

*Naturally*  
**GOOD**

**Bespoke  
Digital  
Opportunities**



# GROW YOUR ONLINE PRESENCE

Driving traffic  
to you

Consumer demand for natural and organic products is no longer just a 'trend', but a way of life that is here to stay.

With the increase in consumer demand, the market has now expanded with both emerging and established brands looking to enter and make their mark.

As the number one platform for the natural and organic industry, Naturally Good has you covered in helping you stand out from the crowd and giving you the opportunity to showcase your brand to key buyers and industry professionals.

Alongside our yearly expo, Naturally Good is also a digital nexus for brands in the space to promote the latest products, offerings and insights to an expanded audience that goes far beyond our show doors.

Grow your brand and your profits, 365 days a year with Naturally Good.

# Our Audience

With over seven years in market, Naturally Good has grown and captured a loyal retail and distributor audience engaged with the brand, including interstate and international key buyers. We are here to help brands connect with them through our enhanced digital platform, with opportunities including website and email advertising, editorial sponsorship and the product directory.

From retailers and manufacturers, to wholesalers and distributors, Naturally Good is the go-to platform for the natural and organic industry.

43,000<sup>+</sup>

EDM  
DATABASE

252,000<sup>+</sup>

WEBSITE VIEWS  
PER YEAR

50,000<sup>+</sup>

WEBSITE USERS  
PER YEAR

77,000<sup>+</sup>

WEBSITE SESSIONS  
PER YEAR

Our Audience spans the following sectors:



Retail



Wholesalers/  
Distributors



Foodservice  
& Catering



Healthcare – Pharmacists/  
Naturopaths/Homeopaths



Manufacturing



Beauty/Salon/Spa



Association/  
Government Agency

## PRODUCT INTERESTS

- Food – Certified Organic/Fair Trade/Vegan
- Drink
- Beauty & Cosmetics
- Personal Care
- Eco Home & Living
- Vitamins, Supplements & Remedies
- Business Services
- Retail Technology
- Complementary Medicine



# Product Directory

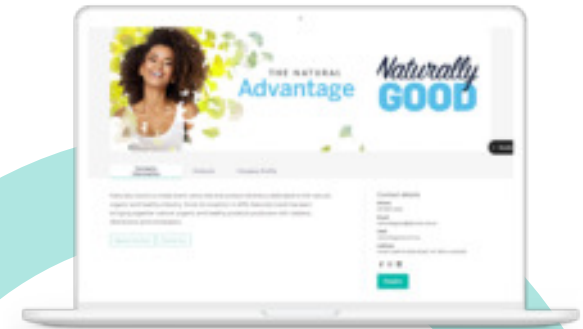
Grow your business and connect with the industry by joining the Naturally Good Product Directory. As a self-service portal, you'll be able to customise and profile your business, list your individual products or brands, highlight best sellers and launch new products.

Attract key buyers who are looking to differentiate their shelves – physical and online – with natural and organic alternatives just like yours.

## Standard Subscription

List your business to capture the attention of retail buyers and showcase your business. Upload up to six products, alongside featuring your logo, a dedicated banner, contact details, links to your website and social media channels.

**\$550** + GST per year



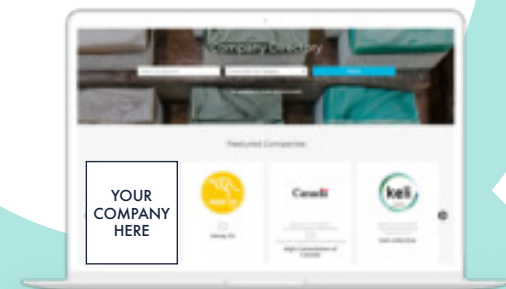
## Maximise your exposure with two upgrade options available:



## Unlimited Product Spots

Show off more of your range and products by upgrading to include more on your profile beyond the six given to you with your subscription.

**\$500** + GST per year



## Premium Position Upgrade

Drive more traffic to your profile and be the first thing buyers see on the directory and have your profile pinned to the top of the directory home page.

Minimum booking 3 months.

**\$450** + GST per month



# Editorial Sponsorship

Over the years, Naturally Good have been publishing articles whilst growing a loyal and regular readership.

We're giving you the opportunity to reach this audience through bespoke content opportunities and sponsorship, giving you the chance to shine a spotlight on your brand and products.

## Bespoke Company Spotlight

Sit down with our dedicated journalist who will interview you and curate an article highlighting your brand. The article will be hosted on the News site, distributed through The Harvest eDM and featured in a social post.

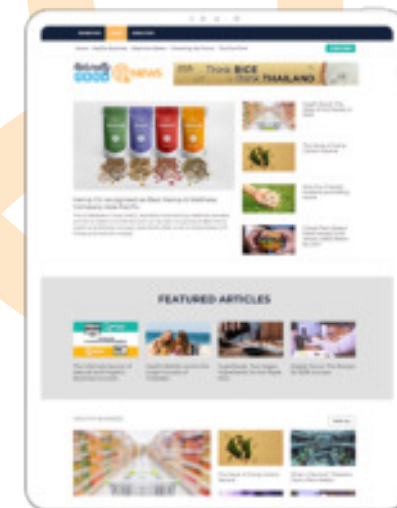
**\$3,000** + GST per spotlight

## Sponsored Article Spot

Curate an article shining a spotlight on your business to be distributed through a number of our digital channels. Your article will be hosted on the News site, distributed through The Harvest eDM and featured in a social post.

Article to be supplied by sponsor subject to Naturally Good's editorial checks.

**\$2,000** + GST per article

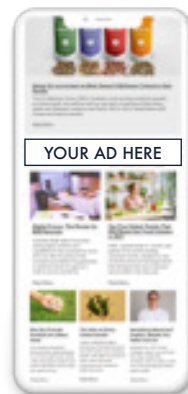




# eDM Advertising

With over 43,000 contacts, Naturally Good is a proven source of quality natural and organic news.

Maximise your impact with digital advertising through our email campaign to our targeted and extensive database, connecting you with the buyers that matter.

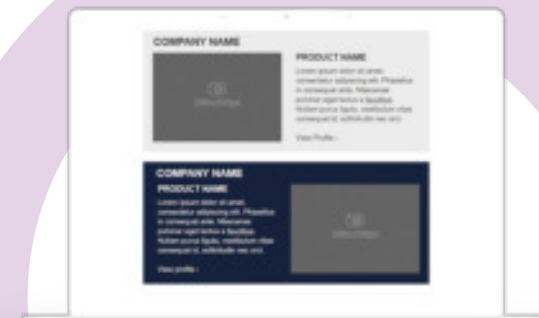


## The Harvest eDM Advertising Spot

Feature your brand in a banner advertisement in eDM 'The Harvest', linking back to your directory profile or preferred page.

Maximum 2 advertisers per issue.

**\$1,000** + GST per advertisement



## The Harvest Product Highlight Inclusion

Feature your product in an issue of The Harvest eDM with your chosen imagery accompanied by a 30 word description targeted at retailers and distributors, driving traffic and enquiries to your profile.

Limited to those with a product directory listing only. Maximum of 4 advertisers per issue

**\$500** + GST per product

## Solus eDM

Send your message without interruption to our Naturally Good database via a dedicated eDM blast. This opportunity includes the option to create a bespoke audience to send the eDM to through segmenting based on your brand's needs.

Maximum of 4 per year.

**\$3,000** + GST per email.





# Website Advertising

The Naturally Good website receives over 123,000 website views per year, offering year-round engagement and exposure to brands.

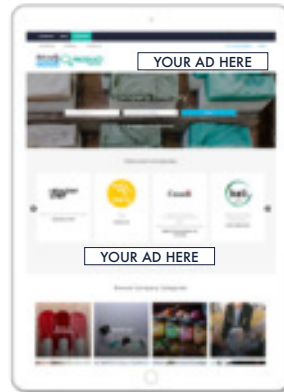
Cut through the noise – take advantage of this premium exposure to your target market and create new conversations with our dedicated audience.

## Exhibition Leaderboard

For premium exposure, this leaderboard offers branding on the top visited pages of the Naturally Good Expo section of the website.

Your banner will appear as 1 of up to 3 banners prominently displayed on the home page as well as various inner pages throughout the exhibition section of the Naturally Good website.

**\$1,500** + GST per 3 months



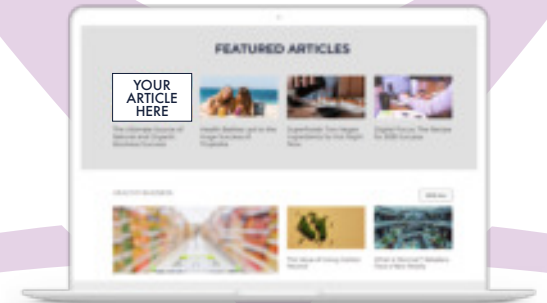
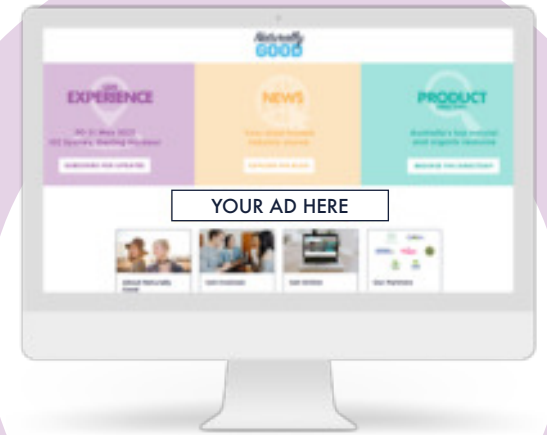
## News & Directory Leaderboard

Feature your brand in a leaderboard advertising spot over the home page and several inner pages across the News & Directory sections of the Naturally Good website.

Maximum 3 advertisers, run of site.

**\$1,500** + GST per 3 months

*All content to be provided by client.*



## Trending Article Spot

Be the first thing website viewers see when they head to the News section on our website. Have your article pinned to the top of the News home page for maximum exposure.

Maximum of 4 articles per month. Limited to those who book Bespoke Company Spotlight or Sponsored Article Spot, see Editorial Sponsorship page for more details.

**\$500** + GST per month



# Exhibition Campaign Advertising

The Naturally Good exhibition campaign includes a range of digital advertising opportunities, allowing you to boost your onsite show experience by reaching visitors before they even walk through the show door.

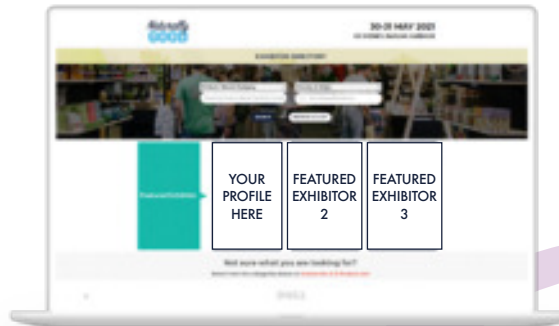
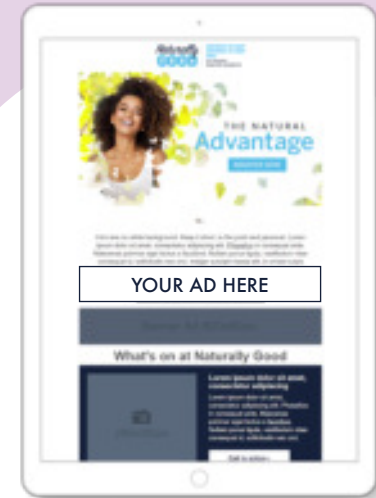
Stay one step ahead and reach our visitor database by featuring on the exhibition website or in an exhibition dedicated eDM.

## Campaign eDM Advertising Spot

The Naturally Good marketing campaign includes a series of eDMs pushing event highlights, registrations and event reminders. Place your banner advert in one of these highly targeted eDMs to get your brand featured pre-show.

Maximum 1 advertiser per eDM.

**\$1,000** + GST per advertisement

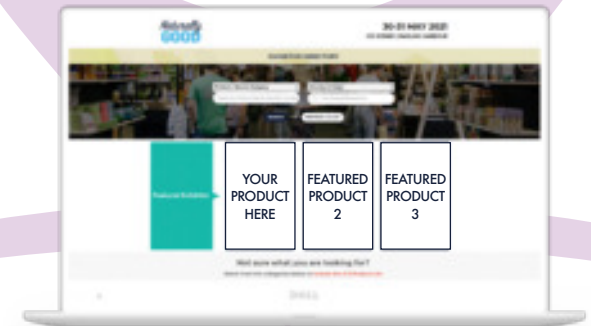


## Featured Exhibitor

Have your exhibitor profile pinned at the top of the exhibitor directory page on our website, ensuring your company is the first visitors see when browsing the page.

Maximum of 3.

**\$650** + GST



## Featured Product

Maximise your exposure by featuring one of the products you will be showcasing at the expo, where it will be pinned and highlighted at the top of the directory page.

Maximum of 3.

**\$650** + GST

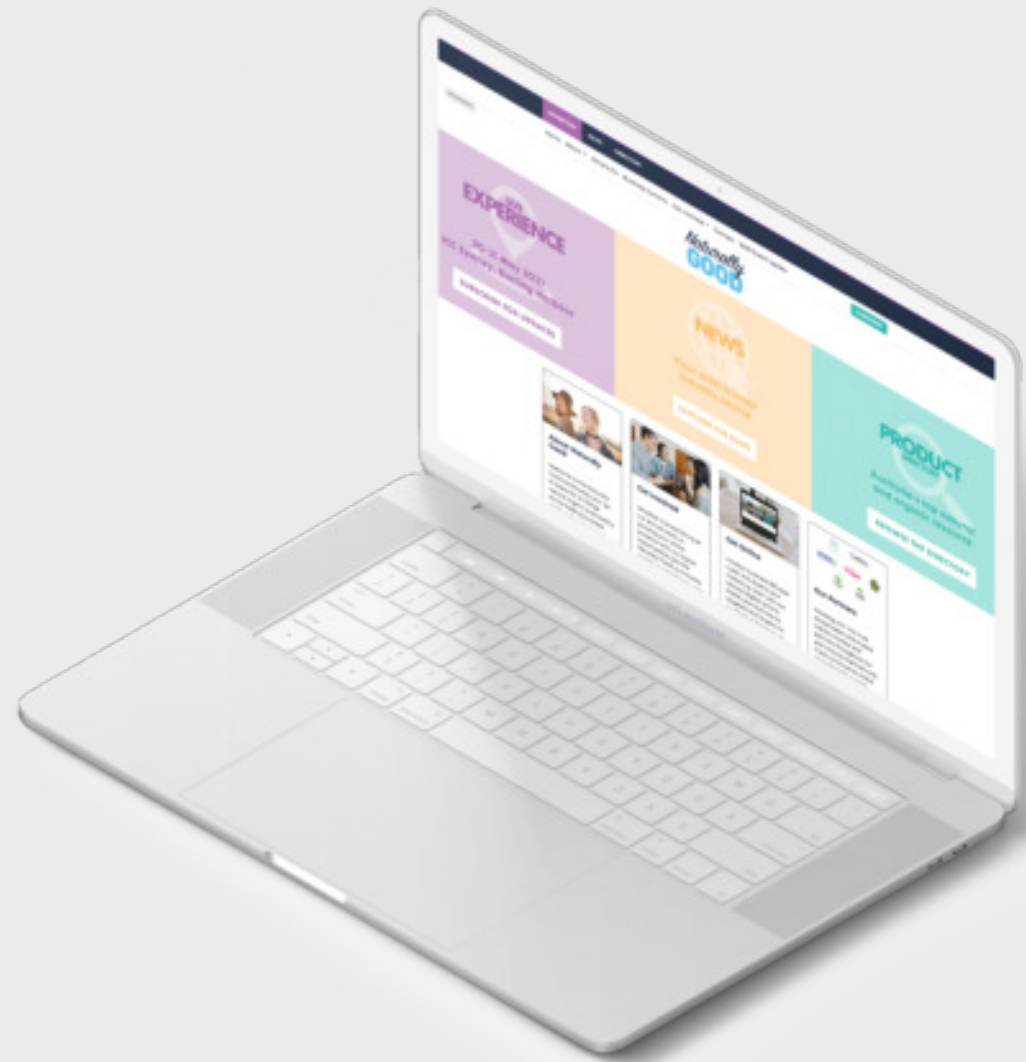


# Looking for something else?

Want something more or different?

Looking to invest in a variety of our digital opportunities to spread your online presence?

We can tailor a package specifically for you!  
Our team is available to talk through the options available to you that best fit your objectives.



## CONTACT THE TEAM TODAY!

SALES ENQUIRIES:

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*Naturally*  
**GOOD**

**diversified**  
COMMUNICATIONS ■ AUSTRALIA