

Media Kit and Sponsorship Opportunities

2021

Share your content | Advertise with us



About us

Governance Institute of Australia is the only fully independent professional association with a sole focus on governance excellence.



The team at Governance Institute are very helpful and collaborative. They are willing to provide helpful advice to ensure that we connect with their members in a meaningful way. This approach maximises the value of our long term relationship with them.

– LexisNexis

41,000
email subscribers

Our database of members, subscribers and the wider governance and risk management community.

7,800
members & subscribers

Professionals with governance or risk management responsibilities from directors and C-suite to managers and support staff.

35,000
email subscribers

People subscribed to receive email content from sponsors.

26,000
average web users per month

Up to 312,000 unique website users a year — average 26,000 a month

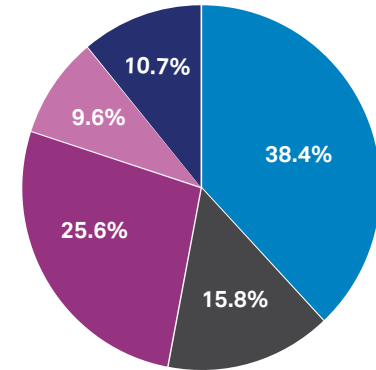
5,600
members subscribed

Over 5,600 members subscribed to our exclusive governance career opportunities

22,000
LinkedIn followers

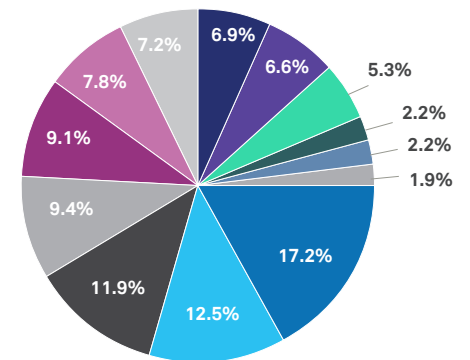
Over 22,000 LinkedIn followers

Current career stage



- Early career governance or risk management professional
- CEO or C-Suite executive
- Senior governance or risk management professional
- Non-executive director
- Governance or risk management consultant

Current job role



- Company Secretariat
- Governance Professional
- Other
- Finance
- Consulting
- Risk Management
- Legal
- Management
- Business Management/ Business Development/ General Business
- Accounting
- Education/Training
- Audit/Compliance
- Administrative/ Human Resources

Our digital channels

Dedicated sponsor email

A dedicated eDM about your product or service issued to Governance Institute's email database.

Performance: 28 per cent average open rate.

Frequency:

- Monthly to entire database.
- Six per year to each subsector.

Reach: Up to 35,000 email subscribers.

News update email

Share news or thought leadership related to governance or risk management with our community.

Performance: 28 per cent average open rate.

Frequency: Twice per month — published the first and third Wednesday of the month.

Reach: Up to 41,000 email subscribers.

Governance Directions digital journal and email

Share deeper insights about topical issues in governance or risk management with our members and subscribers.

Performance: Our highest performing email with a 44 per cent average open rate.

Frequency: Monthly (11 months a year) — published the first week day of the month.

Reach: Journal — 7,800 readers
Journal email — 7,200 subscribers

LinkedIn

A post on our LinkedIn page about your products, services or thought leadership.

Frequency: Fortnightly.

Reach: 22,000 LinkedIn followers

Professional development email

Share relevant content with our state communities who are interested in professional development

Performance: 29 per cent average open rate.

Frequency: Fortnightly.

Reach: Up to 27,600 email subscribers

Share your content

Channel	Opportunity	Cost \$AUD (ex GST)	Content deadline
Dedicated sponsor email	Solus eDM <ul style="list-style-type: none"> Up to 35,000 subscribers 	\$6,300	Two weeks before publication
	Solus EDM to a sub-sector <ul style="list-style-type: none"> Company secretary and governance professional: 5,500 subscribers Risk and compliance: 7,500 subscribers 	\$4,200 per sub sector	Two weeks before publication
<p>Speak to us about targeted messaging to a particular sector</p> <p>This is our best performing customer engagement offering. Clients have achieved excellent cut-through and multiple responses from their call to action via this channel.</p>			
News update	Sponsored story Up to 41,000 email subscribers	\$3,000	Two weeks before publication
<p>Clients have achieved up to 300 downloads with their content-led sponsored stories.</p> <p>Package and save — package your sponsored story with an ad banner or LinkedIn post for \$3,500</p>			
Governance Directions	Article <ul style="list-style-type: none"> Includes logo, ad banner in article and web link. Articles are open and available to members and subscribers only. Article will be listed in the journal announcement email. 	\$2,000	Five weeks before publication
LinkedIn	Sponsored LinkedIn post	\$750	One week before publication

Create brand recognition

Channel	Opportunity	Cost \$AUD (ex GST)	Content deadline
News update	Sponsored ad banner, mid email (Limited to one per <i>News Update</i> email)	\$1,000	Two weeks before publication
Governance Directions	Banner at base of journal email	\$850	Two weeks before publication
LinkedIn	Sponsored LinkedIn post	\$750	One week before publication
Professional development email	Banner at base of email	\$1,000	Two weeks before publication

Create new content

Partner with our Policy & Advocacy Team on our own thought leadership projects or come to us with your own views on a theme for a white paper — topic to be approved by Governance Institute.

Opportunity	Specifications/deliverables	Cost \$AUD (ex GST)	Content deadline
Article and sponsored roundtable (face-to-face or virtual)	<ul style="list-style-type: none"> We work with you to invite a group of 10–12 senior members from targeted organisations. Governance Institute executive and client representatives to attend the event on a Governance Institute approved topic. Client will write a 1,200 word article on the insights from the roundtable discussion, which will include logo, link and photos to be published in the journal, <i>Governance Directions</i> Banner ad and link to article included in the journal announcement email. Article shared on our LinkedIn page (22,000 followers). You'll receive a PDF copy of the article to share via your own channels. For Governance Institute to write the first draft of the article plus one set of revisions, add \$1,500 	\$7,500	12 weeks before publication
Sponsored roundtable package	Receive sponsored roundtable entitlements plus <i>News Update</i> article.	\$9,500	12 weeks before publication
Podcast roundtable	<ul style="list-style-type: none"> 30 minute podcast Up to four participants Curated into a two page article within <i>Governance Directions</i> Article featured in the journal announcement email Podcast to be featured in the <i>News Update</i> as a sponsored story OR solus eDM Hosted online Posted to LinkedIn group 	\$11,000 (with <i>News Update</i> Article)	
		\$14,000 (with solus eDM)	
Our own thought leadership	We typically deliver 3 pieces of thought leadership each year. Thought leadership programs may incorporate roundtable, survey, interviews and event to launch. February - May 2021 - <i>Risk Management Survey</i>	Sponsor the research program and launch activities \$15,000. Speak to us about sponsorship opportunities of the events. These are priced separately.	

Showcase your expertise or product

Build your brand profile, showcase your expertise through speaking engagements and exhibit and demonstrate your products and services through event sponsorship. The perfect accompaniment to advertising

Event type		Cost \$AUD (ex GST)
Quarterly National or Local Information Sessions (face-to-face events)	Briefings, Workshops and Hypotheticals	\$2,500–\$12,500
Remote Digital Events (audio, visual and slides) Recorded from your home/office. Fully managed event.	Up to 3 presenters (free to all 41,000)	\$7,500
Studio Filmed Digital Events (audio, visual and slides)	Up to 2 speakers (free to all 41,000)	\$7,500
	Up to 6 speakers (free to all 41,000)	\$8,500
Governance and Risk Management Forum	<ul style="list-style-type: none"> • Day One: Governance Forum • Day Two: Risk Management Forum 	\$3,000–\$15,000
National Conference on 1 & 2 September 2021	450+ delegates and speakers	\$7,500 - \$35,000
Public Sector Governance Forum held in various states		\$3,000–\$5,000
Not-for-Profit Forums held in various states		\$3,000–\$5,000
Discussion Groups and Roundtable Discussions	Fellows, NFP, Listed, Risk	\$2,500–\$7,500

For further details on any of the above please contact us.

Specifications

Dedicated sponsor email	Solus eDM	150–300 words
	Solus EDM to a sub-sector	150–300 words
News update	Sponsored story	260-character teaser and 400–600 word story hosted on our website. Client capture form can be hosted on the article webpage.
	Sponsored ad banner	600 x 200 pixels, JPG
Governance Directions	Banner at base of journal email	600 x 200 pixels, JPG
	Article	1200–1500 words, includes logo, ad banner (720 x 128 pixels) and web link.
Linkedin	Sponsored LinkedIn post	Approx. 200 characters, 1200 x 627 pixel image, plus link
Professional development email	Banner at base of email	600 x 200 pixels, JPG

Contact

Rebecca Whiteman GIA(Cert)

Account Manager, Partnerships (Primary advertising contact)

E partnerships@governanceinstitute.com.au

Level 10, 5 Hunter Street, Sydney NSW 2000

GPO Box 1594, Sydney NSW 2001

W governanceinstitute.com.au

Maryanne Brogan

National Manager, Partnerships

T +61 2 8227 5922 **E** maryanne.brogan@governanceinstitute.com.au

Advertising terms and conditions

To be used on booking form, media kit and sponsorship contract

- Please send content/design to partnerships@governanceinstitute.com.au by the required due date.
- If content/design is not provided by the due date the client forfeits their advertisement.
- Content/design is required as per the template document which you will receive upon confirmation and must be in the format stipulated. Specifications can also be found within the Media Kit. Content that does not meet these requirements will not be accepted.
- Customers will be informed that the content has been sponsored.
- Advertising to be paid in full prior to publication
- To transfer a scheduled advertisement, written notice is required 15 business days prior to the original publish date and is dependent on availability.
- Dedicated sponsor emails are unable to be rescheduled.
- Cancellations with a refund are permitted for bookings in which the full retail price was paid.
- Cancellations are required in writing 20 business days prior to the publish date to receive a refund. Refunds for dedicated sponsor emails are contingent on the email being re-sold.