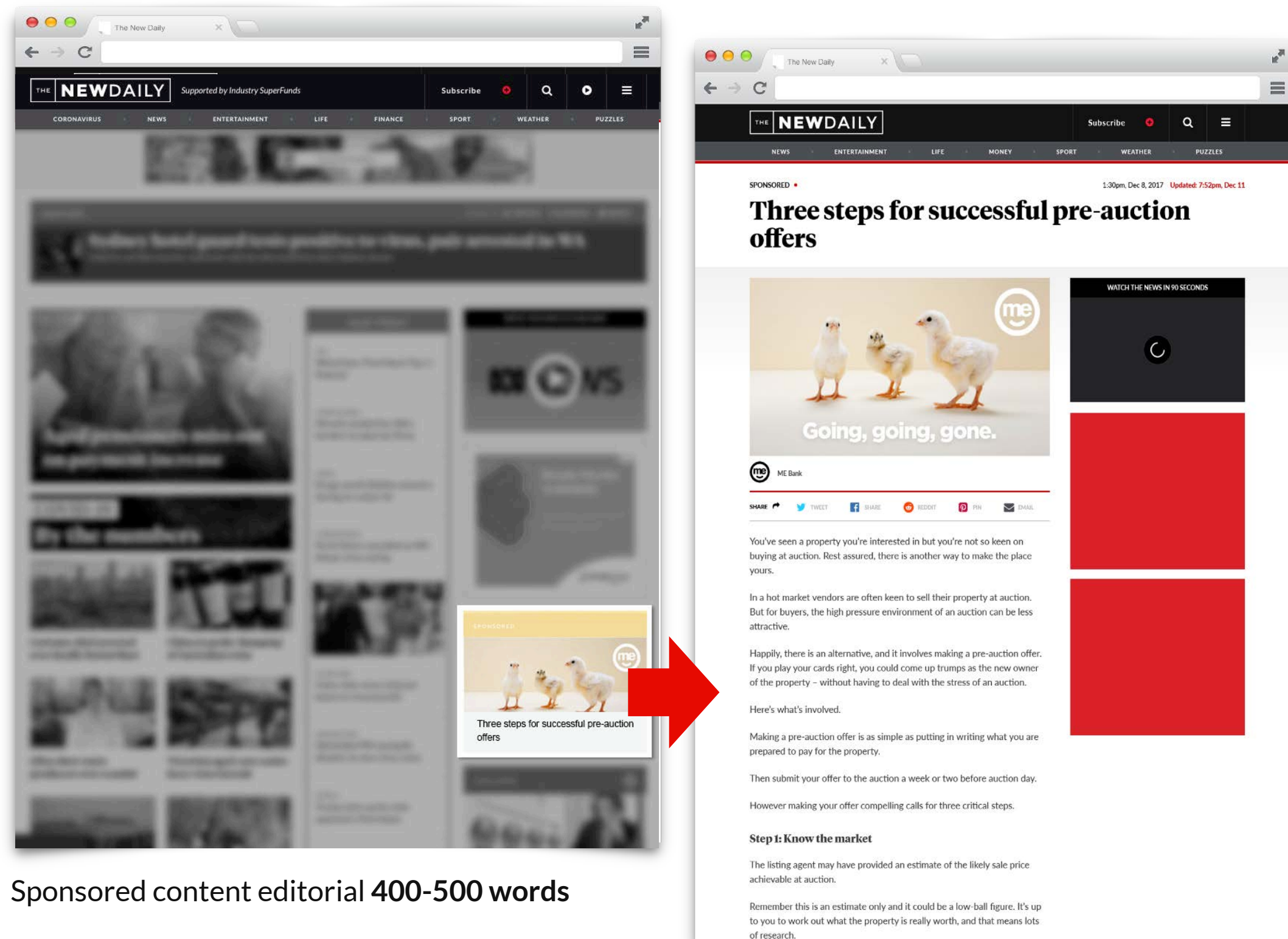


Source: Nielsen Digital Content Ratings January 2020

Audience profile

Trusted, unbiased and reliable journalism brings a highly educated audience of 4.3 million to satisfy their appetite for news and information.

The New Daily audience has a preference for quality in the information they seek, this extends to purchasing decisions, where quality is valued over price.



Sponsored content editorial 400-500 words

Brief us on your content marketing campaign to:

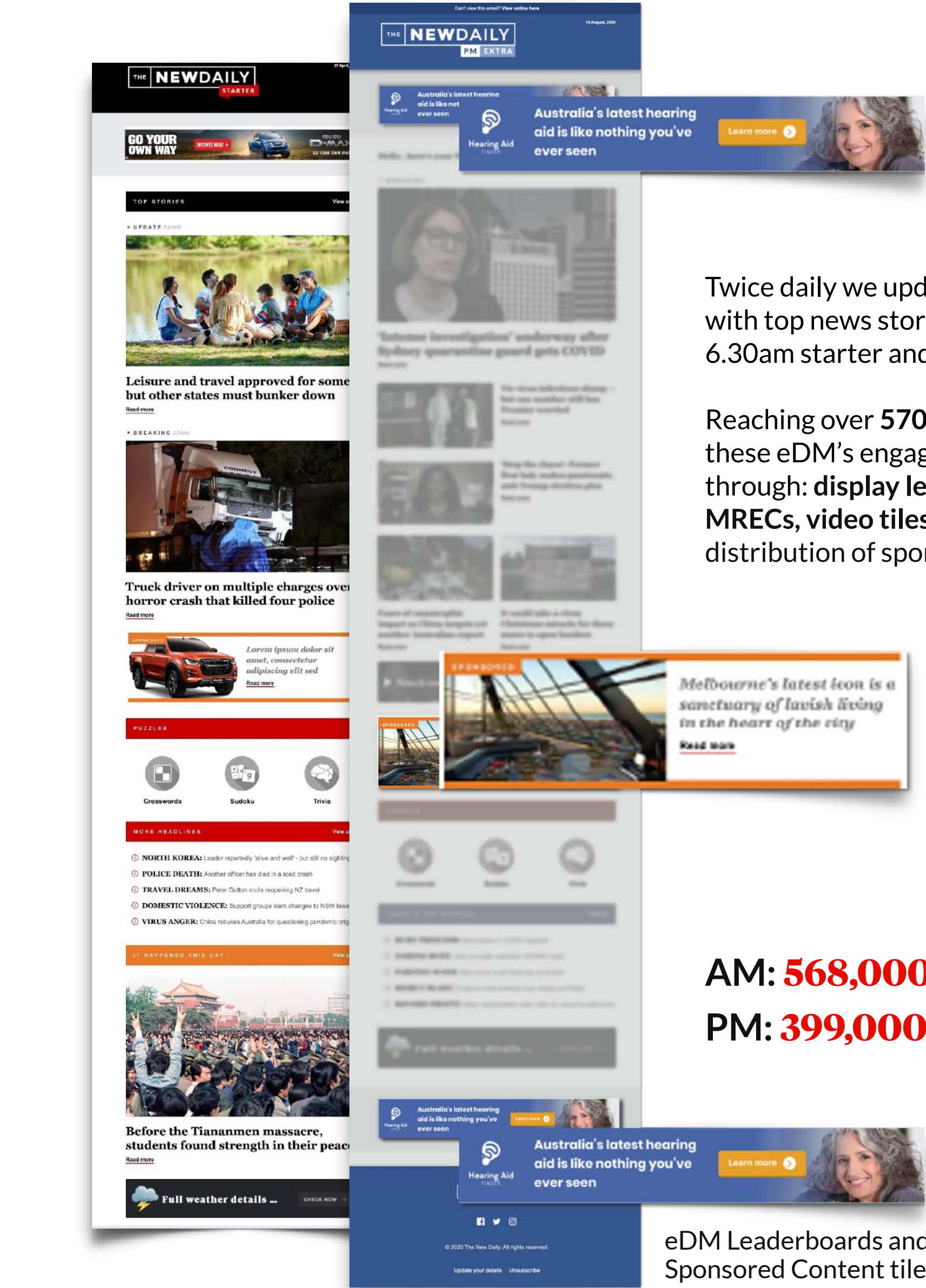
- Educate our audience
- Tell a detailed story for your brand
- Amplify your brand story
- Position your brand within a credible and trusted news site
- Support your advertising or SEO
- Stimulate a response or drive leads

Content Marketing

SPONSORED CONTENT | CONTENT PARTNERSHIPS | CONTENT CREATION

Create a connection for brands through relevant and engaging content. Supplied by brands or created by *The New Daily*, the team will work closely with you to deliver high-quality content we know will resonate with our audience.

Designed to naturally sit alongside native content but tailored to your product and brand message. Sponsored Content is shared across our digital platforms including our daily news eDM, onsite and our speciality eDM's.



Twice daily we update our readers with top news stories through the 6.30am starter and PM Extra.

Reaching over **570K+** subscribers these eDM's engage our audience through: **display leaderboards**, **mobile MRECs**, **video tiles** as the primary distribution of sponsored content.

AM: **568,000+** sends
PM: **399,000+** sends

eDM Leaderboards and Sponsored Content tile

Email Marketing

DAILY NEWS EDM | SOLUS EDM | SPECIALIST MONTHLY EDM SPONSORSHIP

Email is key to any content marketing strategy but it's only as good as the engagement it receives.

The New Daily eDM's outperform industry benchmarks with exceptionally high open rates and click through rates and are an effective way to reach a highly targeted audience.

Use our Email channel to:

- Generate sales or leads
- Distribute content and offers
- Amplify your campaign with eDM advertising
- Be read or seen in relevant context by aligning to speciality topics

DOLLARS & SENSE
How to mind your money

Dollars & Sense features the latest economic commentary, news and insights with a view to improving your financial literacy and help you make better decisions with your money.

IT'S NEVER
TOO LATE TO LEARN

It's never too late to learn helps keep you informed about future skill developments, helping you plan for a career change, online & on campus study options, and maximising your professional readiness.

YOUR PROPERTY

The place for independent and authoritative property and investment news, advice and ideas. *Your Property* is delivered in partnership with **VIEW** and sent to a combined database of more than **650,000 subscribers** each month.

Health
News for better living

Keeping you informed to support you and your family's health and wellbeing. *Health* offers news, advice, fitness ideas and the latest health developments.

Specialist monthly eDM

Each month The New Daily publishes four bespoke eDMs.

Each speciality eDM has the opportunity for sponsorship utilising display and video advertising and sponsored content.

Highly targeted and contextual these eDMs are engaging to the right audience.

Ave OR **27%** Ave CTR **54%**

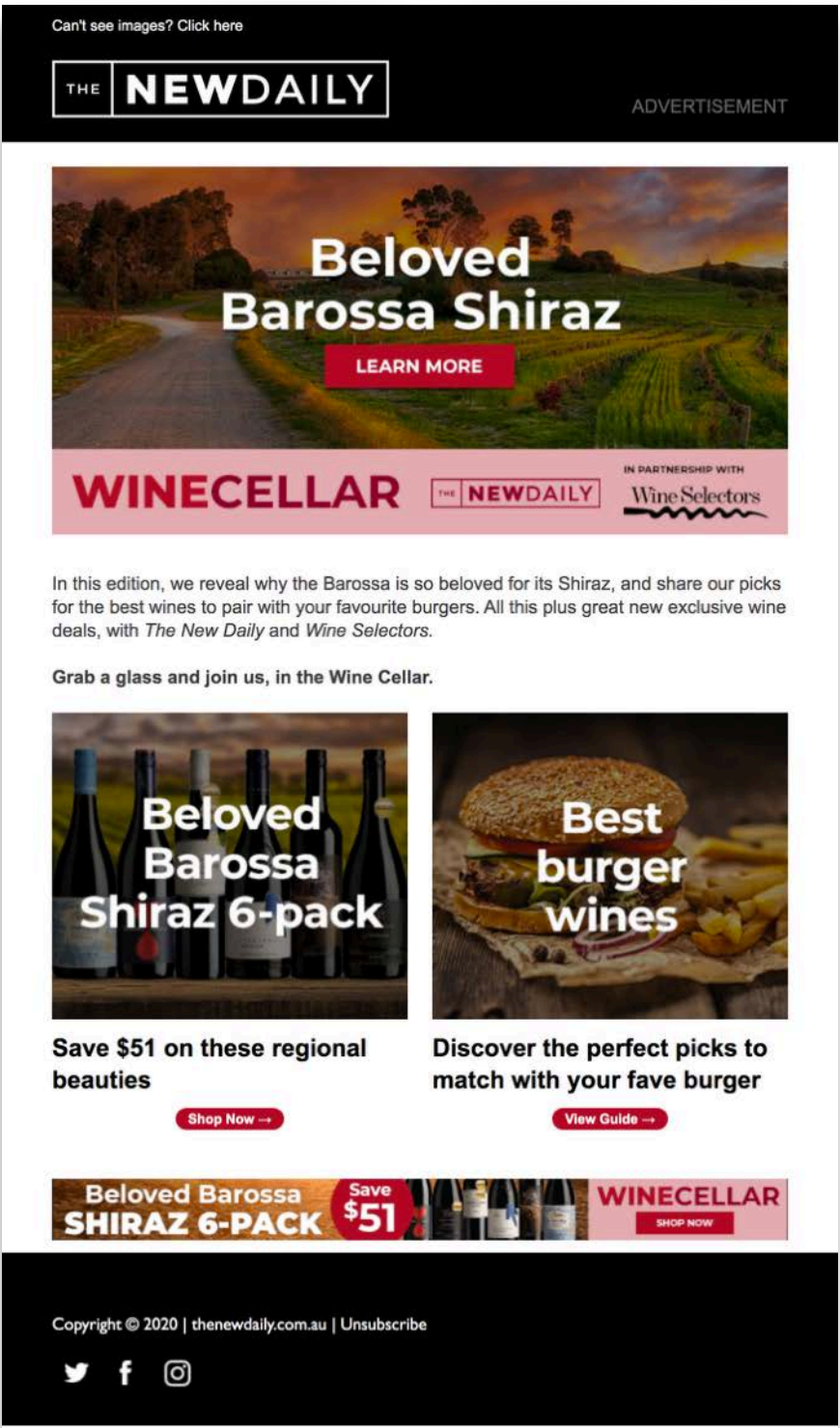


Solus eDM

Our reader's trust us to bring them special offers and we respect their inbox to not overfill it with meaningless emails.

As a result we see high open rates and a highly engaged reader ready to take up offers from our partners.

With limited sends per week the solus must include an offer to our readers. Very effective for lead generation and promotion of offers or sales.



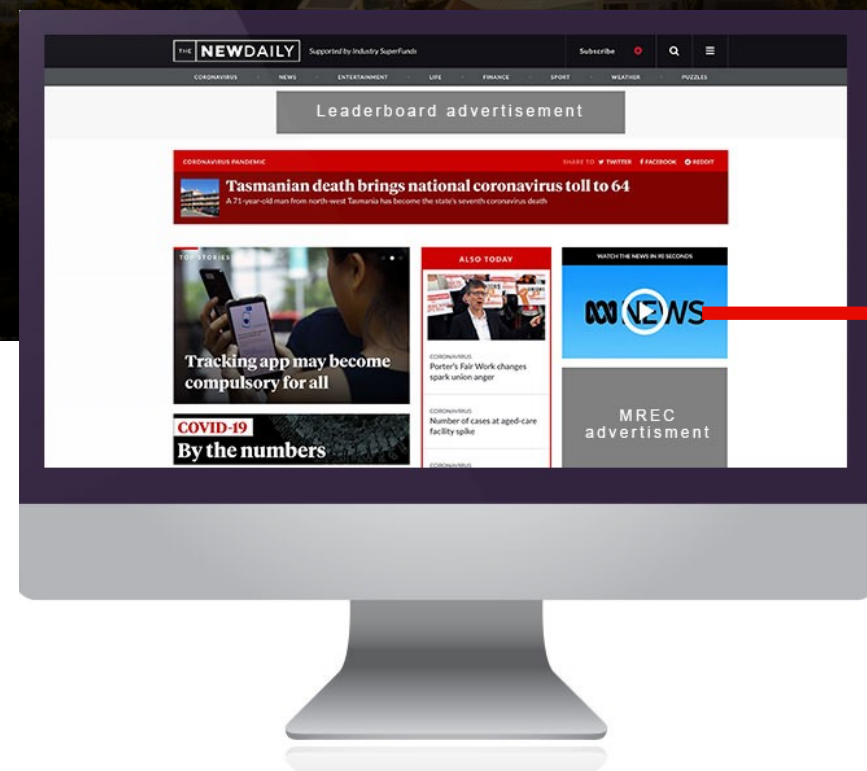
Wine Cellar Solus eDM, in partnership with Wine Selectors

58,000+ promotional opt-in group

Ave OR **34%** Ave CTR **6 - 8%**

Video & High Impact formats

Video is a key element of a content marketing strategy, delivering stronger consumer attention and emotional connection, higher engagement, and increased conversion opportunities.



Onsite video tile



MREC, Leaderboard, Half page, Large leaderboard, Billboard

Display advertising

DIGITAL DISPLAY FORMATS ONSITE & EDM'S | RICH MEDIA | VIDEO | TAKEOVERS & ROADBLOCKS |

Onsite and via eDMs there are many ways to build awareness and exposure for brands.

Display can be stand alone or work in conjunction with email and content campaigns.

Take ownership of eDMs and onsite with roadblocks or takeovers.

- Create awareness
- Amplify your content or offer
- Drive engagement
- Create impact



Partnerships

CATEGORY PARTNERSHIPS | CONTENT PARTNERSHIPS | BESPOKE PARTNERSHIPS | COLLABORATIONS

At *The New Daily* there's no template for our partnership offering, they come in all shapes and sizes. Our independence and size gives us the ability to be agile to develop truly bespoke solutions.

We're ready to create a bespoke partnership:

- How can we collaborate to boost your brand's profile with our audience?
- Can we co-create content to develop an engaging content series?
- How can you leverage the trusted relationship *The New Daily* enjoys with our readers?
- What are the opportunities for maximum exposure and brand integration?

Brief us on your campaign KPIs and we'll create 'The Big Idea' to engage our audience

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