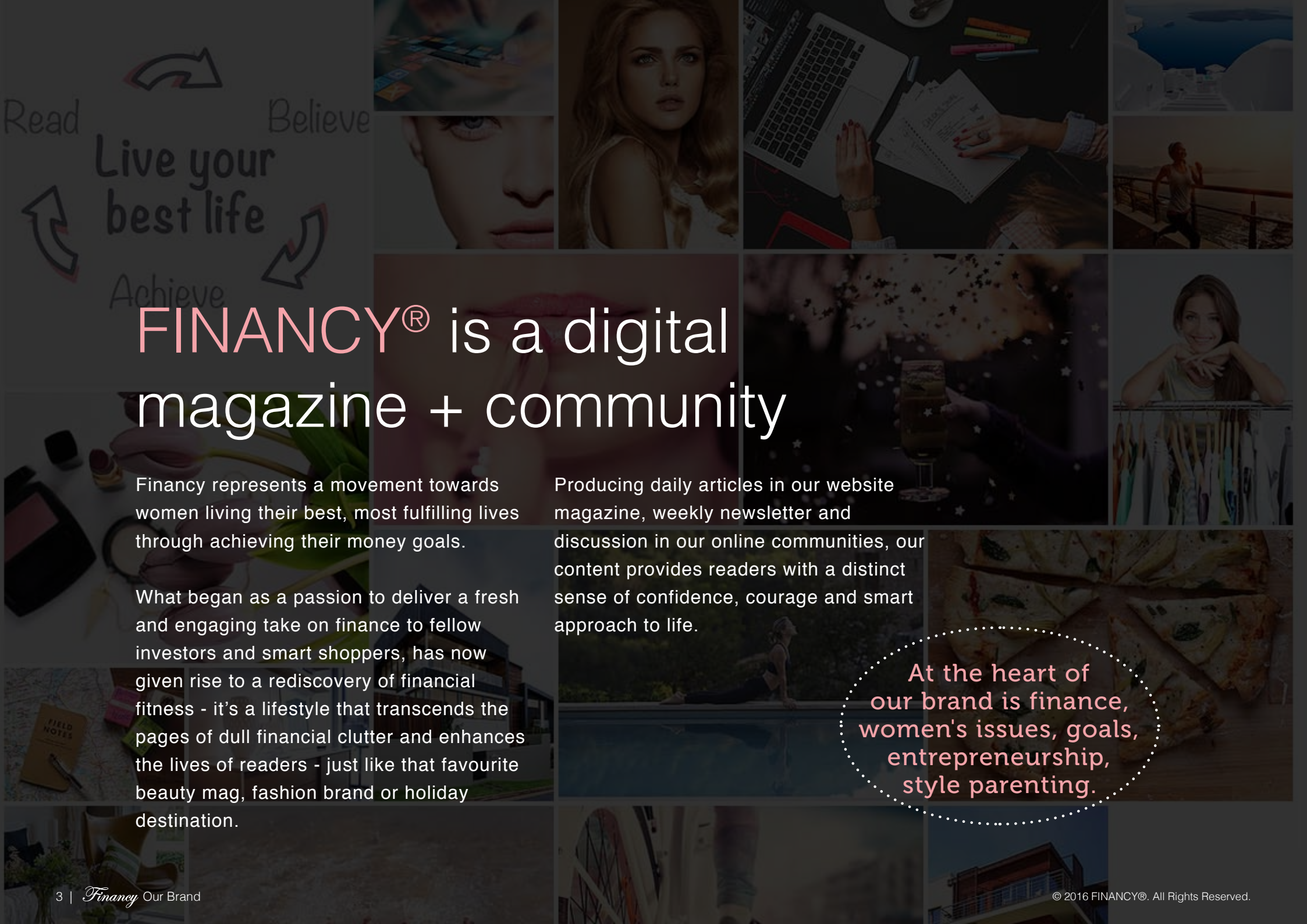


Financy

MEDIA KIT



We believe we have the
power to inspire every
woman to achieve
financial fitness and
reach their goals.



FINANCY® is a digital magazine + community

Financy represents a movement towards women living their best, most fulfilling lives through achieving their money goals.

What began as a passion to deliver a fresh and engaging take on finance to fellow investors and smart shoppers, has now given rise to a rediscovery of financial fitness - it's a lifestyle that transcends the pages of dull financial clutter and enhances the lives of readers - just like that favourite beauty mag, fashion brand or holiday destination.

Producing daily articles in our website magazine, weekly newsletter and discussion in our online communities, our content provides readers with a distinct sense of confidence, courage and smart approach to life.

At the heart of our brand is finance, women's issues, goals, entrepreneurship, style parenting.

We are a team of
connected, educated +
experienced individuals.

—with a vision to transform both business and culture.



Bianca Hartge-Hazelman
Founder & Chief Executive Officer



Tanyika Fraser
Chief Creative Officer

Our Audience

81%

Female

18%

Male

25-44

Years of age

25-34 - 39.83%

35-44 - 32.43%

45-54 - 13.19%

18-24 - 7.67%

55-64 - 5.60%

65+ - 1.27%

Affinity Categories

News

Celebrities +
Entertainment

Movies and TV

Travel

Home Decor

Social Sharing

Cooking

Family

Shopping

Fashion +
Beauty

In-Market Segment

Dating

Employment

Real Estate

Residential
Properties

Travel/Hotels +
Accommodation

Home + Garden

Home Decore

Home
Furnishings

Apparel +
Accessories

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 grew
swiftly + organically to
3500 within weeks of **start-up**.

We have established periodic
advertising to further grow
FINANCY®.

3.5K 

Audience Interactions

92%

Users located in
Australia

2.5% Asia
2% United States +
Canada
1.5% United
Kingdom

75%

Referred by
Social Channels

19% Direct
3% Referral
2% Organic Search
1% Email

Referers

News.com.au
Women's Agenda,
Mamamia, Daily Mail UK,
The Sydney Morning
Herald, The Age

77%

View from
Mobile

17% Desktop
6% Tablet

97%

of social
referrals from
Facebook

34,000

Average
Web Traffic
per month

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

100%

Newsletter
subscriber
retention

14,000

Engaged users
per post on
social media

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

Active

social media
community

49%

newsletter
open rate

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

Triple

Subscriber
growth each
month

Our articles are featured in



INTRODUCTORY
START-UP OFFER

Ad Specifications + Rates

Website

Space	Size	File Size	Format	Price
Leaderboard*	980 x 90	100KB	GIF, JPG	\$560 per F/N
Top - Small Rec	250 x250	40KB	GIF, JPG	\$600 per F/N
Mid - Small Rec	250 x250	40KB	GIF, JPG	\$560 per F/N
Bottom - Large Rec	250 x 460	40KB	GIF, JPG	\$450 per F/N

*Unique by page

F/N = Fortnight

Newsletter

Space	Size	File Size	Format	Price
Top	550 x 68	100KB	GIF, JPG	\$80 per edition
Bottom	550 x 68	100KB	GIF, JPG	\$70 per edition
Exclusive Top + bottom	550 x 68 + 550 x 68	100KB	GIF, JPG	\$224 per edition

Facebook Page or Group^

Space	Size	File Size	Format	Price
Group Boosted Business Post			Text, JPG	\$50
Group Pinned Business Post			Text, JPG	\$25
Group Banner Image - Full Day			JPG	\$100
Group Banner Image - 5 days monday to friday			JPG	\$300
Business Bonanza* (Optional: Newsletter Inclusion, add \$25)				\$25
Social Media Takeover (1hour after 6pm - Monday to Friday)				\$50

Instagram + LinkedIn^

Space	Format	Price
Sponsored Ad - Mention	JPG	\$50
Sponsored Ad - Product Review	JPG	\$75
Social Media Takeover (1hour after 6pm - Monday to Friday)	Text, JPG	\$50

To take advantage of these introductory start-up offer prices, bookings must be made before April 30th 2016.

Creative Services Rates

Services

Space		Price
Creative/Art Direction	Campaign development	\$125 P/H
Design	Branding, colours, layout, image sourcing	\$75 P/H
Copy	Headlines, body copy, contact info	
Animation	Only available for website and newsletter	
Finished Art	Production, photo colour correction, file handling	

P/H = Per Hour

All prices valid until Friday 10 June 2016

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

^Promotion Details

GROUP BOOSTED BUSINESS POST

For added exposure to our members, admin will Boost/Bump up your post three times over a 24 hour period or you can choose to re-post your promotion three times over a 24 hour period. These posts can be general, promotional or offer our members a discount.

GROUP PINNED BUSINESS POST

Post to be made from 5 pm on the booked date will be pinned to the top of the group feed for 24 hours. These posts can be general, promotional or offer our members a discount.

GROUP BANNER/IMAGE:

Our Facebook Group image can be sponsored. Your business can own the whole space for: Full Day (24 hours) or 5 days (Monday to Friday)

E-NEWSLETTER INCLUSION:

Advertisements can be general, promotional or offer our members a discount.

BUSINESS BONANZA

On the last Sunday of each month, between 8pm to midnight, @LiveFinancy holds a Business Bonanza where we close the group off from general questions offering exclusively to businesses the opportunity to promote themselves. Pre-registered business posts can go up to allow businesses to be promoted without getting lost in general questions and members will have the opportunity to check out exclusive specials, deals and unknown businesses.

SOCIAL MEDIA TAKEOVER

At our discretion, businesses or personalities may take over our social media spaces and interact directly with our members/followers to discuss a topic, promotion or activity.

SPONSORED AD/PRODUCT REVIEW

At our discretion, we will promote a business by mentioning the business in a post or by conducting a product review.

COMING SOON: EBOOKS + VIDEO POSTS