Now, more than ever.

Amplify your message and give your audience the expert insights they need.
The Inside Network is one of Australia’s leading and most exclusive networks of institutional investors, financial advisers, SMSF trustees, self-directed investors and influential business people.

You can extend your reach with us and, if you choose, target the exact customers you want to communicate with. In a time of uncertainty, the time to communicate is now.

We use the most effective forms of digital media assets to get your messages to the right engaged audiences:

- **Effective native advertising**
  Via websites with thousands of daily engaged investor readers.

- **Multimedia**
  Including podcasts, interviews and videos.

- **Traditional banner adverts**
  From one week to one month of brand exposure.

- **Tailored advertising solutions**
  Tell us what you want, and we will take care of the details to target new and existing clients.

- **Remote collaboration tools**
  Record your message and we will share it with thousands of investors.

- **Direct email campaigns**
  eDMs can be as much as 40 x more effective, if done correctly.
Reaching Key Investors.

The Inside Network is a network for reaching the investors that matter. Through multiple publications and websites, conferences, events, professional networks and direct weekly engagement emails, we connect you to the following audiences:

- **Investor Strategy News** is one of the most comprehensive institutional publications in the Australian and New Zealand market.
- **The Inside Investor** is read daily by hundreds of investors and SMSF trustees.
- **The Inside Adviser** is read by financial advisors, accountants, researchers and management plus retail fund managers and service providers to financial markets.
- **The Rask Network** speaks directly to tens of thousands of self-directed investors and retail investors every month.

Our network of publications cover investment opportunities, investment strategies and technology as well as blogs, opinion pieces, analysis, podcasts and videos specifically sourced, written and produced with their readers in mind.

Electronic Direct Mail

The Inside Network can deliver customised email marketing to our subscribers, direct from your brand. An “eDM” is the perfect tool for fund launches, announcements, offers and brand awareness campaigns.

We will tailor the eDM to attract investors to your product via well-constructed storytelling, influencer headlines, and eye catching graphics.

Advertising

The Inside Network gives you three platforms to showcase your product, brand or service. Our bespoke digital advertising channels will ensure your message is delivered directly to our highly engaged readership.

Our in-house marketing, communications and graphic design team can assist with the creation of artwork to match your advertising needs. Alternatively, you are welcome to provide your own artwork.
Our Combined Reach.
Your Opportunity.

85,000+
Email subscribers

130,000+
Website readers

50,000+
Viewers & listeners

95%
of all Institutional Investors read on a regular basis

75 of Top 100
Financial Advisers

Visit Us Online:
- The Inside Network
- Inside Strategy News
- The Inside Investor
- The Inside Adviser
- Rask Media

Investing in a Future Without Cheap Labour
Intel/Markets
Get your message read, heard and viewed by thousands.
Transparent & impactful marketing.
IN Content

Packages & Pricing
Silver
$4,500

Our Silver package is extremely effective for complex content creation and production (remote interviews and podcasts) and one-off messages to engaged audiences.

Includes:

- **'IN 60'** - trademark 'quickfire' question & answer video package (up to 720p recording quality)
- **'IN Depth'** - a full Q&A Interview, including 5 short answer questions (3-5 min answers) addressing:
  - What’s happened in markets
  - The steps you are taking right now
  - The most important message for your audience
- **Full audio podcast**

Distribution:

- YouTube
- Podcast platforms

40% discount for content recorded and produced via ‘Zoom’.
Our Gold package takes your urgent and important messages to the next level by targeting our highly engaged Inside Network email readership. This package combines our complex content creation and production capability with repeated points of presence across our network.

**Gold**

$6,300

Includes:

- **‘IN 60’** - trademark ‘quickfire’ question & answer video package (up to 720p recording quality)
- **‘IN Depth’** - a full Q&A Interview, including 3 short answer questions (3-5 min answers) addressing:
  - What’s happened in markets
  - The steps you are taking right now
  - The most important message for your audience
- **‘IN Sights’** - (3-5) quick 45 second social media videos answering topical and relevant questions to your audience.
- **Full audio podcast**

Distribution:

- LinkedIn channel
- YouTube
- Posted to The Inside Investor & The Inside Adviser
- Podcast platforms
- RaskMedia

**Gold Package extras:**

- Priority eDM feature in our weekly emails to The Inside Adviser & The Inside Investor (that’s 40,000+ direct & sophisticated readers)
Platinum
$8,500

Our Platinum package will see us throw ‘everything’ behind your important messages with our most comprehensive content production, direct marketing, and full distribution channel marketing campaign.

Includes:

- **‘IN 60’** - trademark ‘quickfire’ question & answer video package (up to 720p recording quality)
- **‘IN Depth’** - a full Q&A Interview, including 6 short answer questions (3-5 min answers) addressing:
  - What’s happened in markets
  - The steps you are taking right now
  - The most important message for your audience
- **‘IN Sights’** - (3-5) quick 45 second social media videos answering topical and relevant questions to your audience.
- **‘IN Briefs’** - two re-edited compilations of questions and answers (totalling up to 5 min) taken from the final IN Depth and IN Sights.
- **Full audio podcast**

Platinum package **extras:**

- Priority eDM feature in our weekly emails to The Inside Adviser & The Inside Investor (that’s 40,000+ direct & sophisticated readers)
- An exclusive eDM featuring your brand, content and highly effective calls to action – by far our most effective form of brand promotion and awareness
- Complete and tailored creative and advertising placements across our network three websites & social media (50,000 to 100,000 monthly impressions) Staggered & coordinated campaign release across our network
- 1 piece of content (video, podcast snippet, article, etc.) posted each week (for 4 weeks) to our publications sites for maximum reach
- Syndicated to our partner network, RaskMedia, which reaches 50,000 to 100,000 monthly readers

**Distribution:**

- LinkedIn channel
- YouTube
- Posted to The Inside Investor & The Inside Adviser
- Podcast platforms
- RaskMedia
Podcasts

Our podcasts provide an audio solution to connect your important messages with the Inside Network audience.

The IN podcast, ‘INCast’ can familiarise our online audience with your product and create more intimate connections and real-world connections.

We’ll work with you to identify the crucial information that will engage our audience with your product.

Podcast Package

- 1 x audio podcast (min 25 minutes)
- 5-4 questions. Cut up separately and as a whole.
- All preproduction, recording, and editing.
- Distribution on the Inside Network’s Podcast platforms

$2,000
IN Publications
Display Advertising & Pricing
Publication Display Advertising

Home Page - Top Billboard
970 x 250 pixels

Available in both The Inside Adviser and The Inside Investor online publications.

Home Page - Full Sponsorship
- Top Billboard
- Middle Leaderboard
- Base Leaderboard
- MREC
Introducing the NEATs

News Post - Half Page

It seems as if Japan does not get a lot of respect from external investors, for good reasons.

The Nikkei Index appears to disprove the theory that the sharemarket delivers superior long term investment returns, being at the same level now that it was back in 1994.

Almost 20 years on from its record high, the Nikkei is still languishing about 40% below the peak of 28,994 it reached in December 1990. The Japanese stock market’s slump to regain lost ground is the longest in the history of any major economy.

The ensuing decades have mostly seen policy economic growth, a strong yen, the zero-interest rate policy, deflation, over regulation, and companies reluctant to reform, although the "Abenomics" policies of the ruling Liberal Democratic Party (LDP) since 2012, under Prime Minister Shinzo Abe, briefly appeared to break the Japanese mold.

But even before COVID hit this year, the Japanese economy was heading back into recession with real Gross Domestic Product contracting in Q4 2019 after a consumption tax was implemented in October.

The economy tanked further in the March quarter, and then slid to an annualized 28.1% drop in the second quarter of 2020.

Japanese were hoping that a state of emergency put in place to cover COVID, and significant fiscal and monetary stimuli - including “unlimited” purchases by the Bank of Japan of Japanese government bonds (JGBs), and increased purchases of exchange-traded funds (ETFs), Japanese real estate investment trusts (J-REITs), corporate bonds, and commercial paper - should position Japan to recover from the current crisis.

Then, last month, the country lost the architect of Abenomics, when Prime Minister Abe stepped down because of ill health.

This week, Japan’s Chief Cabinet Secretary Yoshihide Suga, a close ally of Mr. Abe, was elected leader of the parliamentary LDP and thus, Prime Minister, with the vote subsequently confirmed in the Diet, Japan’s lower house.
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It all seems a very uncertain environment in the Land of the Rising Sun, so it was a big surprise to many people when, last last month, famed investor Warren Buffett's Berkshire Hathaway revealed a $25.6 billion ($18.2 billion) in the stocks of five big Japanese trading houses, namely, Itochu Corp., Mitsubishi Corp., Mitsui & Co., and Sumitomo Corp.

Known as "sogo shosha," these companies are conglomerates that import almost everything from energy and metals to food and textiles, trade commodities, provide services to manufacturers, and are big investors in their own right.

According to a report from one of them, Mitsubishi, in 2016 the revenue of the big five "sogo shosha" accounted for almost 13% of Japan's GDP, and in fiscal 2015 they accounted for around one-third of Japan's imports and about 16% of its exports.

The Buffett investment has generated a new interest in Japan.

In Australia, there are only a handful of direct exposure to the country. In the unlisted space, there is the $518 million Platinum Japan Fund, and too much smaller funds (which include, each other), the Pendal Japanese Share Fund (managed by MFS) and the BT Japanese Share Retail Fund.

In exchange traded funds (ETFs), there is the iShares S&P/JPMorgan Japan ETF (ASX code: JP) and the BetaShares Japan ETF – Currency Hedged (ASX: JYF1).

The interesting thing about JYF1 is that, as part of being currency hedged, it is benchmarked to a very different index to its iShares counterpart, the S&P Japan Exports Hedged All Index.

"The big Japanese exporters are actually a window onto the global economy," says Alex Vynokur, CEO of BetaShares. "Buffett's pick of the five trading houses is actually quite interesting in that it taps into Japan's trade with the rest of the world.

"The theme that our ETF taps into are very similar to the theme that Warren Buffett seems to want to tap into with his investments. Interestingly enough, the Japanese economy has fairly low investment opportunities for quite some time, but a lot of these opportunities have essentially been avoided or ignored or deferred. But Japan is definitely now coming to the fore a lot more, and JYF1 is highly targeted for Japan's strongest sector in the current environment," Vynokur says.

The Buffett bet is based on a reassessment of Japan, Vynokur believes. "Japan has been drained by the investment world for many years in the past because of its ultra-low interest rate environment. And it was always believed that Japan's economy would struggle to grow, because of that chronic low interest rate environment. Well, guess what, the rest of the world is now in Japan's opinion, basically.

As a currency-hedged ETF, Vynokur says his fund's JYF1 offers something of a beacon to Australian investors.

"The rationale for the currency hedging is that Japanese exporters are at their best when the yen is weak. When you have a yen-heavy export tilted portfolio, which is really what's delivering growth for Japan, you actually want to mitigate your exposure to the weak yen. That's the reason why our ETF is currency hedged, we think it's actually very important, because when Japan is really firing when exporters are doing well, and exporters are doing well when the yen is weaker as opposed to stronger. In other words, a strong yen is a barrier to exports being at their strongest," he says.
Investing in a Future Without Cheap Labour

What does the rise of Chinese assertiveness mean for global investment markets during 2020 and beyond.

Video/Podcast
Bob Sahota from Revolution Asset Management goes INDepth with Peter White from The Inside Network.
### Summary: Display Advertising Pricing

Pricing and specifications by type and publication (*The Inside Investor, The Inside Adviser or Investor Strategy News*) are as follows:

<table>
<thead>
<tr>
<th>Publication Display Advertising</th>
<th>Size and Shape</th>
<th>File Format</th>
<th>Price Per Week</th>
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</thead>
<tbody>
<tr>
<td><strong>Website (Inside Investor, Inside Adviser or Investor Strategy News)</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Home Page - Top Billboard</td>
<td>970 × 250 pixels</td>
<td>Optimised JPEG or GIF</td>
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<tr>
<td>Home Page - Middle Leaderboard</td>
<td>970 × 90 pixels</td>
<td>Optimised JPEG or GIF</td>
<td>$600</td>
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<td>Home Page - Base Leaderboard</td>
<td>728 × 90 (or 970 × 90) pixels</td>
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<td>Home Page - MREC</td>
<td>300 × 250 (or 300 × 500) pixels</td>
<td>Optimised JPEG or GIF</td>
<td>$400</td>
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<td>Optimised JPEG or GIF</td>
<td>$2500</td>
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<td>News Post - Half Page</td>
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<td>$600</td>
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<td>News Post - MREC</td>
<td>300 × 250 pixels</td>
<td>Optimised JPEG or GIF</td>
<td>$400</td>
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<tr>
<td>News Post - Base Leaderboard</td>
<td>970 × 90 pixels</td>
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<td>$400</td>
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<td>Publication eDM banner</td>
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<td>Optimised JPEG or GIF</td>
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Pricing is based on supplied digital assets. Custom campaigns or single creative banners may be developed through our inhouse creative team. Pricing available on request.
Sponsored Content

Options & Pricing
### Sponsored Content Options & Pricing

Pricing and specifications by type and publication *(The Inside Investor, The Inside Adviser or Investor Strategy News)* are as follows:

<table>
<thead>
<tr>
<th>Sponsored Content</th>
<th>Size or Length</th>
<th>Format or Specification</th>
<th>Price Per single item</th>
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</thead>
<tbody>
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<td>Website (Inside Investor, Inside Adviser or Investor Strategy News)</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Sponsored Post (your article or Press Release)</td>
<td>750 - 1000 words</td>
<td>Articles supplied in MS Word</td>
<td>$450</td>
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<tr>
<td>Sponsored White Paper (published on IN sites)</td>
<td>unlimited</td>
<td>White papers supplied as PDF</td>
<td>$550</td>
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<tr>
<td>Article (by IN staff writer)</td>
<td>750 words</td>
<td>n/a</td>
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<tr>
<td>Custom eDM (sent to defined IN audience)</td>
<td>maximum 600 pixels wide</td>
<td>supplied as .html file</td>
<td>$2000</td>
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</table>

Pricing is based on supplied digital assets. Custom eDM creative may be developed through our inhouse creative team. Pricing available on request.
Annual Subscriptions

Pricing
Annual Subscription Pricing

Annual Subscription packages are available for the development of video and written content, distributed through The Inside Network’s publications: *The Inside Investor*, *The Inside Adviser* and *Investor Strategy News*. Billed monthly, packages are available for either one, two, or all three publications.

### Annual Subscription

**One Publication**

*Included annually (distribution through your choice of IN publication):*

- 8 x press releases
- 4 x product articles
- 4 x personal profiles
- 2 x video sets (*IN*Depth, *IN*60 & *IN*Sights)
- 2 x podcasts
- 2 × 6 weeks of banner ads
- 2 x white papers
- 1 x eDM

**$1950pp (pm)**

### Annual Subscription

**Two Publications**

*Included annually (distribution through your choice of two IN publications):*

- 8 x press releases
- 4 x product articles
- 4 x personal profiles
- 2 x video sets (*IN*Depth, *IN*60 & *IN*Sights)
- 2 x podcasts
- 2 × 6 weeks of banner ads
- 2 x white papers
- 1 x eDM

**$2450pp (pm)**

### Annual Subscription

**All Three Publications**

*Included annually (distribution through ALL three IN publications):*

- 8 x press releases
- 4 x product articles
- 4 x personal profiles
- 2 x video sets (*IN*Depth, *IN*60 & *IN*Sights)
- 2 x podcasts
- 2 × 6 weeks of banner ads
- 2 x white papers
- 1 x eDM

**$2950pp (pm)**
Multi-week Campaigns

Pricing
## Multi-Week Campaign Pricing

Pricing and specifications by type and publication *(The Inside Investor or The Inside Adviser)* are as follows:

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<th>Multi-Week Campaign</th>
<th>Details</th>
<th>Cost</th>
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<tbody>
<tr>
<td><strong>4 Week Campaign</strong></td>
<td>• 1 x Banner ad to both newsletter and website</td>
<td><strong>$1,750</strong></td>
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<tr>
<td></td>
<td>• 1 x EDM to subscribers</td>
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</tr>
<tr>
<td></td>
<td>• 1 x 1000 word sponsored article</td>
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<td><strong>$3,500</strong></td>
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<td><strong>8 Week Campaign</strong></td>
<td>• 1 x Banner ad to both newsletter and website</td>
<td><strong>$5,850</strong></td>
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<tr>
<td></td>
<td>• 1 x EDM to subscribers</td>
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<tr>
<td></td>
<td>• 2 x 750 word sponsored articles</td>
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</tr>
<tr>
<td><strong>12 Week Campaign</strong></td>
<td>• 1 x Banner ad to both newsletter and website</td>
<td><strong>$8,000</strong></td>
</tr>
<tr>
<td></td>
<td>• 2 x EDM to subscribers</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• 3 x 750 word sponsored articles</td>
<td></td>
</tr>
</tbody>
</table>
Rask Media
Advertising and Podcast

Packages are available for the Rask Network for Banner Advertising, Native Advertising and Podcasts. Speak directly to tens of thousands of self-directed investors and retail investors that engage with the Rask Network every month.

**Per Item**

Appearing on the Rask website:
- Banner ad for one week
  $250
- Native advertising for one week
  $750
- Podcast (60 minutes)
  $1,500
- Video Podcast (60 minutes)
  $3,000

**Monthly Campaign**

*Inclusive of the following:*
- Banner ad (1 x month)
- Native advertising (1 x month)
- Podcast (1 x)
- Video podcast (1 x)

$5,000
Contact info@theinside.network for more information