

FLORENCE

CONSTRUCTING A NEW PERSPECTIVE

PARTNERSHIP
OPPORTUNITIES
MEDIA KIT
2023/2024

Katrina Barker
FLORENCE
April 2023



FLORENCE

a voice for women in the construction industry

Women in the construction industry are helping build a better world — and yet, it's an industry staffed primarily by men still. It's essential to give these women a voice and a platform, which is where Florence comes in.

Florence is the place for women in construction to be heard, source industry information and share their stories to inspire the next generation.

The magazine focuses on the real stories of real women in construction, so it seemed only natural to name it after Florence Taylor, who was Australia's first qualified female architect and the first woman to train as an engineer.

Printed copies — numbering up to 1500 — are distributed by the Master Builders Association of New South Wales to influential members of the community, construction industry, and at events for Florence and Master Builders.

Florence magazine is digitally promoted all year across News Corp's digital arm, News Xtend.

Using programmatic display and social



Hacia Atherton
FLORENCE
April 2023

media targeting, Florence is placed in front of ideal readers. The digital campaign has delivered more than 900,000 impressions and 10,000 unique site visitors to the [Florence](#) website, which contains the digital version of the magazine as well as resources for those looking to get into the industry.

Master Builders NSW hosts two Florence luncheons each year, Launching the latest edition of Florence magazine.

Florence is also a sponsor of the Master

Build TV series, which has already gained more than 300,000 views with more coming in each day via catch-up streaming services.



Hannah Ipsen
FLORENCE
April 2023

FLORENCE



FLORENCE LUNCHEON
September 2023

Major Partner Package — \$20,000 *per edition*

Major Partner	Value
Full Page Editorial	\$3,300
Double Page Spread (page 2 & 3) Advertisement	\$5,700
Targeted intent connect digital advertising campaign	\$2,000
Partnership page on Florence website	\$1,000
Acknowledgement of sponsorship at event	\$1,500
Logo recognition on MBNSW branding & marketing	\$13,500
Logo recognition on magazine contents page	\$1,500
Logo inclusion on Florence landing page	\$1,500
Opportunity to place banners at event	\$750
Opportunity to place product, merchandise and marketing materials on table/in gift bags	\$1,500
Opportunity to speak at event	\$3,000
4 tickets to the event	\$720
TOTAL VALUE	\$35,970

All prices exclude GST



Alice Pamment
FLORENCE
April 2023

FLORENCE

Michelle Uhlhorn
FLORENCE
April 2023



Minor Partner Package — \$10,000 *per edition*

Minor Partner	Value
Full Page Editorial	\$3,300
Full Page Advertisement	\$3,700
Targeted intent connect digital advertising campaign	\$2,000
Acknowledgment of sponsorship at event	\$1,500
Logo recognition on contents page of the magazine	\$1,500
Logo inclusion on Florence landing page	\$1,500
Opportunity to place banners at event	\$750
Opportunity to place product, merchandise and marketing materials on table/in gift bags	\$1,500
2 tickets to the event	\$360
TOTAL VALUE	\$16,110

All prices exclude GST



Gina Zandi
FLORENCE
September 2022

FLORENCE



Bardie Sommerville FLORENCE April 2023



Millie Symonds FLORENCE April 2023



Anita Hac FLORENCE April 2023

**FOR SPONSORSHIP
AND ALL ADVERTISING
OPPORTUNITIES**

SALES

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FLORENCE



Jess Wills FLORENCE April 2023



Tarsha Wayne FLORENCE April 2023



Amy Chappel FLORENCE April 2023