



THE **NEWDAILY**

Media Kit

April 2024



Australian owned & independent news website

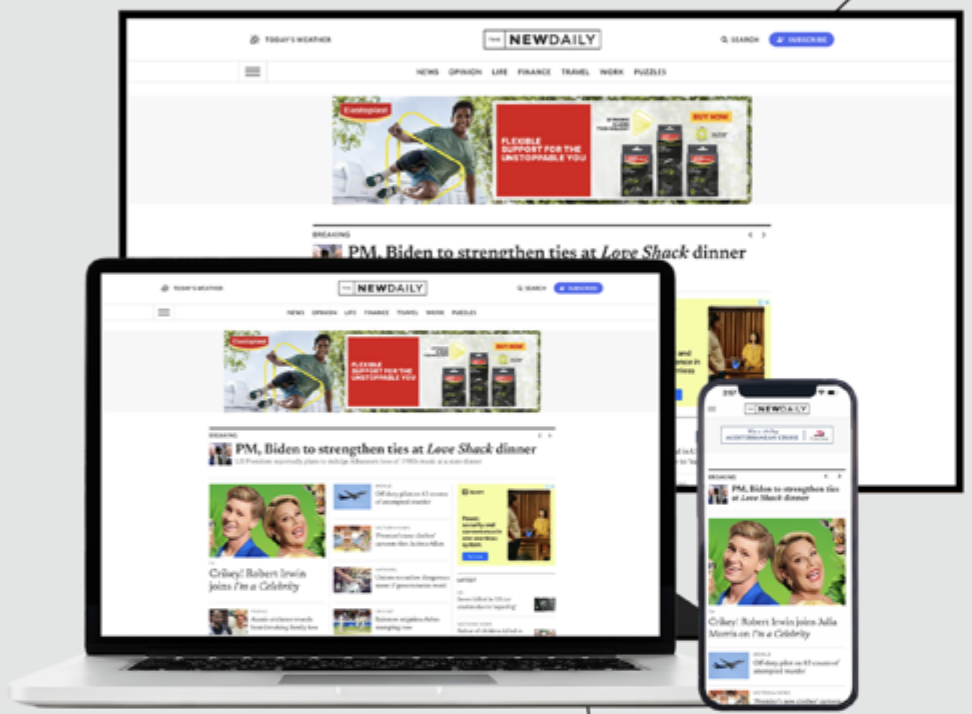
- Consistently ranked in Australia’s top 20 news site
- All content found on www.thenewdaily.com.au
- Large email active subscriber base of 382,560K+ who receive our daily emails
- High engagement and traffic to site driven via emails and social channels
- No paywalls! All content is free

SMARTER WORKING

KOHLER'S FINANCE WRAP

ROAM
FOOD, WINE & TRAVEL

Website
1.453 million** monthly audience



Specialist eDM
370,097 subscribers
54% ave OR
14% CTR

THE **NEWDAILY**
News Source

- News
- Travel
- Opinion
- Work
- Life
- Puzzles
- Finance



Social Media
Instagram, X, Facebook, LinkedIn, TikTok

The New Daily eDM

382,560 active AM eDM subscribers
283,715 active PM eDM subscribers
53-60% OR
25% CTR



Solus eDM

180,000 subscribers
38% ave OR
1.5-4% CTR

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

** Ipsos Iris | Ranking Report Feb 2024
*Adestra April 2024

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 is increasingly 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.



Neil Frankland
Editor, The New Daily
thenewdaily.com.au



Alan Kohler
Columnist



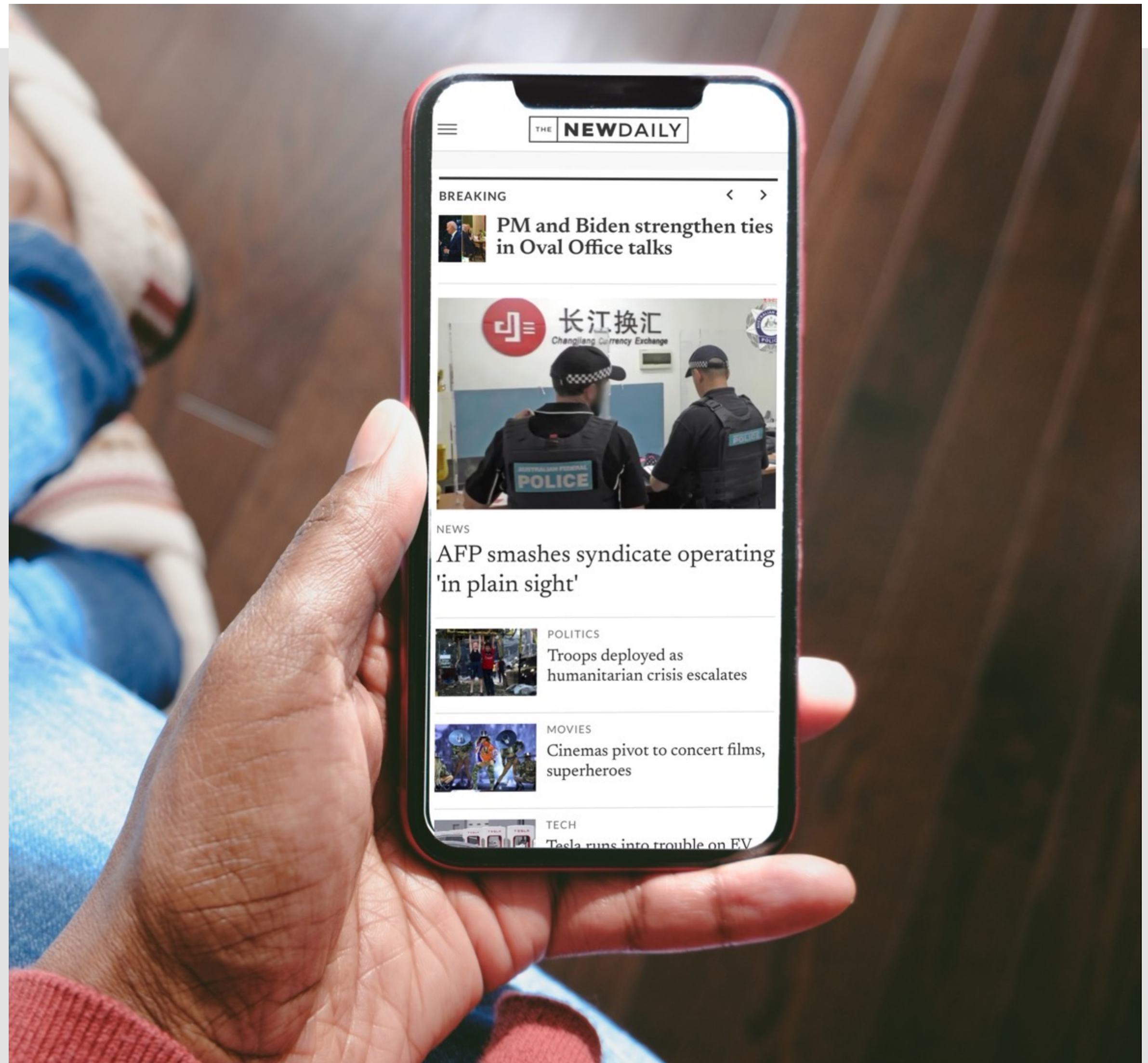
Madonna King
Columnist



Michael Pascoe
Columnist



Kirstie Clements
Columnist



Influential in business, family and community

The New Daily audience are information hungry news seekers.

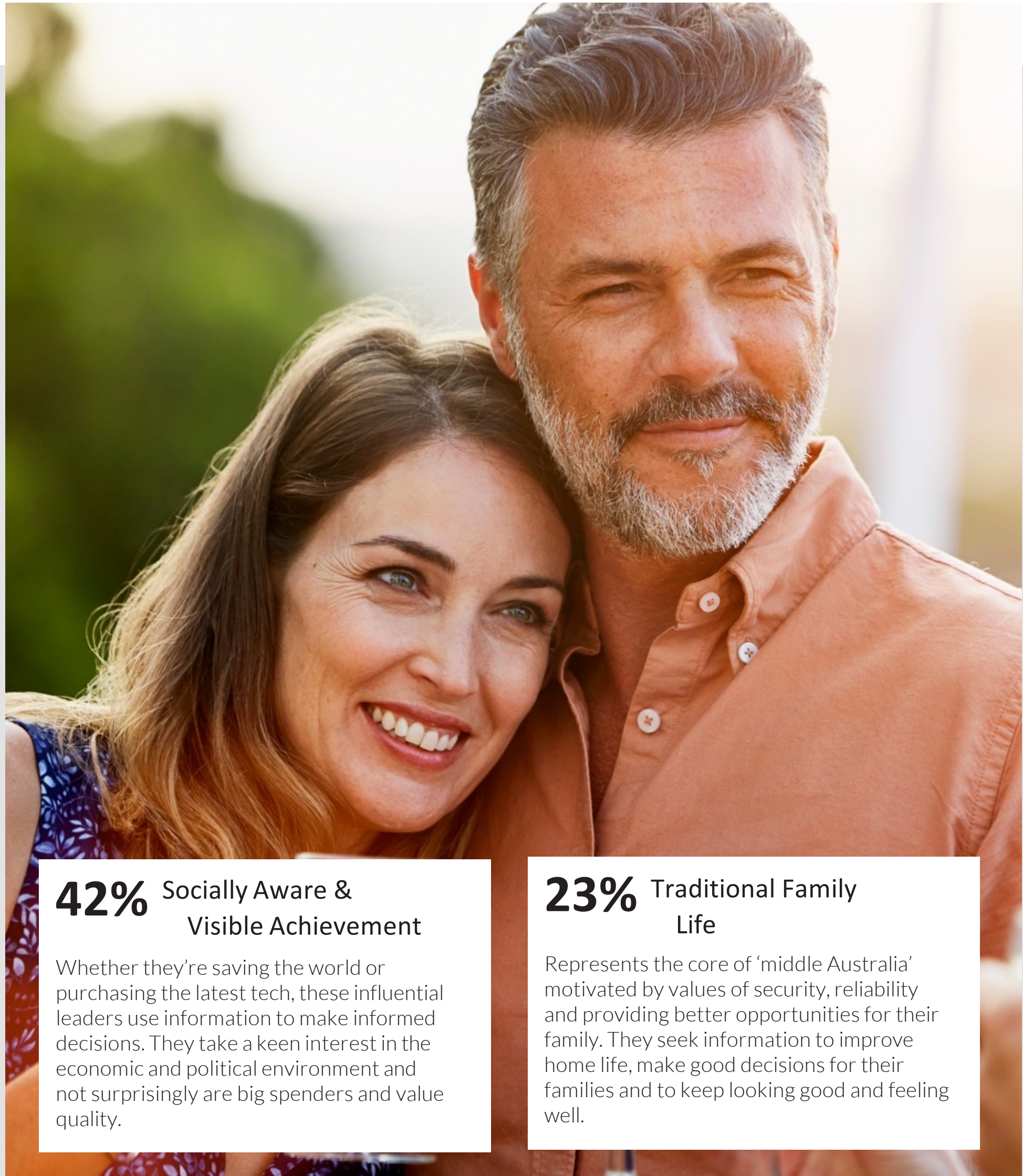


60%* degree educated	\$90K** median income
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They are go-getters, deeply curious and move in powerful circles. They are discerning. They seek information to satisfy their desire for detailed knowledge to make the best decisions in business, community or for their families.



Influential	Politically minded	Socially responsible
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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.

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



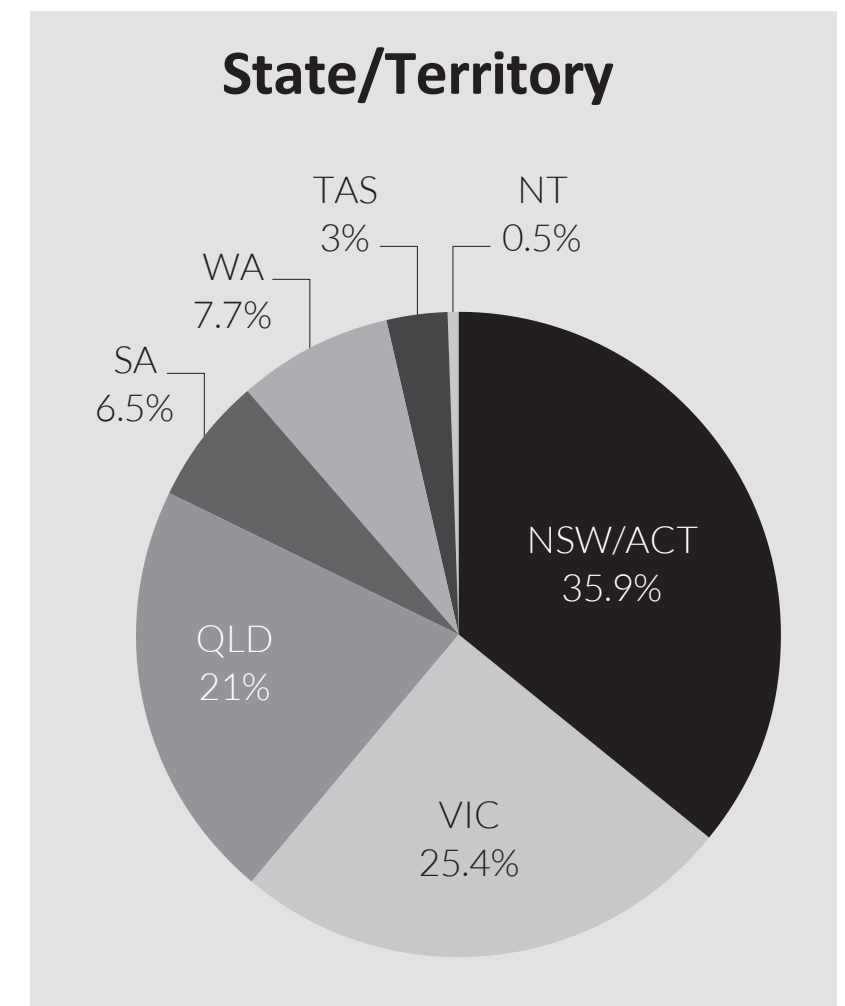
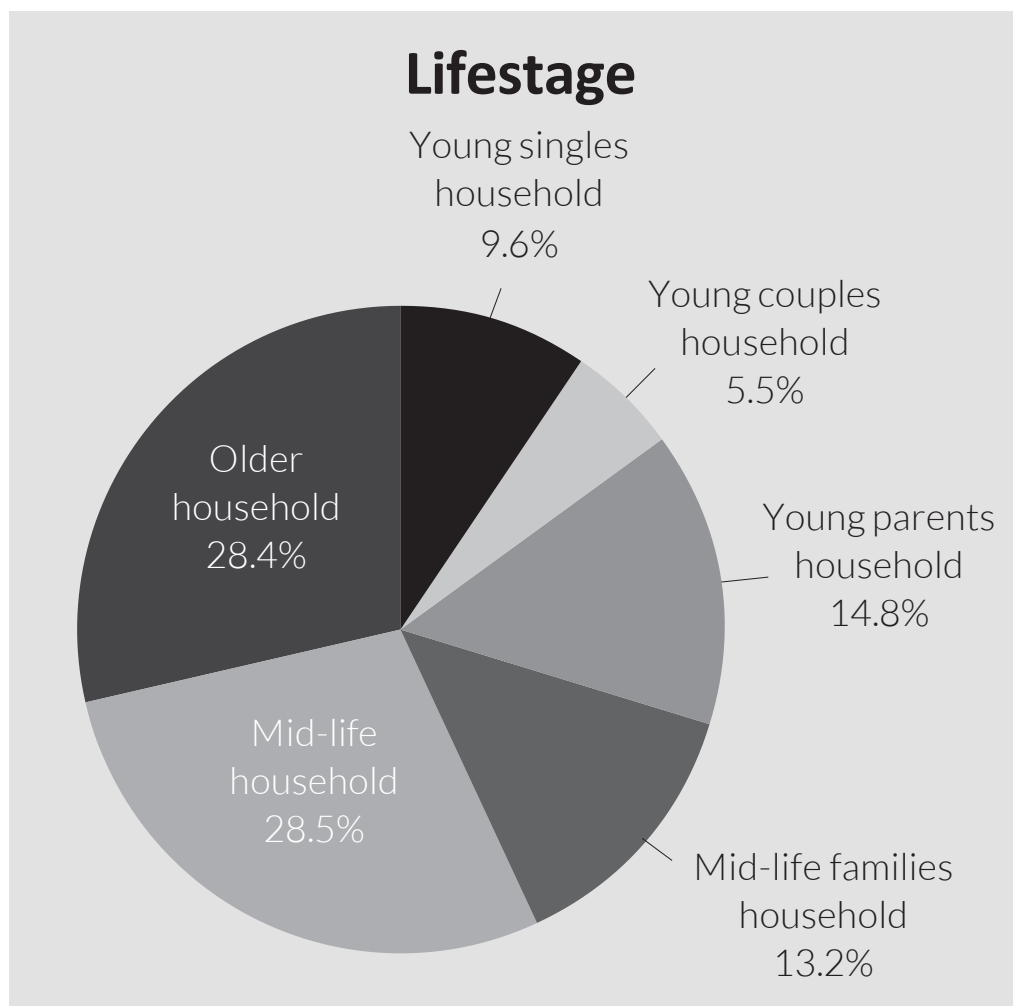
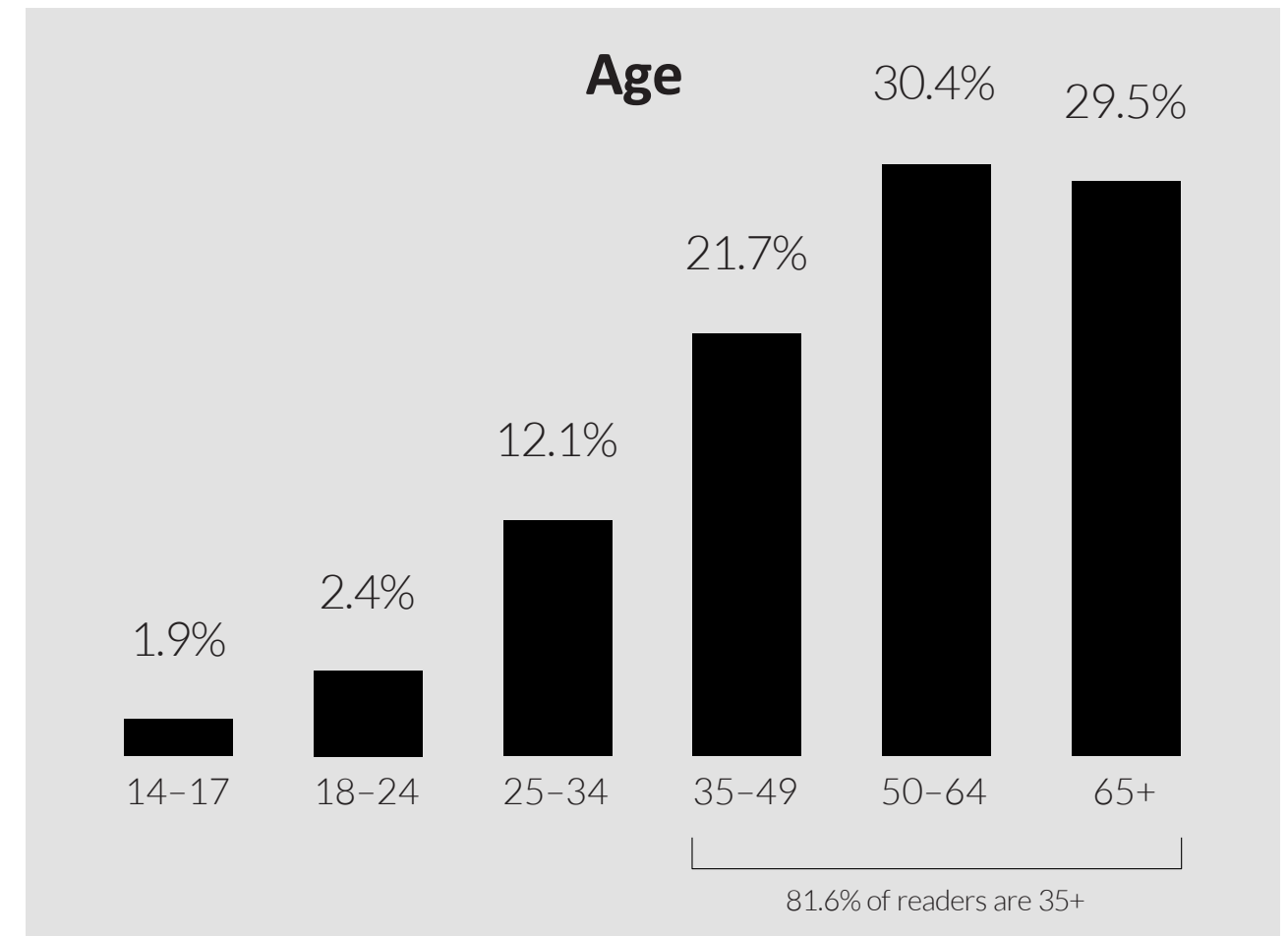
The New Daily reader is more likely to be 35+, comfortable financially, well-educated, live on the eastern seaboard and in a mid-life stage.

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



382,560+* AM subscribers

Frequency

Daily,
6:30 AM 
4:30 PM 

Open Rate

53-60%

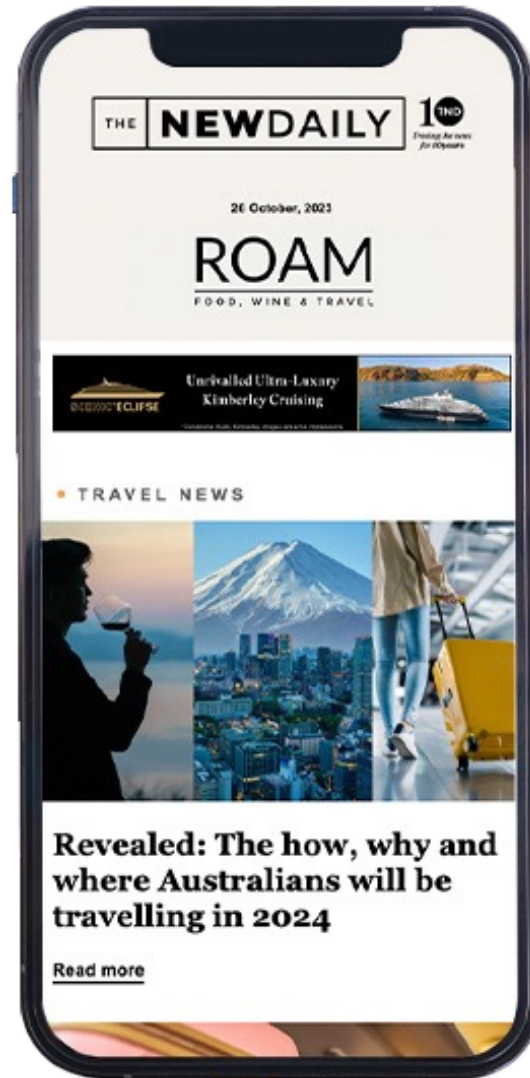
CTR

25%

Advertiser Opportunities

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

Specialty eDMs



370,097+ subscribers

Frequency

Monthly

Open Rate

54%

CTR

14%

Advertiser Opportunities

- › Display
- › Sponsored content module
- › Partnerships (exclusivity)

Solus eDMs



180,000+ subscribers

Frequency

Weekly

Open Rate

38%

CTR

1.5-4%

* Please note average size, open rates and CTR are subject to change. CTR based on clicks/sends. PM send size is 283,715+ subscribers, Open rate is 60%, CTR 26%



Health



Health

366,984* subscribers

Frequency
Monthly

Open Rate
55%

CTR
21%

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

Travel, food & wine



ROAM
FOOD, WINE & TRAVEL

376,862* subscribers

Frequency
Monthly

Open Rate
54%

CTR
13%

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

Finance



KOHLER'S FINANCE WRAP

361,678* subscribers

Frequency
Monthly

Open Rate
53%

CTR
8.4%

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

Work



SMARTER WORKING

374,864* subscribers

Frequency
Monthly

Open Rate
53%

CTR
7.86%

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)

1.453 million**

Monthly page views

9 million**

Monthly page views

6:03 mins*

Average time spent

Sections

- News
- Opinion
- Life
- Finance
- Travel
- Work
- Puzzles

Key contributors

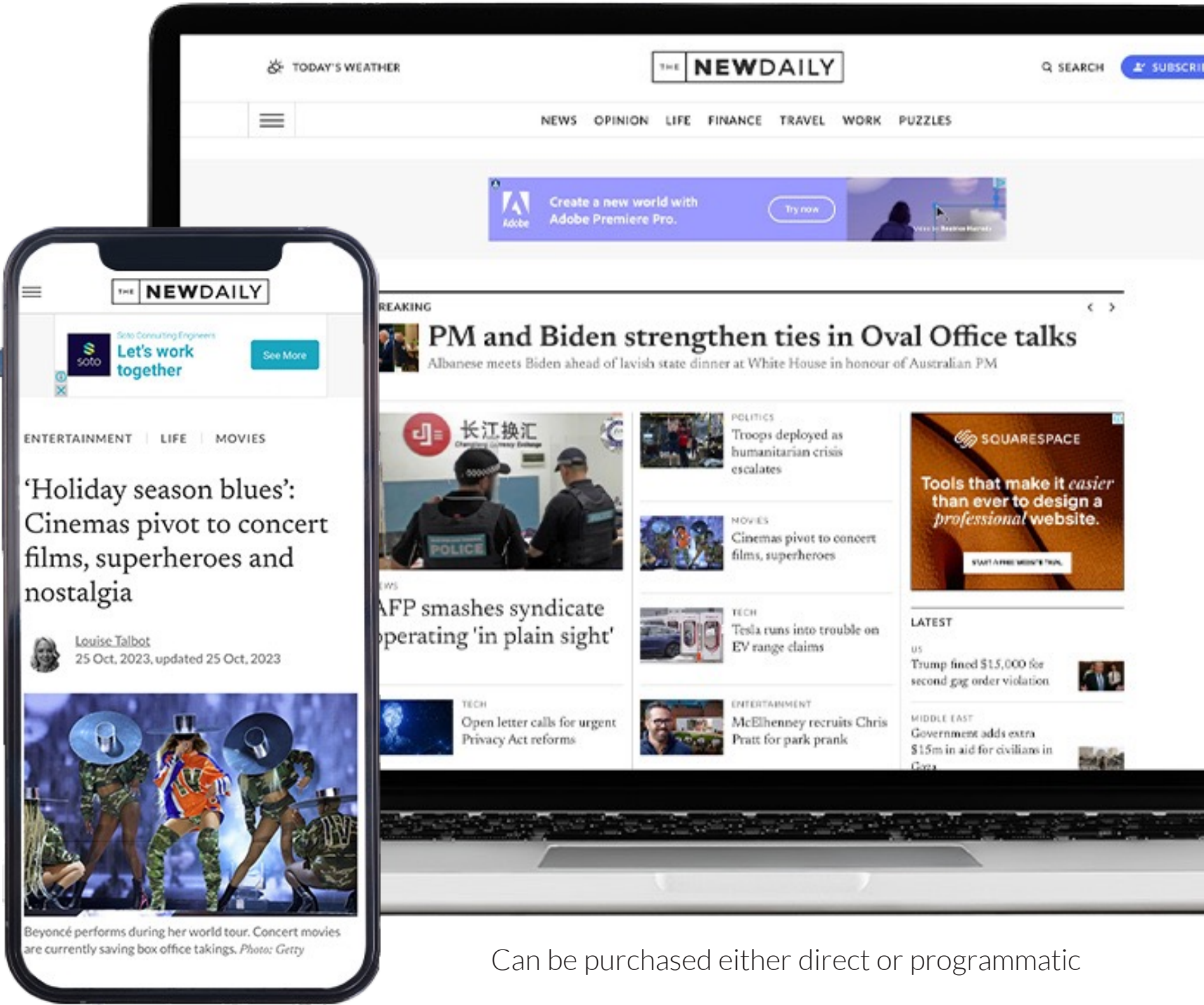
- Alan Kohler
- Michael Pascoe
- Paul Bongiorno
- Kirstie Clements
- Madonna King
- Simon Kuestenmacher

Advertiser opportunities

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

Performance metrics

- 0.06% AVE CTR display on site
- 60% viewability (pre-roll)



Can be purchased either direct or programmatic

*GA4 Apr 2024
 ** Ipsos Iris | Ranking Report Feb 2024

eDM advertising formats

Specialty eDM

Can't view this email? View online here

THE NEWDAILY 10th ANNIVERSARY 10 YEARS OF NEWS FOR 20 YEARS

ROAM FOOD, WINE & TRAVEL

28 October, 2023

Display Leaderboard

TRAVEL NEWS

Revealed: The how, why and where Australians will be travelling in 2024

TRAVEL TIPS

More room, less hassle: This is the carry-on revolution flyers have been waiting for

HIDDEN GEM

Walker's wonderland: Refresh your spirit with a spring visit to these spectacular waterfalls

SPONSORED

Why 2024 could be the year you tick the Kimberley off your bucket list

EAT AND DRINK

Barossa brilliance – where to eat and drink, stay and play among the vines

NEED TO KNOW

Testing time for Bali tourists as island paradise tries to stave off the threat of deadly virus

SPONSORED

Cruising the Kimberley – the unexpected destination where luxury abounds

Daily eDM Display - Leaderboard and MREC*

Can't view this email? View online here

THE NEWDAILY 10th ANNIVERSARY 10 YEARS OF NEWS FOR 20 YEARS

28 October, 2023

Display Leaderboard

Display Leaderboard 600x100px

Hello Zara, here's your PM Extra for Thursday

Wong urges 'humanitarian pause' in Gaza, amid big decision on ADF troops

[Read more](#)

Mobile MREC

Can't view this email? View online here

THE NEWDAILY 10th ANNIVERSARY 10 YEARS OF NEWS FOR 20 YEARS

28 October, 2023

Display Leaderboard

Hello Zara, here's your PM Extra for Thursday

Wong urges 'humanitarian pause' in Gaza, amid big decision on ADF troops

[Read more](#)

BREAKING

Second person dies in 'wild beast' fire emergency, as homes are destroyed

[Read more](#)

Court backs Ruby Princess passenger in class action over tragic COVID cruise

[Read more](#)

Premier's admission on wild Opera House march – amid contentious flag move

[Read more](#)

Watch: Alarming figure that puts rate rise firmly back on RRA's November agenda

[Read more](#)

'Looks like vinyl': Why this unflattering portrayal has Dwayne Johnson ticked off

[Read more](#)

Family Guy lambasts Harry and Meghan's 'made-up nonsense' in brutal burn

[Read more](#)

PUZZLES

Crosswords

Sudoku

Trivia

Full weather details ... [CHECK NOW](#)

Display Leaderboard

*MREC on mobile devices only

Roadblock Example

TODAY'S WEATHER

THE NEWDAILY

NEWS OPINION LIFE FINANCE TRAVEL WORK PUZZLES

SCENIC

Secure Your Flights Included

ROAM | SPONSORED

Five must-do Kimberley experiences – by the experts

Australian travellers fall into two camps: those who have visited The Kimberley, and those who still have it on their bucket list. Just waiting to be checked off. There's no third option, such is its universal appeal. But what, exactly, makes this particular area of Western Australia so special?

20 Oct, 2023, updated 24 Oct, 2023

SHARE

Discover the Kimberley coastline in ultra-luxury. Photo: Scott

SCENIC

BOOK NOW TO SECURE Your Flights Included

Sponsored Content Module

TRAVEL OFFERS

Home to an award-winning beach - this island has lots of surprises

[Read more](#)

eDM Display

Can't view this email? View online here

THE NEWDAILY 10th ANNIVERSARY 10 YEARS OF NEWS FOR 20 YEARS

28 October, 2023

Book your KI self-drive getaway today

Australian aid to ease toll of deadly conflict as Middle East crisis escalates

Alan Kohler: More taxes for the ultra-rich? Sounds delicious – and unlikely

'Sorrow and pain' force last-minute dinner changes as Biden welcomes PM

Promise of plenty of 'epic content', as cinemas rejig their holiday movie mix

AFP raids smash 'unique' laundering syndicate operating 'in plain sight'

Long-range forecast? Stormy weather for Tesla over its biggest selling point

No guardrail! The massive shift that must happen to protect Aussies' data

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



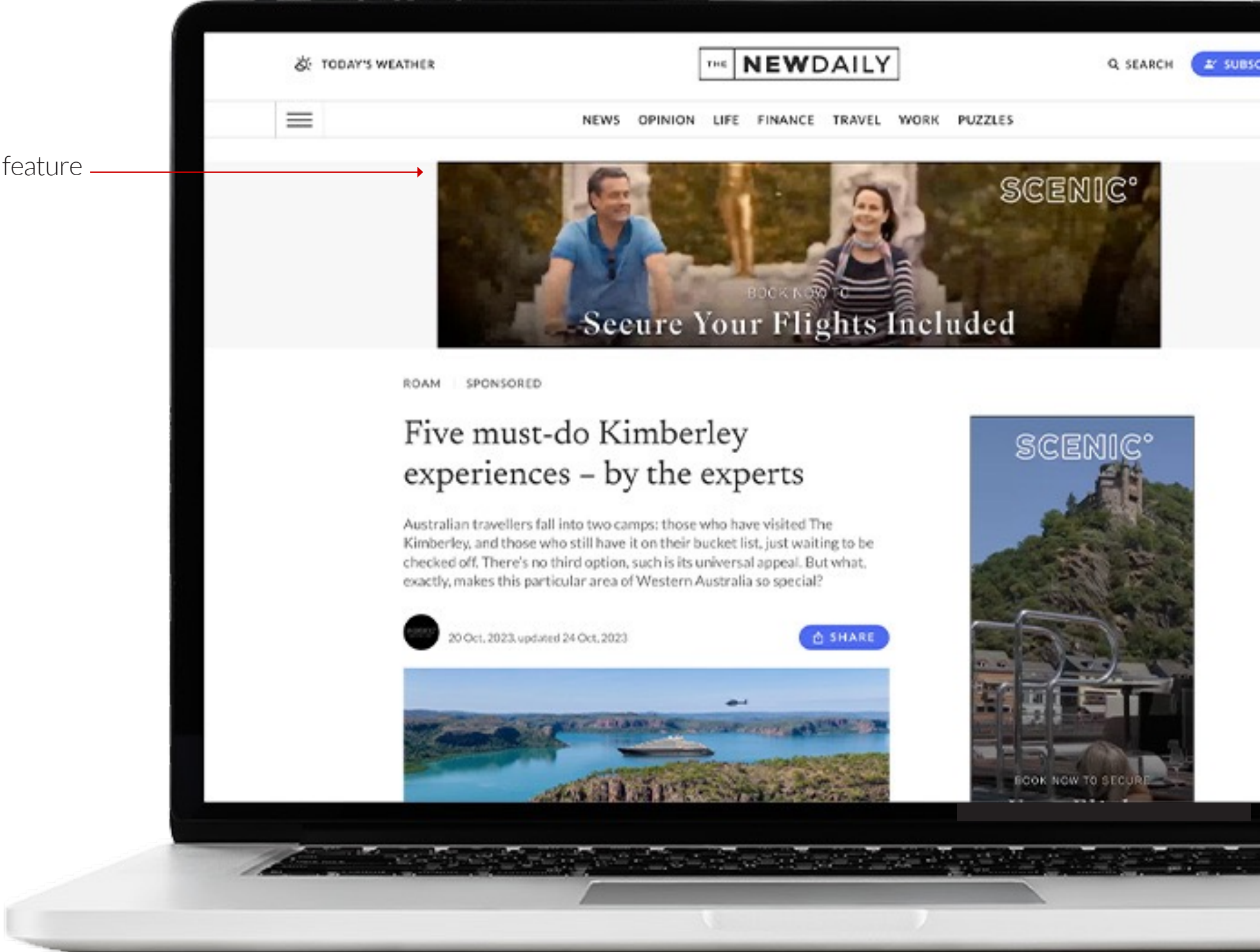
• **SPONSORED**

Why 2024 could be the year you tick the Kimberley off your bucket list

[Read more](#)

<p>0.35% Sponsored content CTR*</p>	<p>1,500-3,500 AVE page views</p>	<p>2 mins AVE time spent</p>
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*example of sponsored content module shown.
Source: GA4 Aug-Apr 2024



eDM advertising formats

eDM type	AVE audience size**	Frequency	Format***	Size	Max file size	File format	OR%	AVE CTR%	Rate card	AVE display benchmark
AM/PM The New Daily	382,560 AM 283,715 PM	Twice daily	Sponsored content	300-450 words, 5-15 word headline, static/animated image, article image size: 600x600 static, 96x96 GIF 800x 600 article image	150kb	JPG	53-60%	0.46% sponsored module in EDM	\$5000	1,500-3,500 average pvs 29 sec average engagement time
AM The New Daily	382,560	Daily	Leaderboard	600x100	150kb	JPG, PNG, GIF*	53-60%	25%	\$1500 per send	0.15% leaderboard 0.06% MREC
			MREC	300x250						
PM The New Daily	283,715	Daily	Leaderboard	600x100	150kb	JPG, PNG, GIF*	60%	26%		
			MREC	300x250						
Solus eDM	180,000	Weekly	TND template	TND template			38%	1.5-4%	\$10,000	N/A
ROAM	376,862	Fortnightly	Leaderboard	600x100	150kb	JPG, PNG, GIF*	54%	13%	\$5000 per send^	0.15% leaderboard 0.05% MREC
Kohler's Finance Wrap	361,678	Monthly	Leaderboard	600x100	150kb	JPG, PNG, GIF*	53%	8.4%	\$5000 per send^	
			MREC	300x250						
Health	366,984	Monthly	Leaderboard	600x100	150kb	JPG, PNG, GIF*	55%	21%	\$5000 per send^	
			MREC	300x250						
Smarter Working	374,864	Monthly	Leaderboard	600x100	150kb	JPG, PNG, GIF*	53%	7.86%	\$5000 per send^	
			MREC	300x250						

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

**subscriber numbers as at Apr 2024, subject to change. OR and CTR subject to change, average only.

***MREC only displays on mobile

^Please note, this rate only includes display

Website display formats



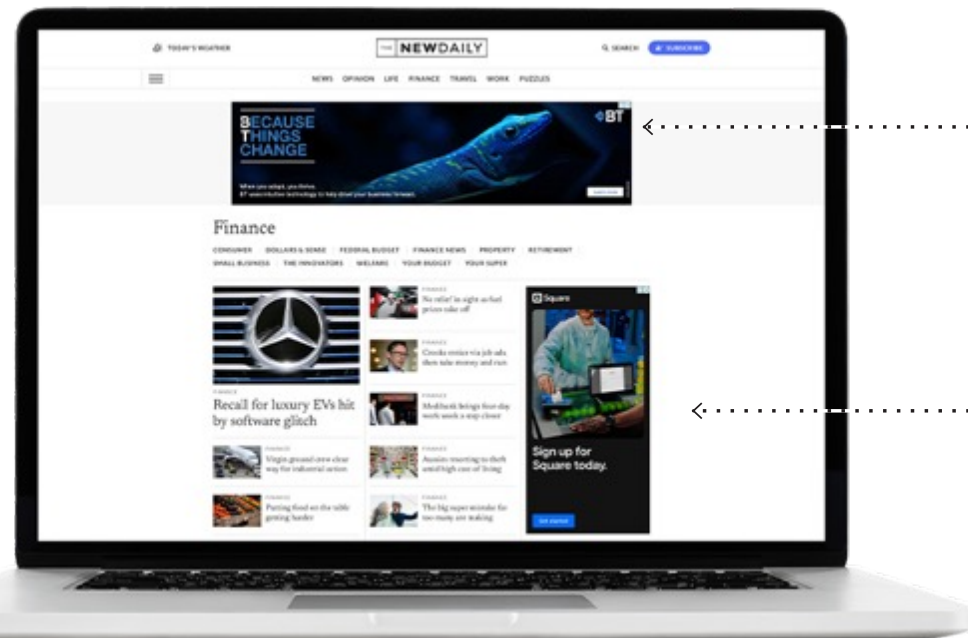
Mobile Leaderboard
320 x 50 px



Large Mobile Leaderboard
320 x 100 px

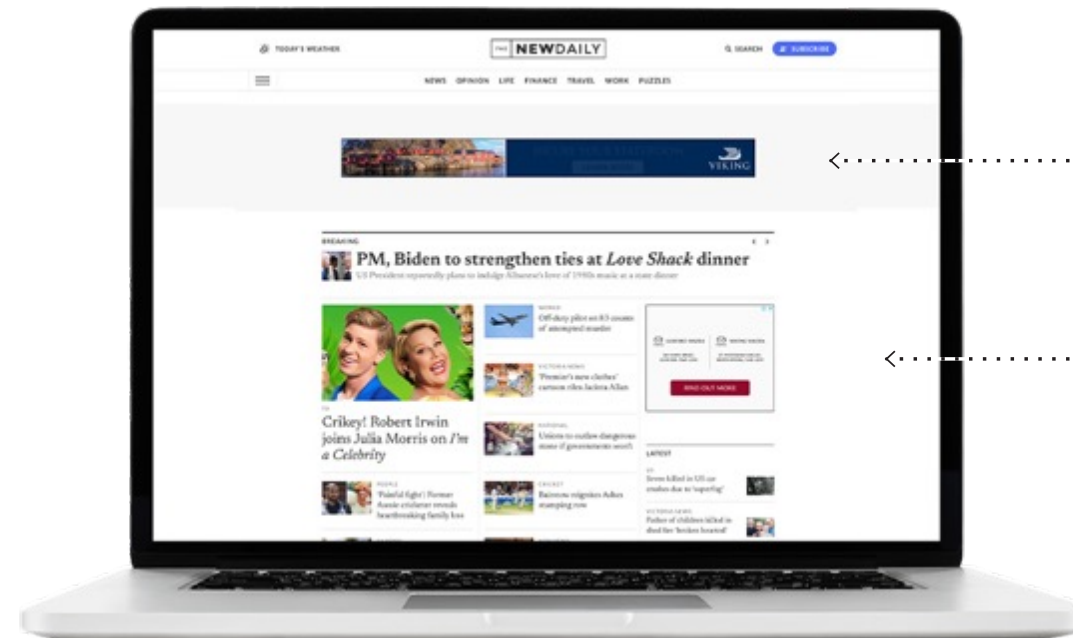


MREC
300 x 250 px



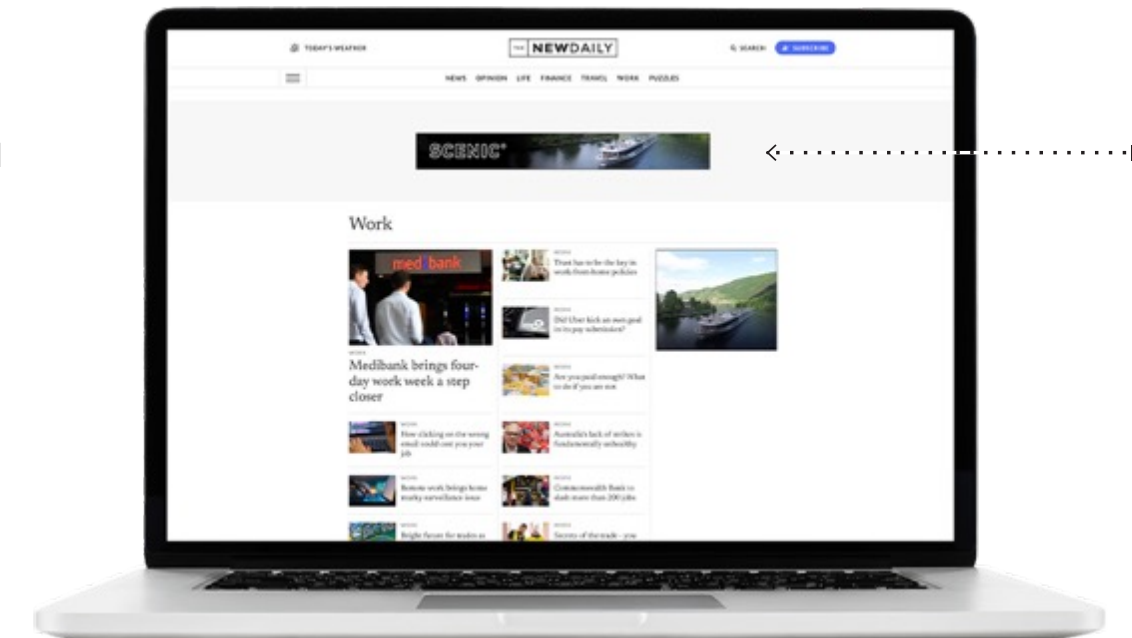
Billboard
970 x 250 px

Halfpage
300 x 600 px



Large Leaderboard
970 x 90 px

MREC
300 x 250 px



Leaderboard
728 x 90 px

Website display and video advertising

Type	Size	Max file size	File format	Platform	Geo targeting	CPM/Rate	AVE benchmark
MREC	300x250	40kb	JPG, PNG, GIF, HTML5, 3rd Party	Desktop, Mobile & Tablet	Yes	\$15	70%+ viewability 0.35% CTR
Leaderboard	728x90	40kb	JPG, PNG, GIF, HTML5, 3rd Party	Desktop	Yes	\$15	
Mobile Leaderboard	320x50	40kb	JPG, PNG, GIF, HTML5, 3rd Party	Mobile	Yes	\$15	
Half Page	300x600	60kb	JPG, PNG, GIF, HTML5, 3rd Party	Desktop, Mobile & Tablet	Yes	\$25	
Billboard	970x250	60kb	JPG, PNG, GIF, HTML5, 3rd Party	Desktop	Yes	\$25	
Large Leaderboard	970x90	60kb	JPG, PNG, GIF, HTML5, 3rd Party	Desktop	Yes	\$25	
Large Mobile Banner	320x100	40kb	JPG, PNG, GIF, HTML5, 3rd Party	Mobile	Yes	\$25	
Sponsored Roadblock (100% SOV)	All sizes	As above	JPG, PNG, GIF, HTML5, 3rd Party	Desktop, Mobile & Tablet	Yes	\$1500 per send	70%+ viewability 0.35% CTR
Section Roadblock (100% SOV)	All sizes	As above	JPG, PNG, GIF, HTML5, 3rd Party	Desktop, Mobile & Tablet	Yes	POA	70%+ viewability 0.35% CTR
Pre-Roll Video	6 or 15 sec	10mb	VAST 2.0, 3.0, 4.0, MOV	Desktop, Mobile & Tablet	Yes	\$40	85% viewability

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 allowed

PMP deals – Keyword Targeting, Standard IAB sizes, Specific audience buys, Above the fold targeting, Priority bidding, First look, Transparency, Brand Safety

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 or static/animated GIF
- › All files must adhere to ad specifications. Please see ad spec documentation
- › All E-Newsletter files must be under 150KB
- › TND only accepts SSL compliant creatives for display advertisements

3rd party ad serving guidelines and creative acceptance

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:

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

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 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...

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