



60,497*
unique users
per month

Who are we?

TheShout is the leading B2B news service for the drinks industry

Audience - national on and off-premise trade

Over 60,000 independent liquor store owners/managers, banner group operators, wholesalers, retail chain buyers, upper echelon chain stores employees, publicans, hoteliers, bar managers & licensees read *TheShout* each month

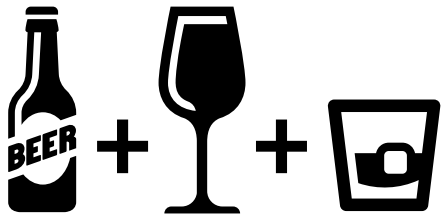
Content - engaging first to market content

Five editors write three newsletters each week to keep the liquor and hospitality industry up to date on everything from industry news, new products, campaigns, trends, legislation, new venues and more. Time on site is over 2 minutes, 9 seconds per visitor

Advertising - connect with our B2B audience

New for 2019 is the release of our 'NPD Launch Package' as well as our new sponsored content packages and re-targeting campaigns

Audience

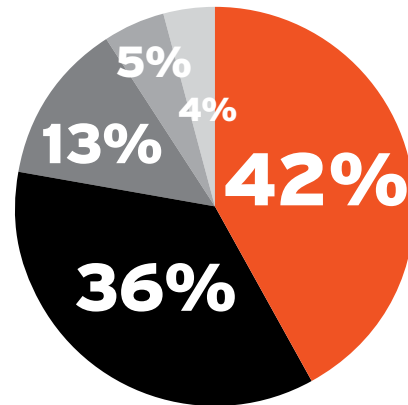


What is TheShout?

For over 10 years, *TheShout* has been the flagship B2B news service for the liquor and hospitality industry.

Who reads TheShout?

- **42%** Off-trade - banner groups, independent liquor retailers, chains
- **36%** On-trade - Pubs, clubs, bars
- **13%** Suppliers & wholesalers
- **5%** PR/Analysts/Consultants
- **4%** Other



Who writes for TheShout?

5

full-time editors write for *TheShout*, making it the most up-to-date and comprehensive industry news source in the country.

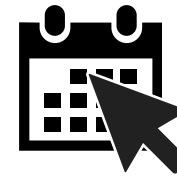


What's the audience reach & engagement?

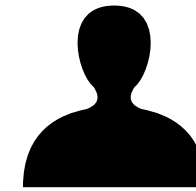
WEBSITE



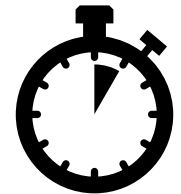
144,450*
page views
per month



69,880*
sessions per month

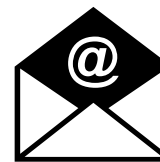


60,497*
unique users
per month



**2 minutes,
9 seconds**
time on site

E-NEWSLETTER STATISTICS



19,000+
trade email database



**Frequency -
3 times a week**
144 times a year



36%*
Open rate (average)

* Google Analytics 2019, *TheShout* averaged 60,497 unique users per month.

Content Marketing

Whitepaper

Written and designed in-house, whitepapers range from 800 - 1,600 words in length and provide a detailed analysis of a current industry trend or issue and how your product/service addresses it. Whitepapers can also be gated.

Whitepapers are presented in a professional pdf format, allowing you to distribute them via your own marketing channels and can be distributed by our eDM, Newsletter or via social. Topics may include a new package format that caters to a new trend - wine in can, amplifying an occasion like Aperitivo Hour or Chinese New Year or the rise of a new beer style like Session Ale.

Whitepaper include:

- Content and design of a 800-1600 word whitepaper in-house with your sign off
- Published on TheShout homepage for 1 x month
- Ongoing hosting of your whitepaper on TheShout
- 1 x send on TheShout newsletter

Budget \$5,200 ex GST



Content Marketing

Sponsored Content with Display Advertising

The partnership of sponsored content and display advertising links a trend or opportunity with a solution and/or a brand.

1. Well written **Sponsored Content** should inspire and educate, aim to discuss a category trend, showcase a solution to a problem or create excitement around key trading periods.
2. **Display Advertising** around your branded content links your brand with the growing trend, solution or key trading period.

Sponsored content builds **Awareness, Interest, Consideration, Intent, Evaluation.**

Display advertising drives your **call to action.**

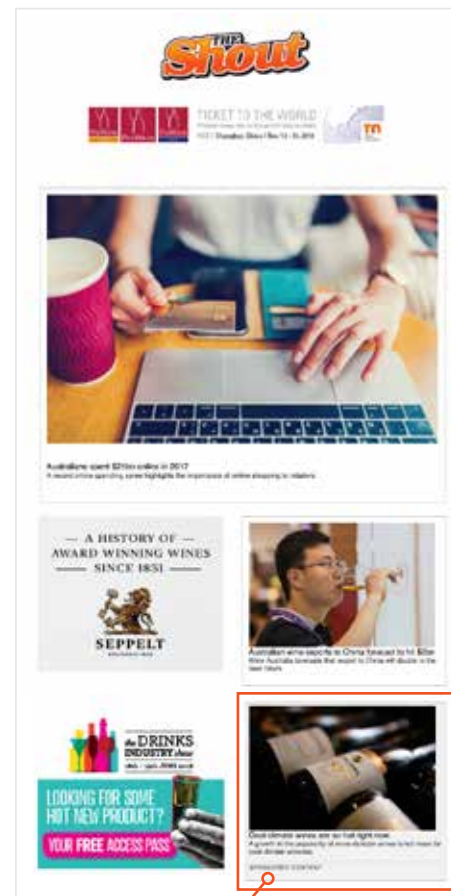
Sponsored content is embedded on the website and in the newsletter and broadcast 3 times to 19,000+ on/off-premise trade.

Sponsored Content & Display Advertising Packages include:

- 1 x branded content article written by our editors with your sign off
- 1 x Leaderboard displayed in the sponsored content article

Budget: \$2,400 ex GST
(casual rate \$3,200 ex GST)

Published on
TheShout Newsletter and website



Sponsored content embedded
in the newsletter

Display advert complements
your sponsored content article



Sponsored content article
written by our journalist

Third Party Electronic Direct Mail (eDM)

An eDM provides your brand with the opportunity to send a third party message to over 19,000 liquor industry professionals across both the on and off-premise. You own 100% of the content.



eDMs are ideal for:

- Product launches
- Brand campaigns
- New releases
- Major announcements
- Competitions
- Specific offers

Budget: \$4,000 ex GST

NPD Launch Package

Launch your NPD with a big national campaign on TheShout. The new NPD packages integrate content and advertising.

Package include:

- 1 x third party eDM (casual rate \$4,000 ex GST)
- 1 x sponsored content + display ad (casual \$3,200 ex GST)
- 1 x display advertisement (casual rate \$2,500 ex GST)
- 1 x social post (casual rate \$500 ex GST)



Budget \$6,800 ex GST
(casual rate \$10,200 ex GST)

What's Hot - email + web

Showcase your brand or service to 60,000+ unique industry professionals each month.

A 'What's Hot' is a press release on anything you would like to promote, be it a product, person, job, business or service. They are published for 10 days on the web site and rotate in the e-newsletter.

You supply copy, images and contact details, we post it. Simple!



Budget: \$850 ex GST

Retargeting Campaign - target 60,000+ trade after they leave *TheShout* website

TheShout uses pixel technology to track visitors to our website, allowing you to retarget them after they leave. Your ads continue to influence our B2B audience of drinks professionals as they browse other websites. Retargeting is powerful. It gives you more sustained reach, enabling you to more effectively turn potential clients into hard leads.



How does it work?
Your display ads retarget the **60,000+** unique users that visit TheShout each month as they browse elsewhere on the internet

What do I get?

- 1 x month campaign
- 2 x display ads:
 - mobile Leader-board
 - + Medium Rectangle
- Served downstream by Google ads

What's the budget?
Book a retargeting campaign to amplify brand awareness
\$5K ex GST

Book now with:
Shane T Williams
m: 0431857765 d: 0285866205
e: stwilliams@intermedia.com.au

Rates

All display ads minimum 25% SOV.

All rates excluding GST.

Advertising	Page	Enewsletter and/or Web	Rate
Retargeting	See page 6	Off site after trade leave TheShout	\$5,000
Third party solus eDM	See page 5	Email	\$4,000
Billboard (Top)		Web only	\$4,000
Whitepapers	See page 3	Newsletter + web	\$3,800
Medium Rectangle		Newsletter + web	\$3,500
Half page ad		Web only	\$3,200
Medium Rectangle		Web only	\$2,000
Medium Rectangle		Newsletter only	\$2,000
Leaderboard 1		Newsletter only	\$2,500
Native Advertising - Sponsored content + Display ad	See page 4	Newsletter + web	\$2,400
Sponsored Content (no display ad)		Newsletter + web	\$1,500
Leaderboard 2		Newsletter only	\$1,500
Conference & Events Listing		Web only	\$1,000
What's Hot	See page 5	Newsletter & web	\$850
Social media boost		Social	\$500
Site Takeover		Web & email	\$7,500

