

• Key household shoppers • Love good food • Love to cook • Early adopters of new products • Interested in health

The **Healthy Food Guide** website is packed with expert nutritional information and more. With over 4,000 delicious recipes, **healthyfood.com** is an ideal platform to engage with your target audience, improve brand awareness and grow sales of your product or service. Read by health-conscious community who are engaged and vocal, keen to share opinions, recipes and post reviews.

**CONTACT Kim Chapman – Media Manager**

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## EMAIL MARKETING

E-newsletters are a cost-effective method of reaching our digital subscriber base, and generate an instant result when recipients receive your message.

Email marketing is particularly effective for increasing traffic to your site, driving product trial via coupons or samples and for collecting an email database of your own - all ultimately leading to increased revenue.

**TOTAL REACH**  
**57,409**

### 1) SOLUS

Email to the HFG database exclusively promoting your product or service. Can be scheduled for any day at any time. **Ad size:** 555 pixels wide x any height, all urls embedded

### 2) INCLUSION

Inclusion within a weekday email to the HFG database

**Ad size:** 555 x 230px + url to link to

**INCLUSION**  
**\$1,500**



**SOLUS \$5,500**

- All website display ads must be supplied as a jpg, gif, or swf file.
- Maximum file size is **40kB** (20kB for JPEGs and GIFs is preferable).

## THE WEBSITE

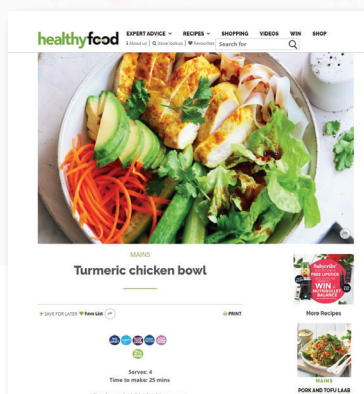
Packed with expert nutrition information and more. With over 4000+ delicious healthy recipes, healthyfood.com is an ideal platform to engage with your target audience, improve brand awareness and grow sales. Read by health-conscious digital community is engaged and vocal, keen to share opinions, recipes and post reviews.

### FACEBOOK REACH

**19,065**

### FACEBOOK LIKES

**324,154**



## Jan 2021 monthly traffic

### UNIQUES

**336,880**

### SESSIONS

**391,140**

### PAGE VIEWS

**937,858**

## WEBSITE DISPLAY & ADVERTORIAL

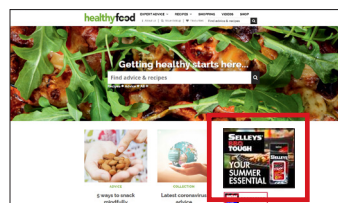
### DISPLAY

#### Ad size:

**Medium rectangle:** 280 x 250px

#### Delivery options:

- Home page (HM) - \$35 CPM
- Run of site, excluding home (ROS) - \$25 CPM



### CONTENT COLLECTION

Your advert placed on a collection of up to 10 recipes or content pages for two months. The collection has a landing page.

#### Drivers to the collection:

1. Link on the home page for 7 days
2. Enewsletter content link x 2
3. Facebook post x 2

**\$3,500**

### SPONSORED CONTENT/ ADVERTORIAL

A page on our website promoting your product or service for two months. Clearly labelled as sponsored content.

#### Drivers to the content:

1. Link on the home page for 7 days
2. Enewsletter content link x 2
3. Facebook post x 2

**\$3,500**

## CLIENT RESPONSIBILITY

Clients are responsible for checking the quality and integrity of digital files before submission. Files will be rejected if they are not prepared to the correct height and width specifications or are too large in file size.

**NOTES** Healthy Food Guide reserves the right to: • Request substantiation for any health or nutritional claims made in any advertisement • Add a keyline, the word 'advertisement' and/or change fonts used in any advertisements that, in our opinion, look similar to editorial; and/or • Accept or reject advertising material and to edit copy to make it confirm to our legal or ethical requirements. • No ads making therapeutic claims will be accepted without a TAPS number.

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**heathyfood.com**