FLORENCE CONSTRUCTING A NEW PERSPECTIVE

10C

PARTNERSHIP OPPORTUNITIES MEDIA KIT 2023/2024 Katrina Barker FLORENCE April 2023

SCHMIPT CONSTRUCTION

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FLORENCE

a voice for women in the construction industry

omen 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



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 <u>Florence</u> 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.

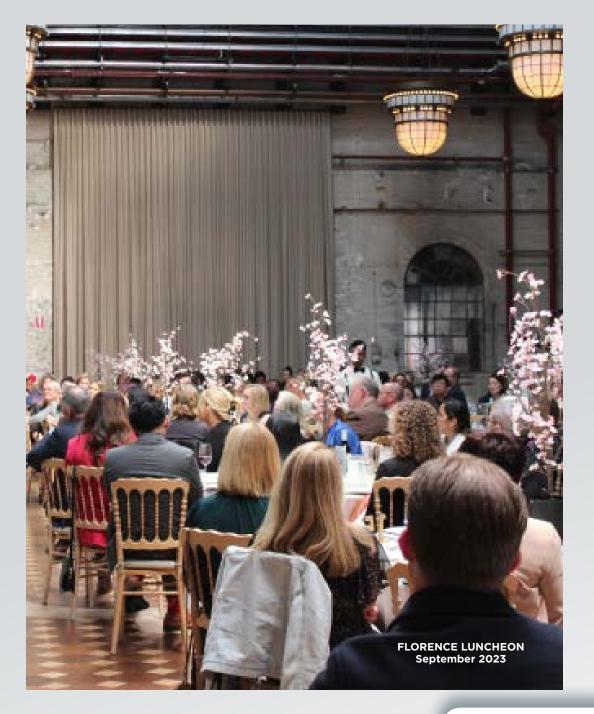
Florence is also a sponsor of the Master

FLORENCE

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

900,000+



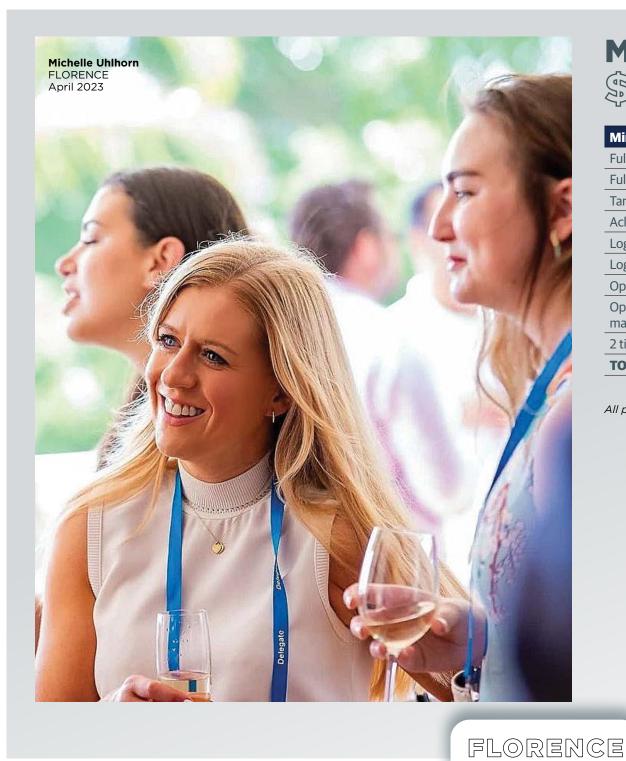
Major Partner Package —\$20,000per edition

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	
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



Minor Partner Package — STODO (Der edition

Minor Partner		Value
Full Page Editorial		\$3,300
Full Page Advertis	ement	\$3,700
Targeted intent co	onnect digital advertising campaign	\$2,000
Acknowledgment	of sponsorship at event	\$1,500
Logo recognition of	on contents page of the magazine	\$1,500
Logo inclusion on	Florence landing page	\$1,500
Opportunity to pla	ace banners at event	\$750
	ace product, merchandise and als on table/in gift bags	\$1,500
2 tickets to the ev	ent	\$360
TOTAL VALUE		\$16,110
	Gina Zandi	





Bardie Sommerville FLORENCE April 2023



Millie Symonds FLORENCE April 2023



Anita Hac FLORENCE April 2023

FOR SPONSORSHIP AND ALL ADVERTISING OPPORTUNITIES

SALES

07 4599 3835 joshua.slade@news.com.au

MASTER BUILDERS NSW

02 8586 3504 akelly@mbansw.asn.au

www.florencemagazine.com.au





Jess Wills FLORENCE April 2023



Tarsha Wayne FLORENCE April 2023



Amy Chappel FLORENCE April 2023