

ADVISR



MEDIA KIT 2021

REACHING INSURANCE BROKERS

Advizr makes it easy for people to connect with an insurance broker they can trust.



AUSTRALIAN
INSURANCE
INDUSTRY
AWARDS

**2018
FINALIST**

Insurtech Program
of the Year

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WHY ADVERTISE WITH ADVISR?

Advisr connects you with key decision makers.

1. Reach key broker and brokerage decision makers
2. Educate about your product & service
3. Connect with a new audience each month
4. Find customers who influence their businesses

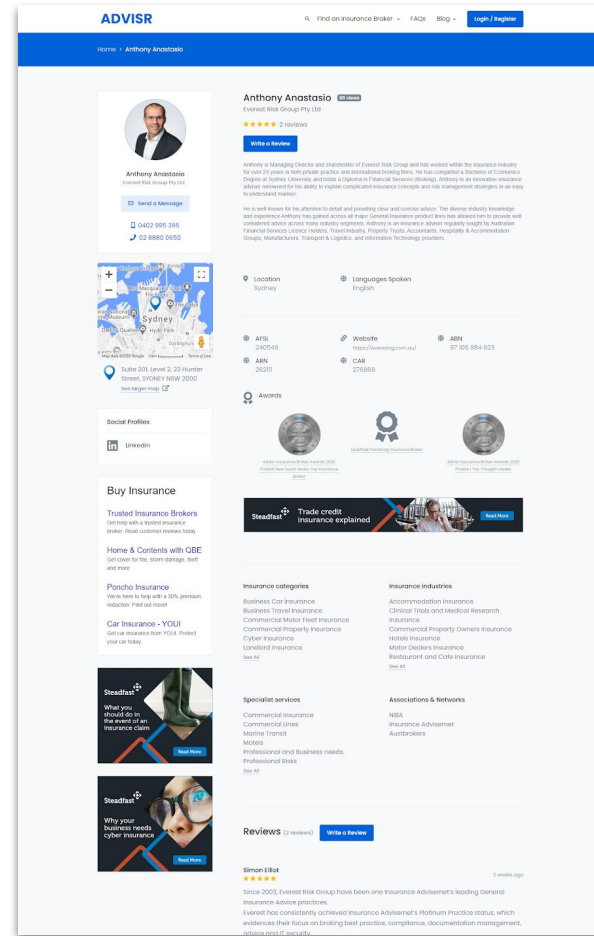


WHAT IS ADVISR?

Advisr connects people with an Insurance Broker they can trust

People come to Advisr to get educated about their insurance needs, to research different insurance brokers and to ultimately, find and connect with an Insurance broker they can trust.

With **verified customer reviews** and broker featured educational content, Advisr is a leading destination for SMEs looking for commercial insurance assistance.



WHAT AUDIENCE DOES ADVISR REACH?

Total Visitors (pa)

90,000

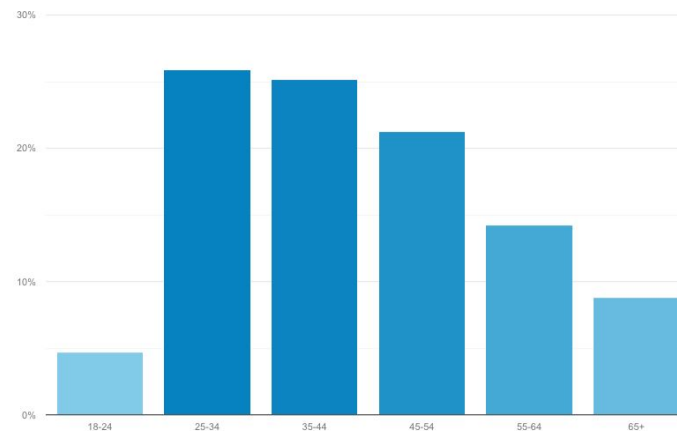
Total Impressions (mth)

35,000

Lead Events (2020)

10,500

Demographics



**Advisr is the fastest growing website in Australia for people
looking for an insurance broker!**

HOW ENGAGED ARE BROKERS?

Growth 2020 versus 2021

243%

increase in broker visits

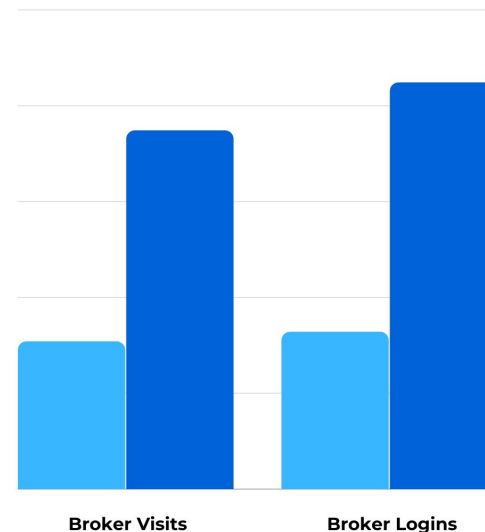
258%

increase in broker logins

Insurance broker engagement on Advisr is

growing faster than ever before!

Broker Activity on Advisr



ADVERTISING EXAMPLE

Advisr Broker Profile Pages:

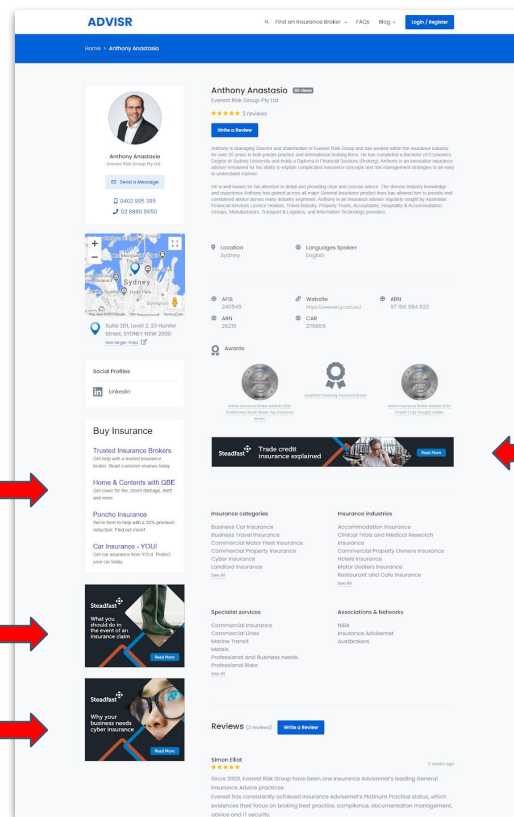
People come to Advisr to find and connect with an Insurance Broker. Advertise alongside free broker profiles and reach engaged customers.

Over 3500 broker and brokerage profiles available.

Sizes:

Leaderboard x2: 728x90
Mrec 300x250
Integrated Text Links

Sample profile page: <https://advisr.com.au/anthony-anastasio>



Network targeting capabilities now possible.

ADVERTISING EXAMPLE

Advisr Brokerage Profile Pages:

People come to Advisr to find and connect with an Insurance Brokerages. Advertise alongside

free brokerage profiles and reach engaged customers.

Over 3500 broker and brokerage profiles available.

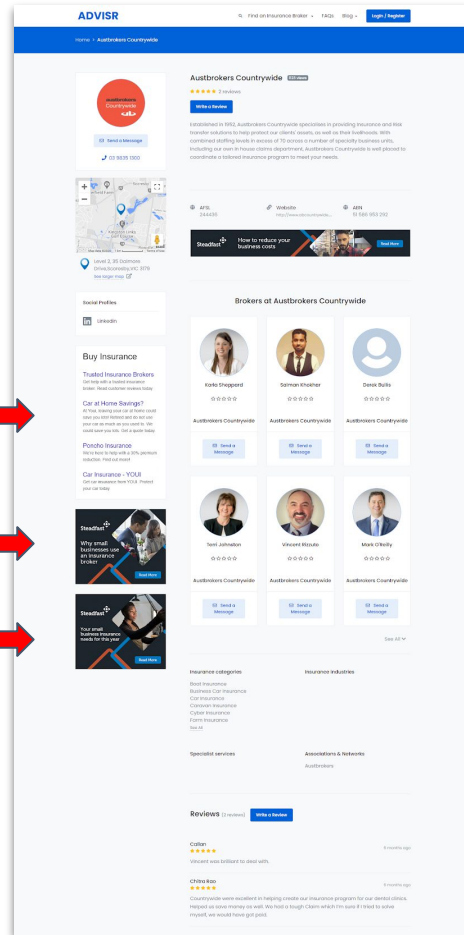
Sizes:

Leaderboard x2: 728x90

Mrec 300x250

Integrated Text Links

Sample profile page: <https://advisr.com.au/austbrokers-countrywide>



ADVERTISING EXAMPLE

Advisr Network Profile Pages:

People come to Advisr to find and connect with an Insurance Broker. Advertise alongside free

Network profiles and reach engaged customers.

Over 3500 broker and brokerage profiles available.

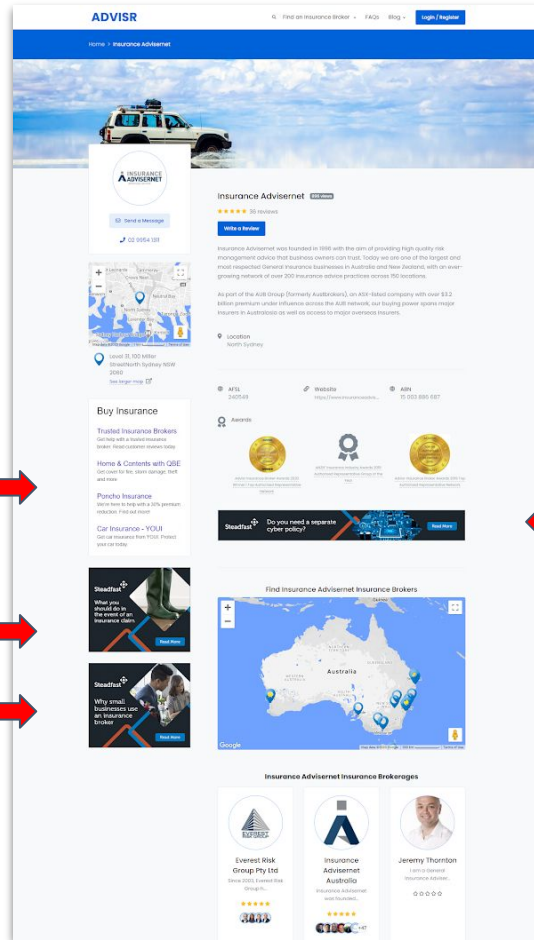
Sizes:

Leaderboard x2: 728x90

Mrec 300x250

Integrated Text Links

Sample profile page: <https://advisr.com.au/insurance-advisernet/>



ADVERTISING EXAMPLE

Text Link Placements:

Targeted text links across profiles; networks, brokerages and brokers.

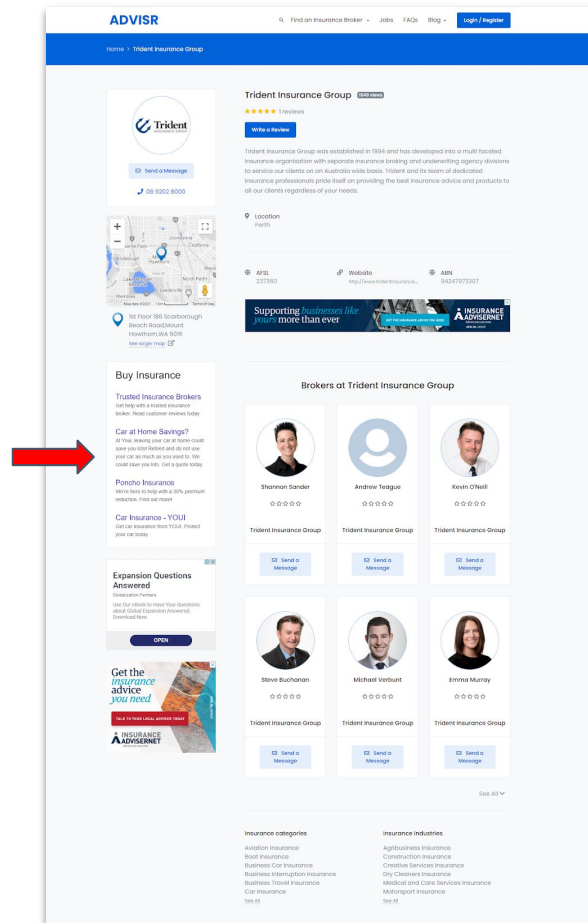
Over 3500 broker and brokerage profiles available.

Targeting:

Audience: Brokers and new visitors to the website

Targeted based on profile information; Insurance lines, networks, occupations

Sample profile page: <https://advisr.com.au/trident-insurance-group>



ADVERTISING EXAMPLE

Broker Dashboard Advertising:

Targeted ad placements where brokers are spending their time.

Over 3500 brokers and brokerages with login access.

Targeting:

Audience: Brokers and brokerages logged in to the website

Targeted based on profile information; Insurance lines, networks, occupations

The screenshot shows the Advisr website interface for a logged-in user, Andy Jamieson. At the top, there's a navigation bar with links like 'Find an Insurance Broker', 'Jobs', 'FAQs', and 'Blog'. Below this, a blue header bar displays the user's name and email. A red arrow points to a banner advertisement for the 'FNS51220 Diploma of Insurance Broking' by Financial Education Professionals. Below the banner, the user's 'Certifications and Awards' section is visible, featuring a search bar and a table of awards.

CERTIFICATION/AWARD	BELONGS TO	DATE ADDED	STATUS
NIBA Qualified Practising Insurance Broker (QPIB)	Andy Jamieson	09/09/2021	PENDING
2019 Advisr Top Australian Insurance Broker	Andy Jamieson	Not provided	PENDING

ADVERTISING EXAMPLE

Newsletter Placements:

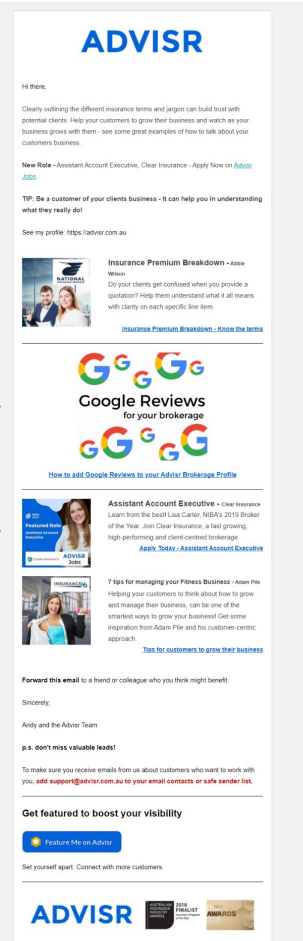
Targeted advertising and sponsored long form content.

Long form content also appears on the Advisr blog.

Reaching insurance brokers directly with your messaging.

Targeting:

Audience: Brokers, Brokerages and network head office
Open rates ~40%



ADVERTISING SUMMARY

Execution	Description	Sizes	Impressions (mthly)	Standard monthly rate
Homepage	Leaderboard / MREC	728x90, 300x250	4,000	\$899+GST
Broker, Brokerage or Network Pages	Leaderboard / MREC	728x90, 300x250	4,000	\$899+GST
Integrated Text Links	Text links featured site wide		8,000	\$500+GST
EDM ad	MREC	300x250	n/a	\$599+GST
Sponsored Content in EDM and on blog	Content: written, infographics or video. Include up to 2 "followed links"	n/a	n/a	\$999 per article +GST

Advertising rates exclude GST



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