Now, more than ever.

Amplify your message and give your audience the expert insights they need.
The Network for Now.

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:

- **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 Inside Insto** is soon to be launched
- **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.

Visit us online:
The Inside Investor  The Inside Adviser  The Inside Network  Rask Media

Our combined reach. Your opportunity.

<table>
<thead>
<tr>
<th>50,000+</th>
<th>50,000+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email subscribers</td>
<td>Website readers</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>25,000+</th>
<th>75</th>
</tr>
</thead>
<tbody>
<tr>
<td>Viewers &amp; listeners</td>
<td>out of the Top 100 Financial Advisers</td>
</tr>
</tbody>
</table>
Get your message read, heard and viewed by thousands.
Transparent & impactful marketing.
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
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 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
- **'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 $10,500

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)
• 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
Sponsored Campaign Packages

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
- 5 x 750 word sponsored articles
- $8,000

### Real Estate

<table>
<thead>
<tr>
<th>Size and Shape</th>
<th>Price Per Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website (Inside Investor or Inside Adviser)</td>
<td></td>
</tr>
<tr>
<td>Home Page - Top Billboard 970 x 250 pixels</td>
<td>$900</td>
</tr>
<tr>
<td>Home Page - Middle Leaderboard 970 x 90</td>
<td>$600</td>
</tr>
<tr>
<td>Home Page - Base Leaderboard 728 x 90 (or 970 x 90)</td>
<td>$400</td>
</tr>
<tr>
<td>Home Page - Middle MREC 300 x 250</td>
<td>$500</td>
</tr>
<tr>
<td>Home Page - Bottom MREC 300 x 250 (or 300 x 300)</td>
<td>$400</td>
</tr>
<tr>
<td>News Post - Half Page 300 x 600</td>
<td>$600</td>
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<tr>
<td>News Post - MREC 500 x 250</td>
<td>$400</td>
</tr>
<tr>
<td>News Post - Base Leaderboard 970 x 90</td>
<td>$400</td>
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</tbody>
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### Electronic Direct Mail (Custom EDM; or Inside Investor or Inside Adviser)

<table>
<thead>
<tr>
<th>Size and Shape</th>
<th>Price Per Week</th>
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</thead>
<tbody>
<tr>
<td>EDM - Custom</td>
<td>Custom EDM + Banner $5,000</td>
</tr>
<tr>
<td>EDM - Advertising - 1 (II or IA) 400 Words + Banner</td>
<td>$1,500</td>
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<tr>
<td>EDM - Advertising - 2 (II or IA) 1200 words + Banner</td>
<td>$5,000</td>
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<tr>
<td>EDM - Banner - Mid (II or IA) 600 x 150</td>
<td>$1,000</td>
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<tr>
<td>EDM - Banner - Bottom (II or IA) 600 x 150</td>
<td>$800</td>
</tr>
<tr>
<td>White Paper</td>
<td>$750</td>
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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 (x1)
- Video podcast (x1)

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