ADVISR

MEDIA KIT 2021

REACHING INSURANCE BROKERS

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





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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





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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.

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.com.au

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WHAT AUDIENCE DOES ADVISR REACH?

Demographics

30%



Total Visitors (pa)

Total Impressions (mth)

90,000 35,000 10,500

Advisr is the fastest growing website in Australia for people

looking for an insurance broker!

Andy Jamieson

AUSTRALIAN INSURANCE INDUSTRY AWARDS 2018 FINALIST Insurtech Program of the Year

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Lead Events (2020)



HOW ENGAGED ARE BROKERS?

Broker Activity on Advisr

Growth 2020 versus 2021

243%

increase in broker visits

258%

increase in broker logins

Phone: 0411487054

Insurance broker engagement on Advisr is

growing faster than ever before!

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Broker Visits

Broker Logins



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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.

ADVISR



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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





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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: <u>https://advisr.com.au/insurance-advisernet/</u>



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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

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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





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AUSTRALIAN

INSURANCE

INDUSTRY

AWARDS

2018

of the Year

FINALIST

Insurtech Program

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.

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

customers business.			
New Role - Assistant Account E	xecutive, Clear Insurance - Apply Now on Advise		
TIP: Be a customer of your clients business - It can help you in understanding what they really do!			
See my profile: https://advisr.com.au			
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Hi there

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Clearly outlining the different insurance terms and jargon can build trust with potential clearts. Help your customers to grow their business and watch as you business arows with them - see some great examples of how to talk about you

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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