

Media Kit

April 2021

The Inside Network

IN



Now, more than ever.

**Amplify your message and give your audience
the expert insights they need.**

The Network for Now.

The Inside Network



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



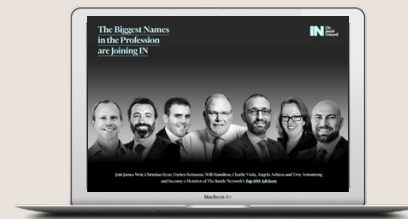
95%

of all Institutional
Investors read
on a regular basis



75 of Top 100

Financial Advisers



Visit Us Online:

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- Inside Strategy News
- The Inside Investor
- The Inside Adviser
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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:

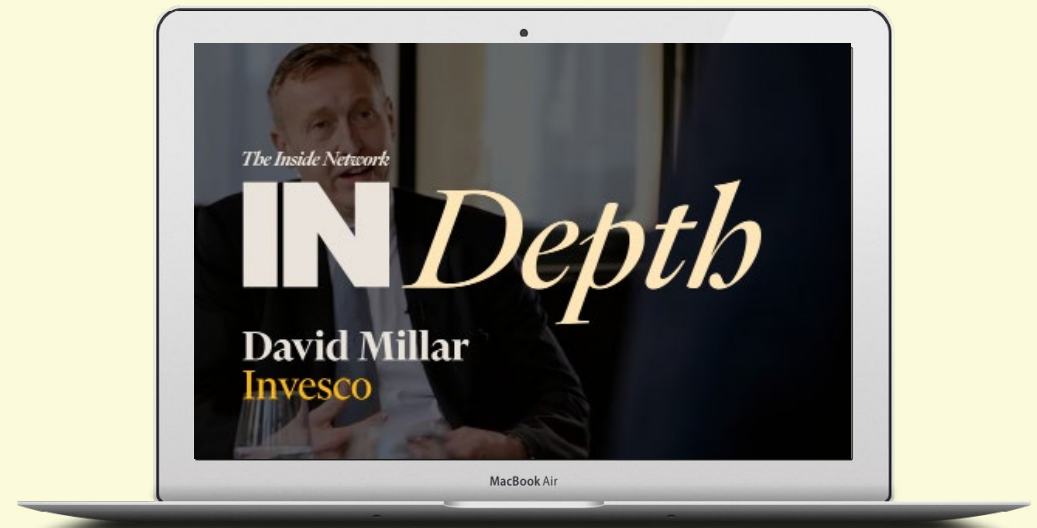
- **'IN 60'** - trademark 'quickfire' question & answer video package (up to 720p recording quality)
- **'IN Depth'** - a full Q&A Interview, including 3 short answer questions (3-5 min answers) addressing:
 - *What's happened in markets*
 - *The steps you are taking right now*
 - *The most important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

Distribution:

- YouTube
- Podcast platforms

40%

discount for content recorded and produced via 'Zoom'.



Gold

\$6,300

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.

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:

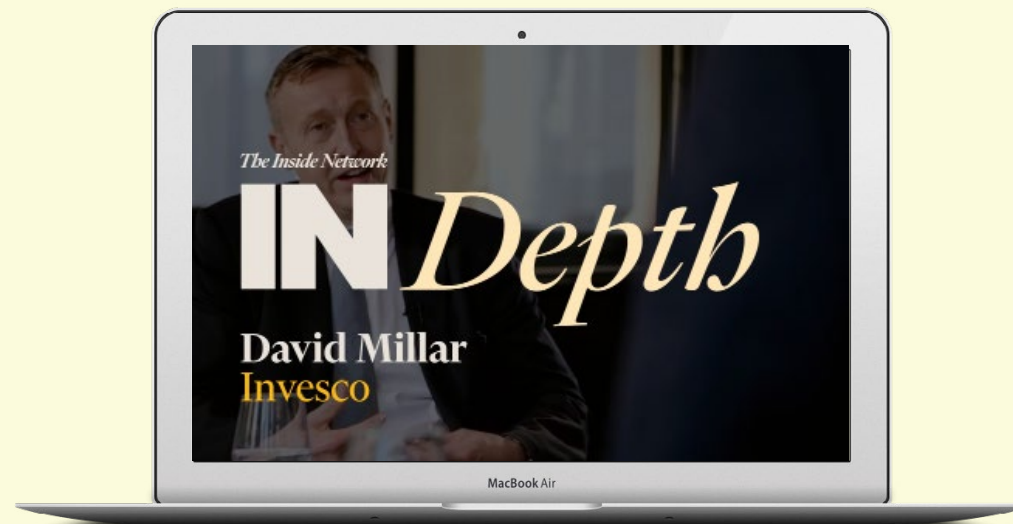
- Priority eDM feature in our weekly emails to *The Inside Adviser* & *The Inside Investor* (that's 40,000+ direct & sophisticated readers)
- An exclusive eDM featuring your brand, content and highly effective calls to action - by far our most effective form of brand promotion and awareness
- Complete 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



Sample banner ad



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)
- 3-4 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



Home Page - Top Billboard
970 x 250 pixels



About Focus Intel Markets Sustainability Deeper Thought IN Discussion Q

Insights for Advisers by Advisers | Tuesday, September 22, 2020 11:44:28 AM





Backing Buffett's Big Japan Bet

James Dunn | September 21, 2020

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

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Device Stars Part 3

James Dunn | September 21, 2020

4DMedical (4DX, \$1.58) Market capitalisation: \$418

Introducing the NEATs

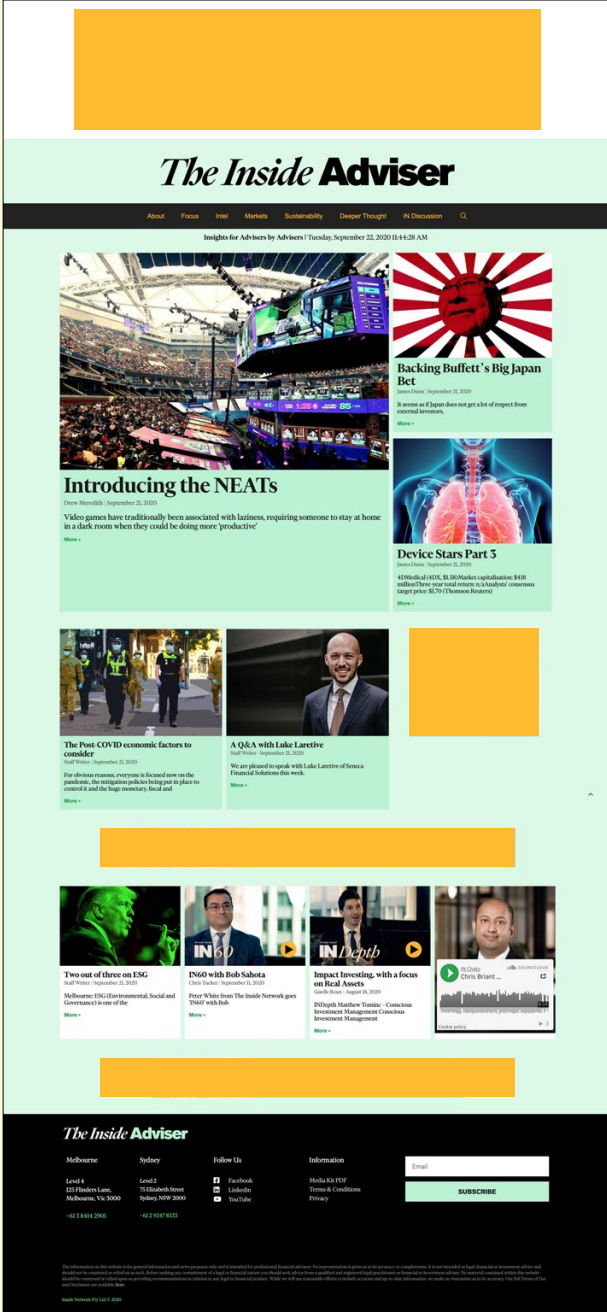
Drew Meredith | September 21, 2020

Video games have traditionally been associated with laziness, requiring someone to stay at home in a dark room when they could be doing more 'productive'

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


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The Inside Adviser

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4DMedical (4DX, \$1.58) Market capitalisation: \$418

with 13.9m total return vs ASX200's consensus target price \$1.70 (1 Bonus Feature)

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The Post-COVID economic factors to consider

Staff Writer | September 21, 2020

For obvious reasons, everyone is focused now on the pandemic, but strategists predict big gains to place to consider it and the huge monetary, fiscal and

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A Q&A with Luke Larettie

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We are pleased to speak with Luke Larettie of Seneca Financial Solutions this week.

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Two out of three on ESG

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Melbourne ESG (Environmental, Social and Governance) is one of the:

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Impact Investing, with a focus on Real Assets

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For obvious reasons, everyone is focused now on the pandemic, the mitigation policies being put in place to control it and the huge monetary, fiscal and


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Ditch Your Chair for the Saddle



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Intel James Dunn | No Comments | September 21, 2020

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 1991.

Almost 31 years on from its record high, the Nikkei is still languishing about 40% below the peak of 38,915 it reached in December 1989. The Japanese stock market's uphill climb to regain lost ground is the longest in the history of any major economy.

The ensuing decades have mostly seen paltry 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 shrank further in the March quarter, and then slid to an annualised 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 stimulus - 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 rebound 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, late last month, famed investor Warren Buffett's Berkshire Hathaway revealed a US\$6 billion (\$8.2 billion) in the stocks of five big Japanese trading houses, namely, Itochu Corp., Marubeni 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, Marubeni, in 2016 the revenue of the big five "sogo shosha" accounted for about 15% of Japan's GDP, and in fiscal 2015 they accounted for around one-third of Japan's imports and about 18% of its exports.

The Buffett investment has galvanised a new interest in Japan.

In Australia, there are only a handful of direct exposures to the country. In the unlisted space, there is the \$541 million Platinum Japan Fund, and two much smaller funds (which mirror each other), the Pental Japanese Share Fund (managed by MFS) and the BT Japanese Share Retail Fund.

In exchange-traded funds (ETFs), there is the iShares MSCI Japan ETF (ASX code: JJP) and the BetaShares Japan ETF - Currency Hedged (ASX: HJPN).

The interesting thing about HJPN is that, apart from being currency hedged, it is benchmarked to a very different index to its iShares counterpart, the S&P Japan Exporters Hedged A\$ Index.

"The big Japanese exporters are actually a window onto the global economy," says Alex Vynokur, CEO at 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 themes 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 offered investment opportunities for quite some time, but a lot of those opportunities have essentially been avoided or ignored or deferred. But Japan is definitely now coming to the fore a lot more, and HJPN is highly targeted to 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 shunned 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 is now Japanified, basically."


As a currency-hedged ETF, Vynokur says his firm's HJPN offers something of a bonus 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 Japanese export-tilted portfolio, which is really what's delivering growth for Japan, you actually want to mitigate your exposure to the weak yen. That is the reason why our ETF is currency-hedged, we think it's actually very important, because when Japan is really firing is 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 exporters being at their strongest," he says.


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Post Comment


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Staff Writer | September 21, 2020

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The rollercoaster in global equity markets during the first half of the year is now

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The Inside Adviser

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Publication eDM Display Advertising

The Inside **Adviser**

NEWS THAT MATTERS FOR FINANCIAL ADVISERS

WEDNESDAY 30th NOVEMBER, 2020



Intel/Markets

Investing in a Future Without Cheap Labour



Intel/Markets

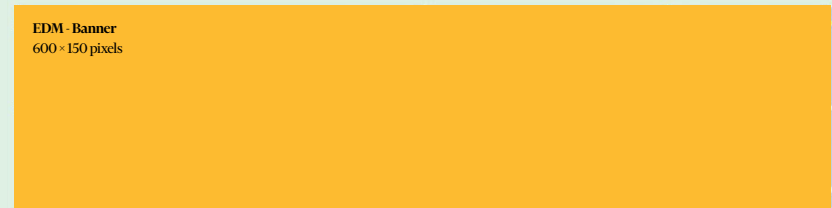
What does the rise of Chinese assertiveness mean for global investment markets during 2020 and beyond.



Video/Podcast

Bob Sahota from Revolution Asset Management goes INDepth with Peter White from The Inside Network.

EDM - Banner
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Hot Topics

EDM - Banner
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Summary:

Display Advertising Pricing

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

Publication Display Advertising	Size and Shape	File Format	Price Per Week
Website (<i>Inside Investor, Inside Adviser or Investor Strategy News</i>)			
Home Page - Top Billboard	970 × 250 pixels	Optimised JPEG or GIF	\$900
Home Page - Middle Leaderboard	970 × 90 pixels	Optimised JPEG or GIF	\$600
Home Page - Base Leaderboard	728 × 90 (or 970 × 90) pixels	Optimised JPEG or GIF	\$400
Home Page - MREC	300 × 250 (or 300 × 300) pixels	Optimised JPEG or GIF	\$400
Home Page - Full Sponsorship	(4 x assets)	Optimised JPEG or GIF	\$2500
News Post - Half Page	300 × 600 pixels	Optimised JPEG or GIF	\$600
News Post - MREC	300 × 250 pixels	Optimised JPEG or GIF	\$400
News Post - Base Leaderboard	970 × 90 pixels	Optimised JPEG or GIF	\$400
Publication eDM banner	600 × 150 pixels	Optimised JPEG or GIF	\$400

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:

Sponsored Content	Size or Length	Format or Specification	Price Per single item
Website (<i>Inside Investor, Inside Adviser or Investor Strategy News</i>)			
Sponsored Post (your article or Press Release)	750 - 1000 words	Articles supplied in MS Word	\$450
Sponsored White Paper (published on IN sites)	unlimited	White papers supplied as PDF	\$550
Article (by IN staff writer)	750 words	n/a	\$900
Custom eDM (sent to defined IN audience)	maximum 600 pixels wide	supplied as .html file	\$2000

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.

The Inside Adviser

The Inside Investor *The Inside Adviser*

INVESTOR STRATEGY NEWS *The Inside Investor* *The Inside Adviser*

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 (*INDepth*, *IN60* & *INSights*)
- 2 x podcasts
- 2 x 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 (*INDepth*, *IN60* & *INSights*)
- 2 x podcasts
- 2 x 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 (*INDepth*, *IN60* & *INSights*)
- 2 x podcasts
- 2 x 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:

4 Week Campaign

- 1 x Banner ad to both newsletter and website

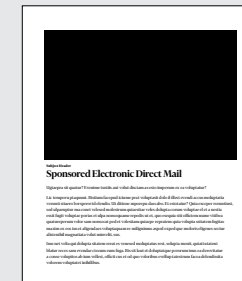
\$1,750



4 Week Campaign

- 1 x Banner ad to both newsletter and website
- 1 x EDM to subscribers
- 1 x 1000 word sponsored article

\$3,500



8 Week Campaign

- 1 x Banner ad to both newsletter and website
- 1 x EDM to subscribers
- 2 x 750 word sponsored articles

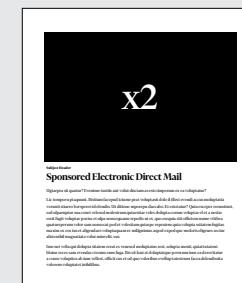
\$5,850



12 Week Campaign

- 1 x Banner ad to both newsletter and website
- 2 x EDM to subscribers
- 3 x 750 word sponsored articles

\$8,000



Rask Media

Options & Pricing

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:

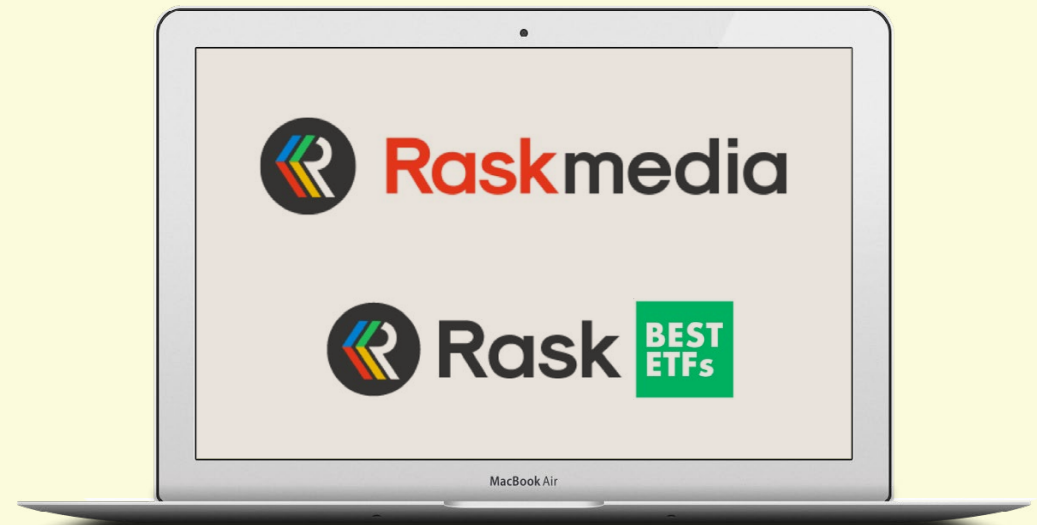
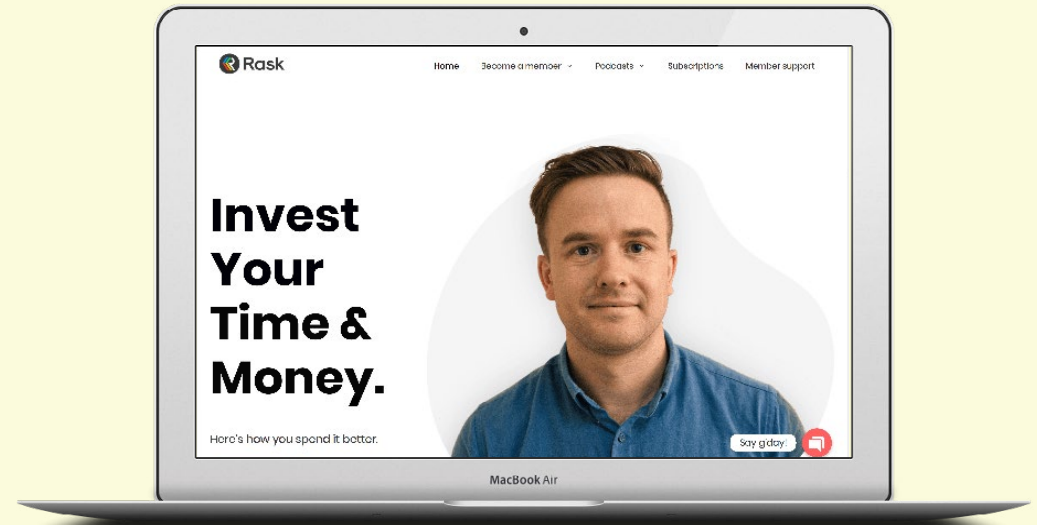
- Banner ad for one week
\$250
- Native advertising for one week
\$750
- Podcast (60 minutes)
\$1,500
- Video Podcast (60 minutes)
\$3,000

Monthly Campaign

Inclusive of the following:

- Banner ad (1 x month)
- Native advertising (1 x month)
- Podcast (x 1)
- Video podcast (x1)

\$5,000



The Inside Network

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Contact info@theinside.network **for more information**