



2014/15

Sponsor Kit

Powerful media for influencing business decision-makers



Introducing the *BookkeepersHub* the first exclusively digital hub for Bookkeeping and allied professionals in Australia

Launched in August 2014, jointly sponsored by the Bookkeepers Institute of Australia, a RTO training and qualifying thousands of bookkeeping professionals together with the Rainmaker Media Group, publishers of quality business and educational content, the new digital hub is a valuable resource for members. Providing industry news and insights, expert opinion and thought leadership, the Hub represents the SME bookkeepers and accounting sectors..

The *BookkeepersHub* contains:

- o content that supports bookkeepers in delivering quality service and practical support to grow their own business
- o articles from experienced and qualified business experts, supported by staff journalists
- o exclusive web-only articles, videos and regular polls;
- o forum and social media feeds and posts for members, delivering up-to-the-minute news and updates.

KEY STATISTICS

- o The unique visitor to the digital hub is consuming on average **4.5 pages** – indicating the content is interesting and engaging.
- o **bounce rate under 2%** – exceptionally low.
- o **rapidly growing visits** per month.
- o average time spent on the site is over **2 minutes**.

KEY FEATURES:

LARGER READERSHIP

The digital hub is not just for members – the site is open for anyone to browse through, meaning the readership extends to a larger audience of business owners, managers and other professionals such as accountants and tax agents.

RESPONSIVE DESIGN

The digital hub has been built using responsive design, which means the site adapts to whichever device it is being viewed on, including mobile and iPads. This ensures that the reader has a rich digital experience, no matter how they choose to view the content.

SOCIAL SHARING

Users have the ability to comment on articles or share them via social media platforms, such as Facebook, Twitter, LinkedIn or Google+.

OUR READERSHIP

The *BookkeepersHub* is a content-rich membership site; updated daily with editorial, articles, sponsored content, forum and Twitter posts. Editorially, the Hub tackles the issues that keep business owners awake at night. With an audience of bookkeepers, accounting and tax professionals as well as a potential audience of thousands of SME decision-makers, the Hub is emerging as one of Australia's most authority sites for business seeking to improve their bottom line and professionals achieving cut-through results.

Our readers are professionals and SME owners who are discerning, requiring services and products that satisfy both their professional and consumer needs - dare we say each of our members and visitors enjoy travel, food and wine! Our sponsors have opportunities in:

The image shows a screenshot of the BookkeepersHub website and a tablet displaying the BookkeepersHub app interface. The website features a navigation menu with links for HOME, ABOUT, MEMBERSHIP, COURSES, RESOURCES, FORUM, and FIND A BOOKKEEPER. A search bar is located in the top right corner. The main content area includes a featured article titled "The Bookkeepers Hub connects bookkeepers with business" and a video player for "WATCH VIDEO". Below the video, there are sections for "JOIN TODAY" and "GET QUALIFICATIONS". The tablet displays the BookkeepersHub app interface, featuring a "SPECIAL TECHNOLOGY GUIDE" and a "Download your free app" button.

OUR READERS AT A GLANCE

- **A majority** are professionals or SME owners
- **Most others** work in bookkeeping and other accounting firms
- **The majority** seek financial planning and investment ideas
- **A majority** play a major role in banking and finance decisions
- **The vast majority** play a major role in computer software decisions
- **A majority** are planning interstate or international travel in forthcoming year
- **The majority** of professionals believe that SMEs need better financial advice.



WHY SPONSOR THE BOOKKEEPERS HUB?

The *Bookkeepers Hub* (BH) offers a unique opportunity to build relationships with professionals who need the latest tools and who influence their SME decision-makers. Align your brand with these buyers and grow communities of interest around topics associated with your marketing objectives. No other organisation offers the reach, depth and range of sponsorship opportunities to decision-makers that BH provides.

A wide range of sponsorship opportunities.

BH offers a powerful menu of sponsorship options, including our wide community of members and visitors to www.bookkeepershub.com.au, its newsletter and its quarterly e-magazine **The Hub**, distributed widely. In association with our partners The Bookkeeping Institute of Australia, a Registered Training Organisation with thousands of graduates and students, BH will offer sponsorship across its platform of programs, courses, webinars and podcasts, designed as continuing education for professionals bookkeepers and allied professionals; delivered over the internet. This creates an opportunity to connect to a continuous stream of leads.

- o Showcase and drive leads through your white papers and case studies
- o Host special editorially-approved content
- o Reach decision-makers and buyers through regular social media posts
- o Host a dedicated webinar

SPONSOR PACKAGE



EXCLUSIVE PRIME	PRINCIPAL SPONSOR	CO-SPONSOR	CONTENT SPONSOR
<ul style="list-style-type: none"> Reserved for brand partner with rights across all publishing platforms 	<ul style="list-style-type: none"> Optimal positioning banner Exclusivity in same vertical 	<ul style="list-style-type: none"> Optimal positioning banner Key position in vendor directory 	<ul style="list-style-type: none"> Article + Content placement in online sites and periodicals
<ul style="list-style-type: none"> POA 	<ul style="list-style-type: none"> Rates from \$1,500 	<ul style="list-style-type: none"> Rates from \$499 	<ul style="list-style-type: none"> Rates from \$499

ADVERTISE WITH BOOKKEEPERSHUB



BH offers a range of cost-effective advertising options to help you reach BH members and bookkeeping and accounting professionals and SME decision-makers across Australasia who have subscribed to our database. To find out more about these fantastic opportunities, please email our team. Or, BH's Business Development Manager, Sam Leon can be contacted direct on 0412 220 515.

INVESTMENT

\$595 per advertisement per issue. (Exclusive of 10% GST)

\$495 per advertisement per month for bookings of 6 months

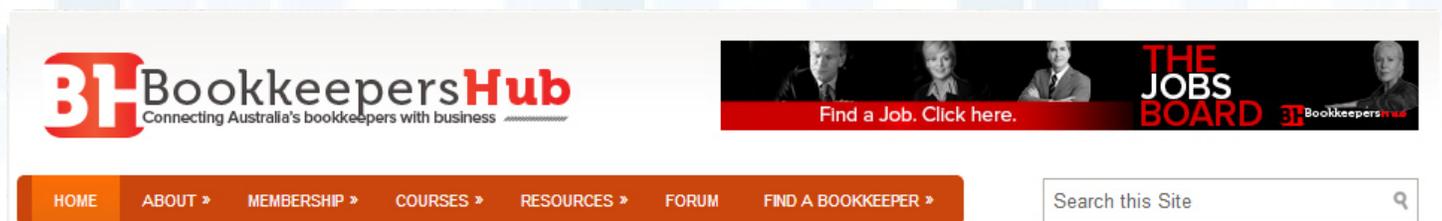
Advertisement Specifications

200 pixels x 200 pixels jpeg image

WEBSITE BANNER ADVERTISING

Advertising on the BH website is a cost-effective strategy to build your profile among BH members and the broader accounting, bookkeeping and SME community in Australasia. BH members regularly visit our site to register for events, check out the latest news, view articles, podcasts and webinars and search for information. **Benefits** include:

- Home page exposure to ensure you cost effectively reach BH members and the accounting, bookkeeping and SME community plus rotations across the site
- Hyperlink from your advertisement to the landing page of your choice.



Advertisement Specifications

468 pixels wide by 60 pixels high .jpeg image.

INVESTMENT

\$595 per banner advertisement per month (inclusive of GST)

\$495 per banner advertisement per month for bookings of 6 months

STOP PRESS!

Don't miss your chance to be a part of two editions, the first being the inaugural edition of **The Hub** magazine...

For details, contact your BookkeepersHub sponsorship representative now, or email memberservices@bookkeepershub.com.au

PUB DATES:

September edition 2014:

THE SPECIAL TECHNOLOGY GUIDE.

In 2014-15 we will publish an edition of THE HUB our special edition featuring **"Technology: Meeting the digital revolution head-on."** That will feature content from our editorial board of business experts providing business professionals, offering education guidance to bookkeeping professionals.

January-March 2015 edition:

TBA

April-June 2015 edition:

TBA

July-September 2015 edition:

TBA

BH BookkeepingHub
Accounting Industry Magazine

THE HUB

INDUSTRY MAGAZINE

SPECIAL TECHNOLOGY GUIDE

Apel iliquam aliqui corero del et veria sim quam enis estionseque nullesc ienissentis

THE EMERGING NEW TOOLS OF TRADE

Apel iliquam aliqui corero del et veria sim quam enis estionseque nullesc ienissentis

EDUCATION: NO LONGER AN OPTION; KEEP UP OR FALL BEHIND

Apel iliquam aliqui corero del et veria sim quam enis estionseque nullesc ienissentis

KNOWLEDGE AGE: WHAT YOU NEED TO LEARN

Daerum alicit inum autas exerate parumqui quodi

Download **your free app**  

Cab is suscianti di rem renim rersperentur maiore sant. Uda doloren iminlent quam vero eicta volorunt es rem ium elenditia sundam cusci derum cus, abo. Cillecus volo maximo ertestiam veni nia corestist, sequo magnate

TERMS AND CONDITIONS

All content submissions require approval by the Editorial Board of www.bookkeepershub.com.au