



Better Future
Future. A

THE **NEWDAILY**

From the editor

The New Daily was founded with the mission of providing all Australians with a free source of unbiased and independent news.

At a time when Australians are craving independent media like never before, that task has never been more important.

Each day our team of journalists and columnists seeks to add context and clarity to the events of the day, continually striving to inform, educate and entertain our diverse and rapidly growing group of readers.

Be it breaking news, politics, finance, lifestyle, entertainment, sport or health, *The New Daily* searches for the real story behind the headline and delivers journalism that makes our readers think and feel.



Influential in business, family and community

The New Daily audience are information hungry news seekers.

<div>60%*</div> <div>degree educated</div>	<div>\$90K**</div> <div>median income</div>
--	---

They are go-getters, deeply curious and move in powerful circles. They are discerning. They seek information to satisfy their desire for detailed knowledge to make the best decisions in business, community or for their families.



Influential	Politically minded	Socially responsible
--------------------	---------------------------	-----------------------------

Source: *Roy Morgan Single Source April 21-Mar 22. **Nielsen Digital Content Ratings 2022

42%

Socially Aware & Visible Achievement

Whether they're saving the world or purchasing the latest tech, these influential leaders use information to make informed decisions. They take a keen interest in the economic and political environment and not surprisingly are big spenders and value quality.

23%

Traditional Family Life

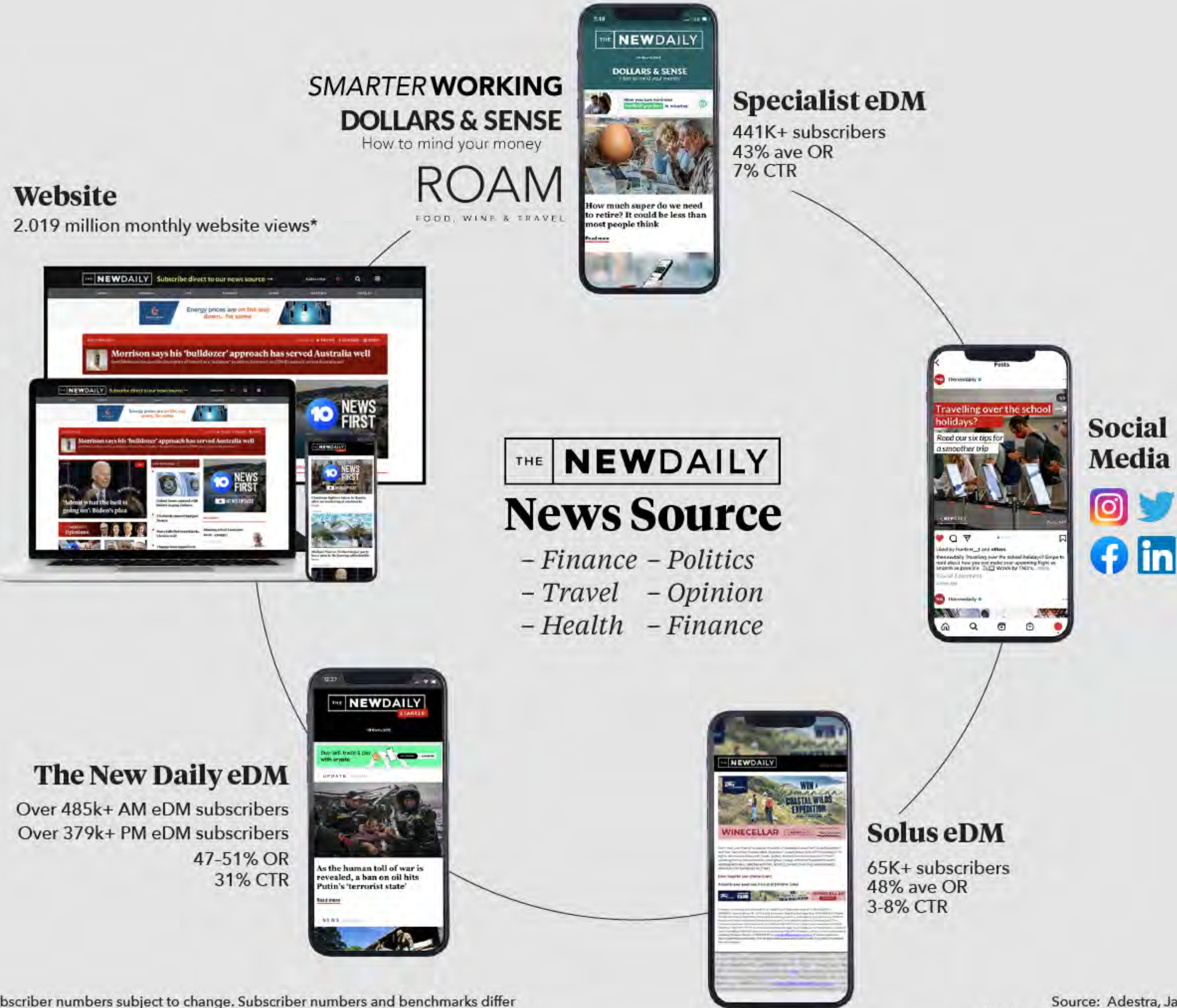
Represents the core of 'middle Australia' motivated by values of security, reliability and providing better opportunities for their family. They seek information to improve home life, make good decisions for their families and to keep looking good and feeling well.

The New Daily
connections

The New Daily is a quality news source for a uniquely engaged and loyal audience.

The site offers cross-channel connection with our desirable audience who are very influential in business, family and community.

Be it via eDM, website or social we are part of the daily ritual of news consumption for our loyal readers.



Note: subscriber numbers subject to change. Subscriber numbers and benchmarks differ for each speciality EDM. Averages are current benchmarks and not guaranteed.

Source: Adestra, Jan-June 2022
*Nielsen Digital Content Ratings June 2022



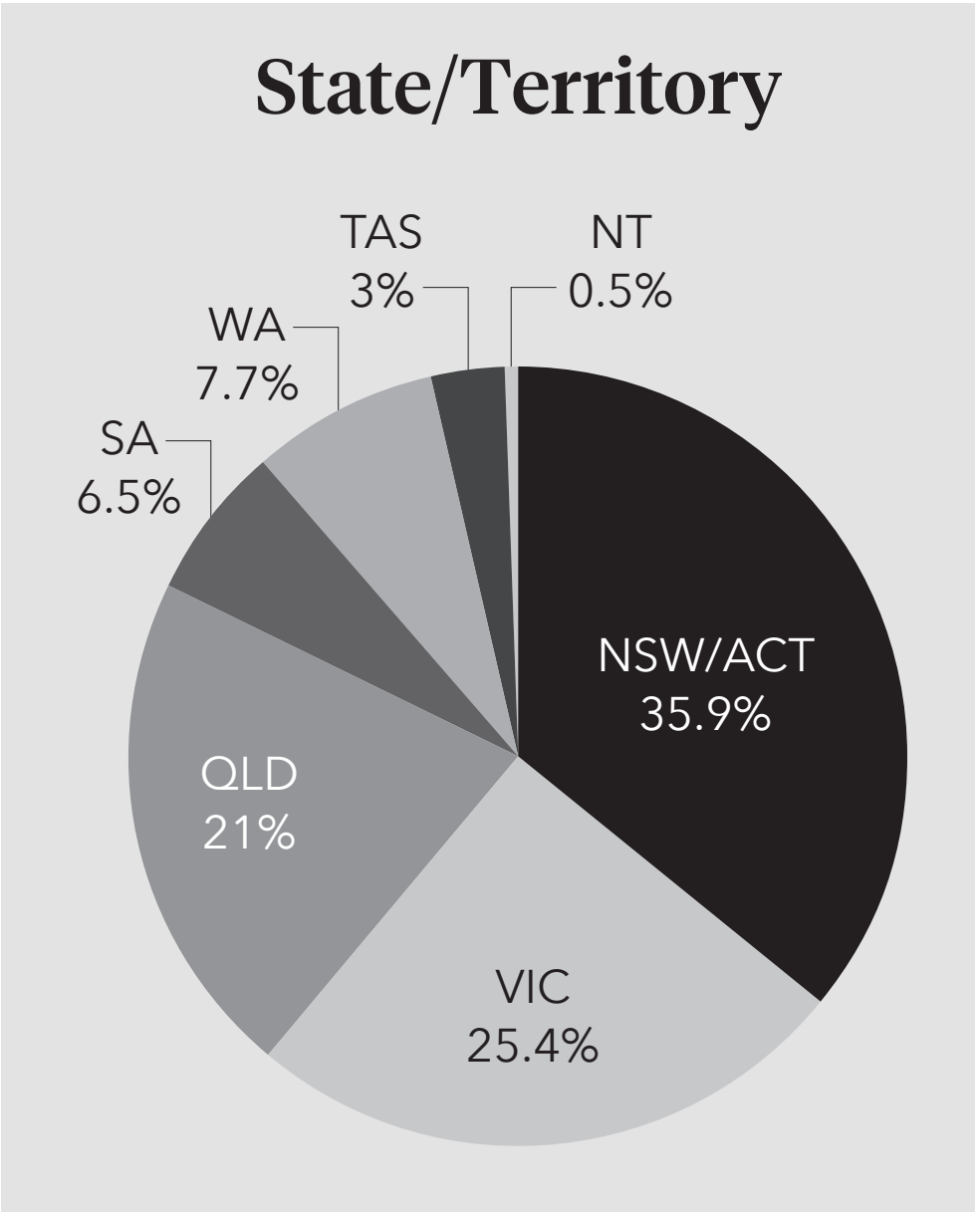
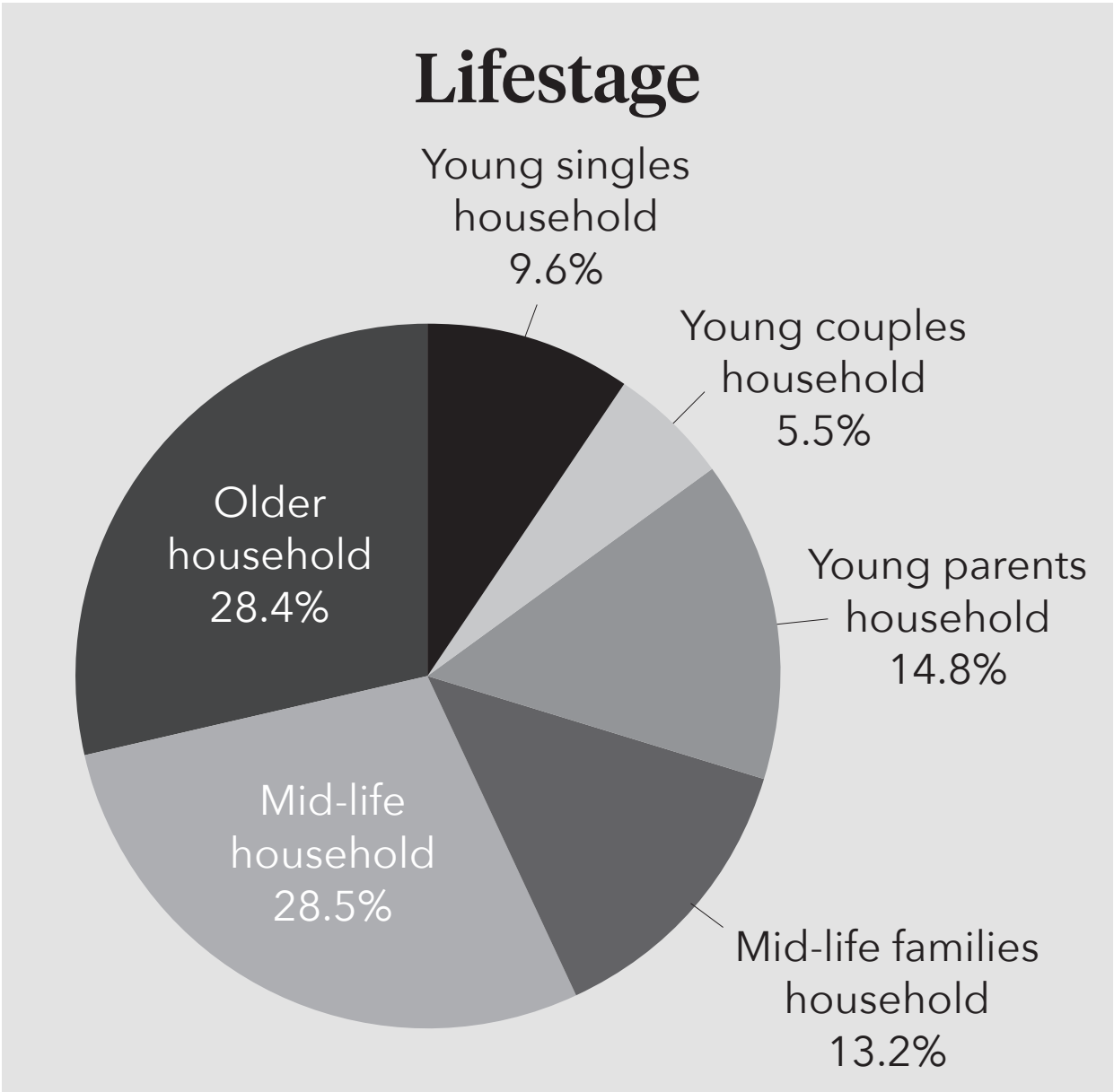
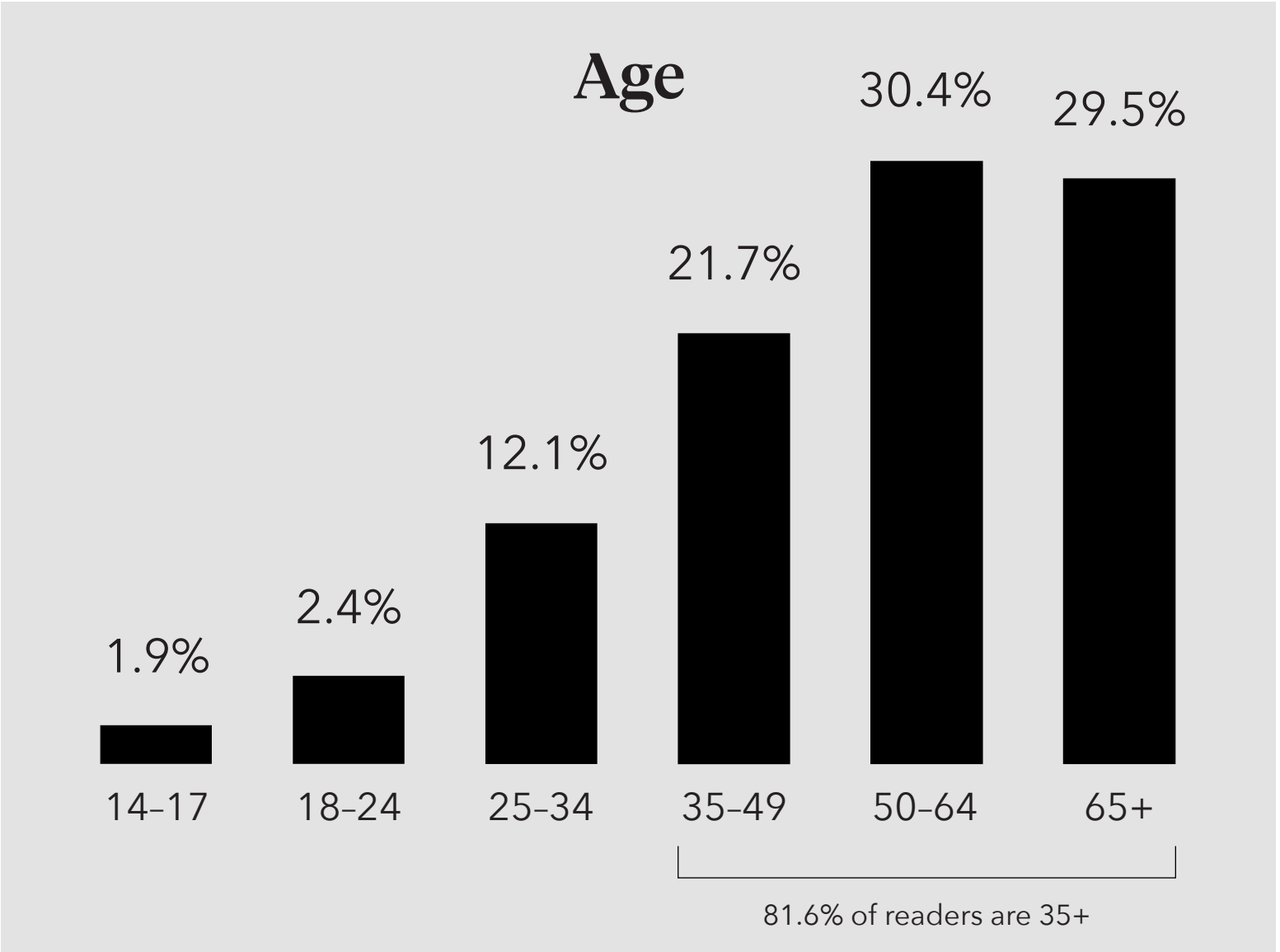
The New Daily reader is more likely to be 35+, comfortable financially, well-educated, live on the eastern seaboard and in a mid-life stage.

58/42
% male - female

40%
big spenders

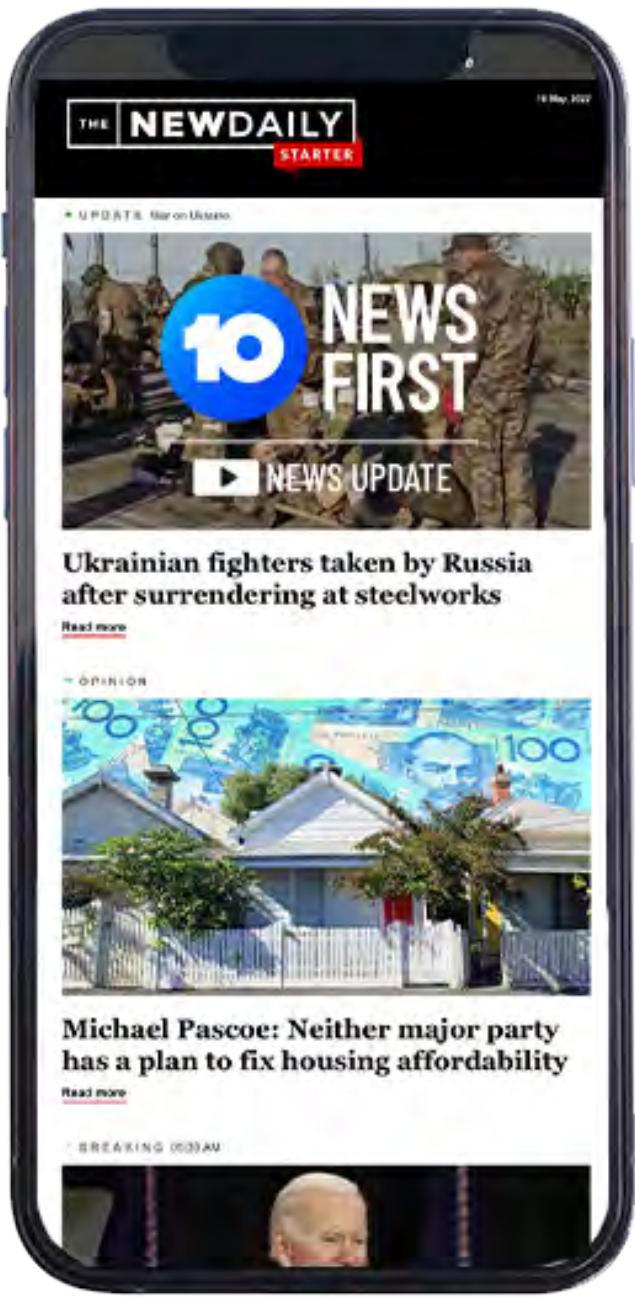
11%
own their own business

41%
own their own home outright



Source: Roy Morgan Single Source April 21-Mar 22

AM/PM eDM



485,997+* subscribers

Frequency
Daily

Open Rate
47.19%

CTR
31%

- Advertiser Opportunities
- › Display leaderboard & MREC (mobile only)
 - › Sponsored Content Module (used as a traffic driver)

Specialty eDMs



411,927+ subscribers

Frequency
Monthly

Open Rate
43%

CTR
12.5%

- Advertiser Opportunities
- › Display
 - › Sponsored content module
 - › Partnerships (exclusivity travel, health and finance)

Solus eDMs



64,000+ subscribers

Frequency
Weekly

Open Rate
48%

CTR
3-8%

* Please note average size, open rates and CTR are subject to change. CTR based on clicks/sends. PM send size is 379,021+ subscribers.



Health



Health

575,000* subscribers

Frequency
Monthly

Open Rate
30-40%

CTR
9%

18,830 ave pageviews per article

2:04 ave time on page

Content pillars: news, nutrition & exercise, wellbeing, science & medicine

Themed editions

Advertiser Opportunities

- › Display - 100% SOV
- › Sponsored content
- › Brand integration partnerships (exclusivity)

Travel, food & wine



ROAM

FOOD, WINE & TRAVEL

513,077* subscribers

Frequency
Monthly

Open Rate
42%

CTR
10%

6298 ave pageviews of editorial

4:00 ave time on page

Content pillars: food, wine, travel, tips
Themed editions

Advertiser Opportunities

- › Display - 100% SOV
- › Sponsored content
- › Partnerships (exclusivity)

Finance



DOLLARS & SENSE

How to mind your money

442,338* subscribers

Frequency
Monthly

Open Rate
43%

CTR
14%

33,349 ave pageviews of editorial

1:26 ave time on page

Content pillars: economic news, budget, business, property

Themed editions

Advertiser Opportunities

- › Display - 100% SOV
- › Sponsored content
- › Partnerships (exclusivity)

Work



SMARTER WORKING

557,223* subscribers

Frequency
Monthly

Open Rate
42%

CTR
19%

9074 ave pageviews per article

2:20 ave time on page

Content pillars: work, mind, workplace, ethics

Advertiser Opportunities

- › Display - 100% SOV
- › Sponsored content
- › Partnerships (exclusivity)

10.48 million

Monthly page views

1 million

Video views

8.56 mins

Average time spent

Sections

- › News
- › Opinion
- › Life
- › Finance
- › Sport

Key contributors

- › Alan Kohler
- › Michael Pascoe
- › Paul Bongiorno
- › Kirstie Clements
- › Madonna King
- › Simon Kuestenmacher

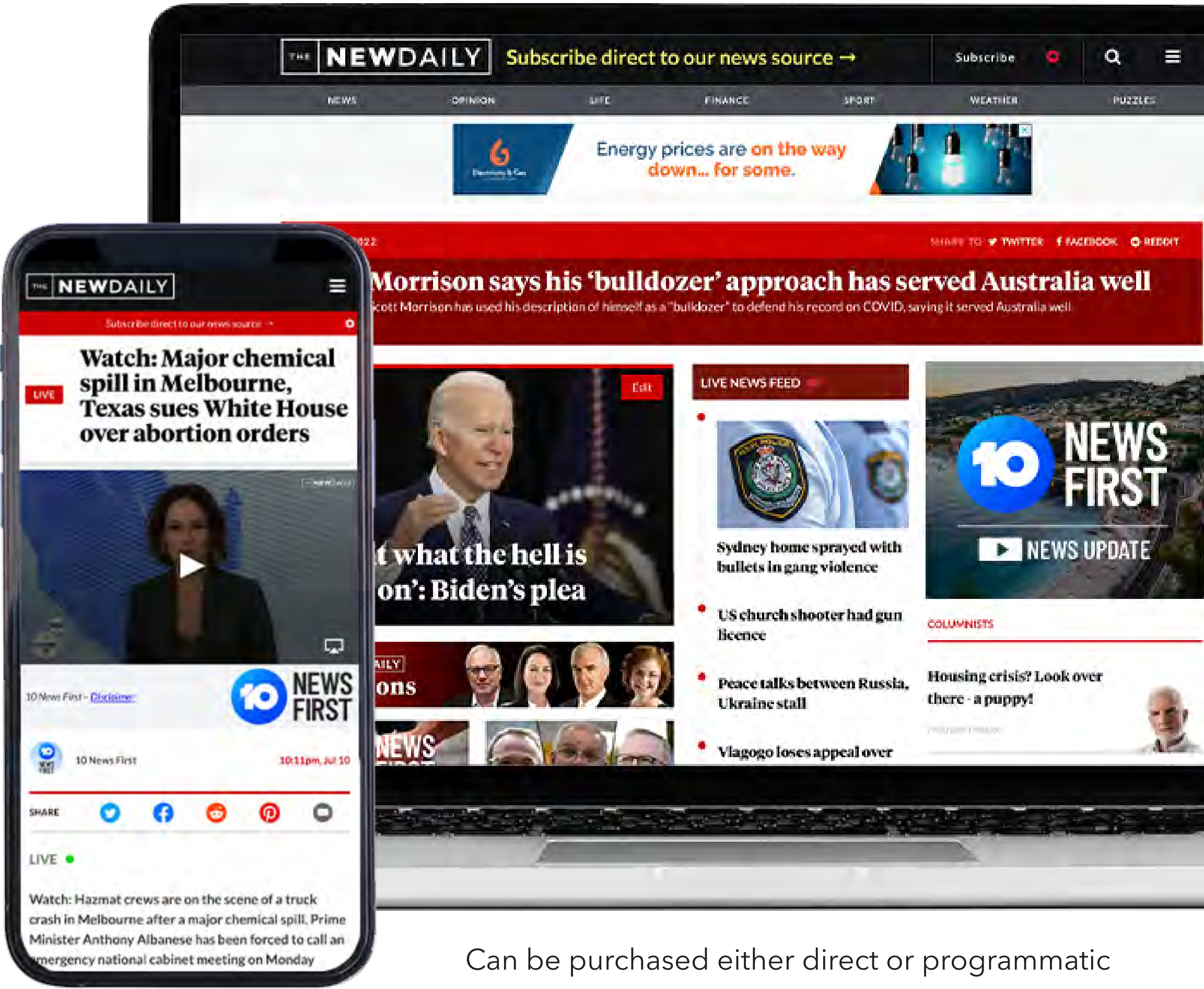
Advertiser opportunities

- › ROS display
- › Homepage and section takeover
- › Rich media
- › Sponsored content
- › Pre-roll video

Performance metrics

- › 0.05% AVE CTR display on site
- › 80% Completion rate (pre-roll)
- › 70% Completion Rate (pre-roll)

2.019 million Unique views on site per month



Can be purchased either direct or programmatic

Now with a bigger online audience than...



Sponsored content

Content written by our commercial editor or supplied by an advertiser will sit naturally alongside native content. Key messages will be tailored to your brand with call-to-action and link to a nominated URL. Content is distributed across the daily news or speciality eDM, homepage and social.

Advertiser Opportunities

- › Article production, publish & distribution
- › 100% SOV display roadblocks onsite
- › Exclusive partnerships

Brand advertising to feature around the content

SPONSORED

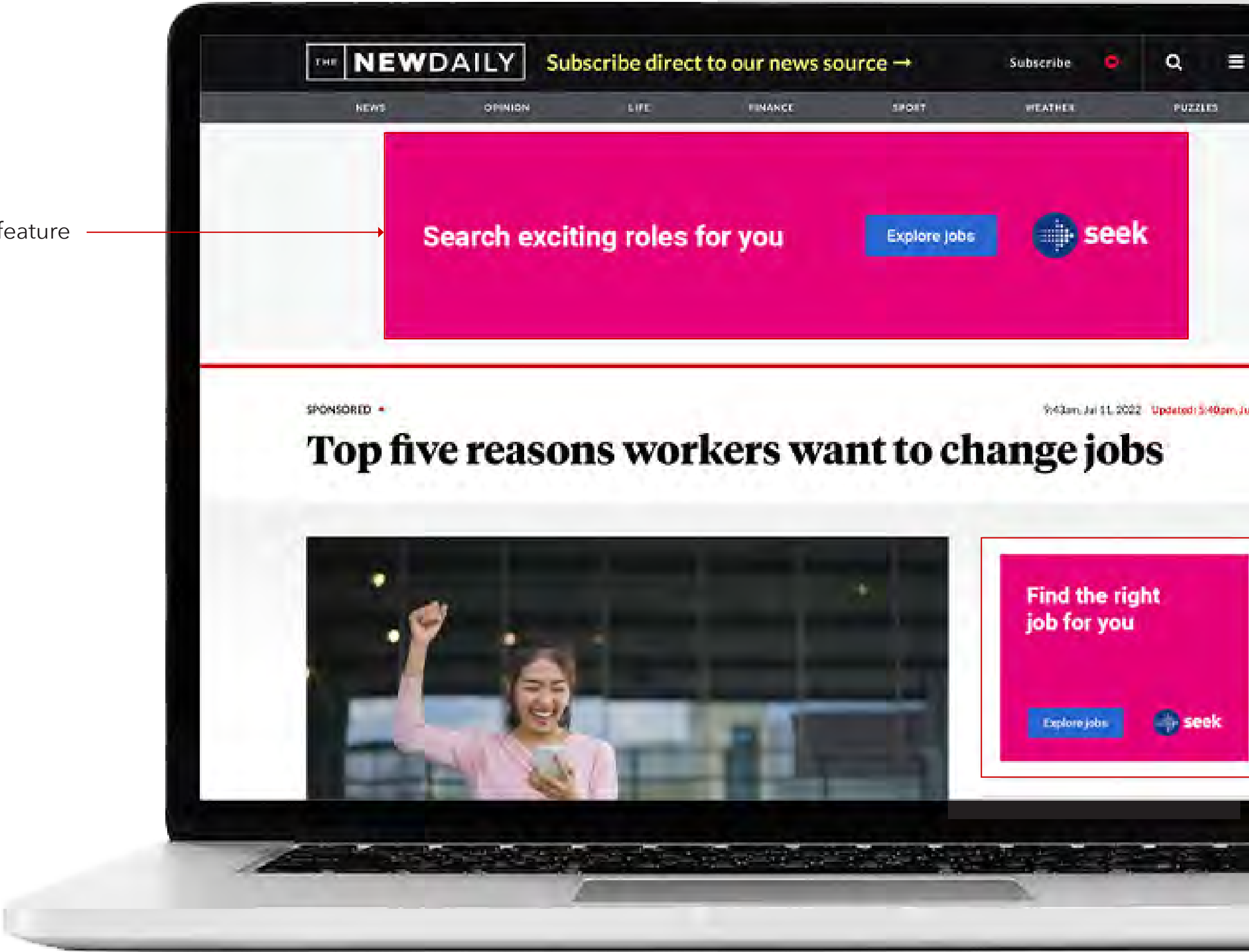


Jobseekers are spoiled for choice - here’s how businesses can stand out

[Read more](#)

<div>0.46%</div> <div>Sponsored content CTR*</div>	<div>1,500-3,500</div> <div>AVE page views</div>	<div>2 mins</div> <div>AVE time spent</div>
--	--	---

*example of sponsored content module shown.
Source: Google Analytics Jan-June 2022



Website display and video advertising

Type	Size	Max file size	File format	Platform	Geo targeting	Run of site	CPM/Rate	AVE benchmark
MREC	300x250	40kb	JPG, PNG, GIF, HTML5	Desktop & Mobile	Yes	Yes	\$15	0.05% CTR
Leaderboard	728x90	40kb	JPG, PNG, GIF, HTML5	Desktop	Yes	Yes	\$15	
Mobile Leaderboard	320x50	40kb	JPG, PNG, GIF, HTML5	Mobile	Yes	No	\$15	
Half Page	300x600	60kb	JPG, PNG, GIF, HTML5	Desktop	Yes	Yes	\$25	
Billboard	970x250	60kb	JPG, PNG, GIF, HTML5	Desktop	Yes	Yes	\$25	
Large Leaderboard	970x90	60kb	JPG, PNG, GIF, HTML5	Desktop	Yes	Yes	\$25	
Large Mobile Banner	320x100	40kb	JPG, PNG, GIF, HTML5	Mobile	Yes	No	\$25	
Sponsored Roadblock	As above	As above	JPG, PNG, GIF, HTML5	Desktop & Mobile	Yes	No - 100% SOV for article	\$1500 per send	0.05%
Section Roadblock	As above	As above	JPG, PNG, GIF, HTML5	Desktop & Mobile	Yes	No - 100% SOV for section	POA	0.05%
Pre-Roll Video	6, 15 or 30 sec	10mb	VAST 2.0, 3.0, 4.0, MOV	Desktop & Mobile	Yes	Yes	\$40	80% viewability 70% completion rate
Outstream Video	6, 15 or 30 sec	10mb	VAST 2.0 and 3.0, VPAIO Tag	Desktop & Mobile	Yes	Yes	\$35	

Floor Rates available for PG and PMP deals, Google DV360 Video and Display

3rd party tags accepted

Ad Tags (mandatory for HTML5), Click and Impression Tracking Tags

Private auction & PG deals - Keyword Targeting, Standard IAB sizes, Specific audience buys, Above the fold targeting, Priority bidding, First look, Transparency

Open auction - Standard IAB sizes, ROS, Low rates, Large reach

eDM display

eDM type	AVE audience size**	Frequency	Format***	Size	Max file size	File format	OR%	AVE CTR%	Rate card	AVE display benchmark		
AM The New Daily	485,977	Daily	Leaderboard	600x100	150kb	JPG, PNG, GIF*	44%	28.20%	\$1500 per send	0.15% leaderboard 0.05% MREC		
			MREC	300x250								
PM The New Daily	379,000	Daily	Leaderboard	600x100	150kb	JPG, PNG, GIF*	50%	33.20%				
			MREC	300x250								
Solus eDM	65,529	Weekly	TND template	TND template			49%	3-8%	\$7500	N/A		
ROAM (standard)	513,077	Monthly	Leaderboard	600x100	150kb	JPG, PNG, GIF*	42%	10%	\$5000 per send	0.15% leaderboard 0.05% MREC		
			MREC	300x250								
Dollars & Sense	442,338	Monthly	Leaderboard	600x100	150kb	JPG, PNG, GIF*	41%	14%	\$5000 per send			
			MREC	300x250								
Health	575,000	Monthly	Leaderboard	600x100	150kb	JPG, PNG, GIF*	30-40%	9%	\$5000 per send			
			MREC	300x250								
Smarter Working	471,732	Monthly	Leaderboard	600x100	150kb	JPG, PNG, GIF*	43%	9%	Booked until May 2023			
			MREC	300x250								

*Unsupported animated GIF's will only show the first frame

**subscriber numbers as at June 2022, subject to change. OR and CTR subject to change, average only. ROAM standard is not a brand edition (feature destination edition) and features a range of travel, food and wine content

***MREC only displays on mobile

Sponsored content and partnerships

Content	Type	Revisions	Distribution	Platform	Size	Rate card	AVE benchmark
Sponsored content written by TND	Brief supplied by client	Allowed	The New Daily eDM (sponsored module) or specialty eDM	On-site	400-500 words	\$5000	1500-3500 unique views
Sponsored content supplied by client	Full article supplied with minor revisions by TND journalist	Allowed	The New Daily eDM (sponsored module) or specialty eDM	On-site	400-500 words	\$3500	1500-3500 unique views
ROAM eDM feature destination	Brief can be supplied to TND to ensure we cover off major priorities, however, the final copy is at the discretion of the journalist to ensure editorial integrity is maintained	Sent to client as FYI	ROAM eDM	On-site	5 x editorial pieces	Minimum \$20,000 investment per campaign to unlock	3923 unique views 3:30 average time on page each article
Exclusive partnership	Speak to us about how we can integrate your brand and build a long-term partnership to engage <i>The New Daily</i> audience					\$20,000+	

Ad deadlines

Format	Days required
Standard display creatives	3 working days
Complex display creatives - rich media	10 working days
Video pre-roll	5 working days

Sponsored content and video production	Days required
Content production	10 working days from brief to go-live (48hrs min to write an article)
Video production	10 days

Rescheduling terms and conditions: If material deadlines are missed, *The New Daily* will make every effort to reschedule a campaign at the next available time. Should availability not allow for it to run in the same month, a make-up will be offered at the discretion of the Head of Sales.

File guidelines

- › All files must be supplied as JPG, static/animated GIF or SWF. If supplying a Flash (SWF) ad, a fallback GIF or JPG must also be supplied.
- › All files to be under 1MB for onsite desktop and onsite mobile creatives
- › All E-Newsletter files must be under 150KB
- › Flash creatives must contain a clickTag to which The New Daily will assign your click-through URL.
- › For more information on how to add a clickTAG to your Flash creative, go to www.flashclicktag.com.
- › TND only accepts SSL compliant creatives for display advertisements
- › Flash creatives must be saved in Flash v9 or earlier using Action Script 2 (AS3 is not accepted for site-served Flash creatives). The maximum allowable frame rate is 21 frames per second.
- › Creatives that require connections to multiple Flash files should be served through an approved 3rd party ad server such as Double Click, Atlas or Sizmek
- › Creatives should observe the following web guidelines: <https://www.iab.com/newadportfolio/>

3rd party ad serving guidelines and creative

All 3rd party redirects must be live when submitted, to enable thorough testing before creatives go live. All 3rd party ad-serving charges are the responsibility of the advertiser or agency. The New Daily reserves the right to remove an ad that is deemed unsuitable.

We reserve the right to remove any ad that does not meet our specifications, contravenes any of these guidelines or adversely affects the rendering of our site, other ad placements or user experience.

The setting of 3rd or 4th party cookies on The New Daily sites for re-targeting or any other user tracking purposes is not permitted without prior approval from The New Daily. Creatives featuring unauthorised connections to external servers for the purposes of user tracking will be removed from rotation.

Advertising terms and conditions

The terms and conditions in this document comprise a legal agreement between you (or any agency or media company arranging advertising for you) (Customer) and Motion Publishing Pty Ltd (ACN 150 202 109) and its affiliated entities and related bodies corporate (Publisher) in circumstances where the Publisher has agreed to publish advertisements (which may include images and/or content and information) (Advertisements) and provide advertising services (Services) for the Customer, or where the Publisher has provided a tax invoice in respect of Advertisements.

1.

The Publisher will endeavour to publish Advertisements in the manner and form requested by the Customer.

2.

The Customer grants the Publisher a non-exclusive, perpetual, irrevocable, worldwide, fee-free, royalty-free licence to publish and/or sub-license Advertisements in any form or medium (Licence). The Customer warrants that it owns all the rights in and to the Advertisements, that it has all necessary right and title to grant the Licence, and that the Advertisements do not breach or infringe any applicable legislation, principles, industry codes and policies, or the rights, including without limitation, the intellectual property rights, of any person or other third party.

3.

The Publisher has the unconditional right to not accept any Advertisement for publication or distribution without giving any reason.

4.

The Publisher has the unconditional right to move the position of, or change the format of, an Advertisement without notice.

5.

Except in accordance with clauses Error! Reference source not found. and 12, the Publisher will not be liable for any loss or damage incurred by the Customer where the Publisher exercises its rights under clauses 3 and 4.

6.

The Customer is responsible for checking proofs of any Advertisements provided by the Customer to the Publisher (including Advertisements booked over telephone), and notify the Publisher of any errors. The Publisher does not accept responsibility for any errors in Advertisements submitted by the Customer.

7.

The Publisher does not accept responsibility for any loss or damage to any material left in the Publisher’s control for the purposes of providing the Services.

8.

The Customer must not resell the Services to any third party without the Publisher’s consent.

9.

The Publisher may, at its discretion, place any Advertisements alongside any third party advertisements, and include any additional features or inclusions (such as third party advertisements) during the course of providing the Services.

10.

The Customer acknowledges that it has not relied on any advice given or representation made by or on behalf of the Publisher in connection with the Services.

11.

Subject to any terms, conditions or other responsibilities implied by law and which cannot legally be excluded, the Publisher

and its officers, agents, employees and other representatives exclude and are not liable to the Customer for any losses, damages, liabilities, claims and expenses (including but not limited to legal costs and defence or settlement costs) incurred by the Customer or any third party whatsoever, arising out of or referable to any Advertisements or the Services, whether in contract, tort including negligence, statute or otherwise.

12.

The liability of the Publisher and its officers, agents, employees and other representatives for a breach of any term, condition, guarantee or warranty implied by law and which cannot legally be excluded by the Publisher and its officers, agents, employees and other representatives, is limited to the fullest extent possible, at the Publishers option, to:

12.1.

in the case of goods - replacement of the goods or the supply of equivalent goods, repair of the goods, payment of the cost of replacing the goods or acquiring equivalent goods, or payment of the costs of having the goods repaired; and

12.2.

in the case of services - the supply of the services again or payment of the cost of having the services supplied again.

13.

The Customer agrees to indemnify and hold harmless the Publisher and its officers, agents, employees and other representatives (Indemnified Parties), from and against any loss (including legal costs and expenses on a solicitor-own client basis) or liability incurred or suffered by any of the Indemnified Parties in relation to any claim, suit, demand, action or proceeding by any person against any of the Indemnified Parties arising from the Services and any Advertisements, or any breach by the Customer of this document, including but not limited to the representations and warranties made by the Customer, as set out in this document.

14.

The Customer consents to the Publisher using and disclosing any information, including any personal information as defined under the Privacy Act 1988 (Cth), provided or submitted by the Customer for the purpose of providing the Services, including, but not limited to, disclosures to third parties as required to provide the Services, and to credit reporting and debt collection agencies to recover amounts owing in respect of the Services. The use of the Customer’s information is at all times subject to the terms of the Publisher’s Privacy Policy.

15.

Unless required by law, the Customer and the Publisher will not disclose, and will treat as confidential, information generated for

the performance of the Services, including volumes and pricing.

16.

All bookings for advertising space, insert distribution and cancellations must be confirmed in writing.

17.

Rates for the Services shall be charged in accordance with the current rate card, available online or from the Publisher’s advertising department (Department).

18.

Deadlines for advertising and distribution must be adhered to, and are displayed on the current rate card, available on line or from the Department.

19.

Advertisements should be supplied to the Publisher as per the technical data specified on the rate card, available online or from the Department.

20.

Where a Customer has opened a direct credit account for media services (Credit Account), a tax invoice/statement for publication of Advertisements will be provided. Credit terms are strictly 30 days from the date of the invoice. Credit application forms are available online or from the Department.

21.

Where a Customer does have not have a Credit Account, a tax invoice/statement for publication of Advertisements will be provided. Payment of the tax invoice/statement should be made 7 days prior to publication of the Advertisement, or 3 business days prior to publication of the Advertisement by bank cheque, credit card or cash.

22.

If payments in respect of a tax invoice/statement are not made when due, the Publisher may, without prior notice, suspend further Services until all outstanding accounts are paid. All costs incurred as a result of action taken to recover any outstanding monies will be borne by the Customer.

23.

The Publisher reserves the right to charge all or part of cancellations of confirmed Advertisement bookings when cancellation is made more than 5 business days after the date shown on the signed booking form.

24.

If a series of Advertisements is booked at a discounted package rate and cancelled prior to the completion of all Advertisements running, the Publisher reserves the right to recalculate the rate and charge accordingly for the Advertisements that have run.

25.

This document constitutes the entire agreement between the Customer and the Publisher regarding the Services. The terms of this document can only be varied in writing by the Publisher. No other order or document issued by the Customer will vary the

terms of this document.

26.

Notwithstanding anything else, the Publisher will not be liable for any delay in or failure to comply with this document if such delay or failure is caused by circumstances beyond the Publisher’s reasonable control, including without limitation, fire, flood, act of God, strikes, lock outs, stoppage of work, trade disputes, internet down-time, or any act of war or terrorism.

27.

The Publisher may serve notice on the Customer by email, post or fax to the last known address of the Customer.

28.

This document is governed by the laws and Courts of the State of South Australia, and the Customer expressly submits to the jurisdiction of these Courts.



Get in touch today...

Collene Wright

Head of Sales

M: 0413 940 222

E: cwright@thenewdaily.com.au

Jasmine Baniscas

Digital Account Manager

M: 0421 352 144

E: jbaniscas@thenewdaily.com.au

www.thenewdaily.com.au