



LookUpStrata

NATIONAL NEWSLETTER

MEDIA KIT



THE NATIONAL NEWSLETTER MEDIA KIT

OVERVIEW

The National Newsletter is an email publication that provides information about strata living. It is released weekly (excluding National public holidays + the end of year break).

LookUpStrata has been publishing The National Newsletter since 2013.

A typical release of a National Newsletter offers a range of informative articles covering most Australian states, relevant news articles, upcoming LookUpStrata webinars, as well as featuring sponsors and advertisers. These newsletters are packed with valuable information, making them a must-read for anyone interested in strata.

As of July 2023, LookUpStrata's Newsletters have a national audience of almost 18,000 subscribers.

**[CLICK HERE TO VIEW THE
NATIONAL NEWSLETTER ARCHIVES](#)**

Since mid-2020, LookUpStrata has produced monthly and bi-monthly state-based Strata Magazines for NSW, QLD, VIC and WA. The Strata Magazines allow strata service businesses to target advertising towards these states.

To learn more about advertising opportunities in our magazine, please see [The Strata Magazine media kit HERE](#).



LookUpStrata

All enquiries to administration@lookupstrata.com.au



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AUDIENCE

LookUpStrata has a vast National audience of Lot Owners and Committee Members, Strata Managers, Strata Lawyers and other Strata Professionals. Traditionally, this audience is difficult to reach.

Our audience's age ranges from 18 to 65+, with approximately 85% aged over 45.

The National Newsletter originated as a way to share state-specific strata information with our Australian audience free of charge. As strata legislation differs from state to state, our audience members value the opportunity to read publications including information entirely relevant to their state.

By advertising in our National Newsletter, your organisation can connect with our highly engaged audience in a focused and targeted matter.



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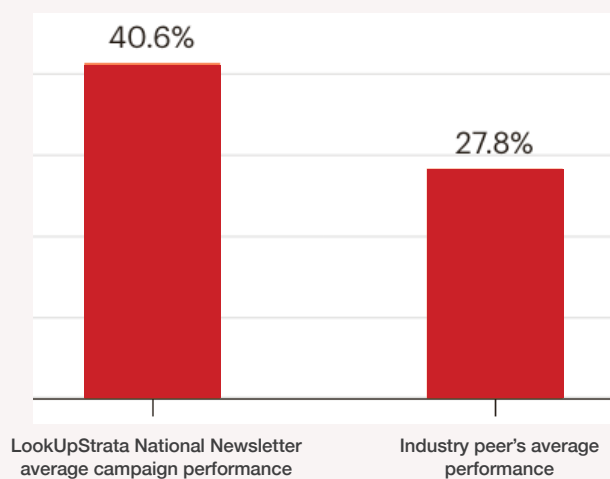
THE NATIONAL NEWSLETTER MEDIA KIT

NEWSLETTER PERFORMANCE

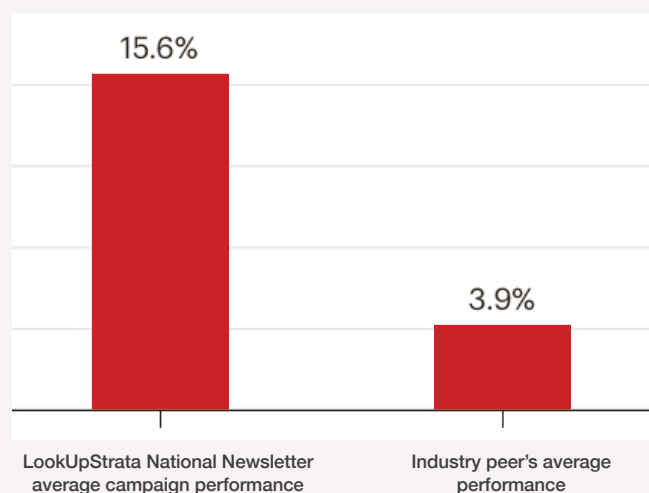
LookUpStrata has been publishing the National Newsletter and growing our subscriber list since 2013. Due to the constant high quality content our newsletters are the leading Newsletter in the strata industry.

Please see the stats below showing how our emails perform in comparison to similar campaigns.

Open Rate



Click Rate



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DISTRIBUTION

Our National Newsletters are distributed via email.

Each edition is:

- Released via direct email.
- Shared across our social media platforms. Advertisers and contributors are tagged in the social media post.
- We also add all editions of the National Newsletters to the 'Newsletter Archives' page on the LookUpStrata site. See an example [HERE](#).



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PLACEMENTS

Each edition of the National Newsletter contains the following banner positions:

- **5 General Banners:** Located throughout the body of the Newsletter
- **1 Newsletter Sponsorship banner:** located at the top of the Newsletter

We are mindful of advert placement and do not include competing businesses within the same edition of the newsletter e.g. when promoting two insurance companies, we offset adverts so Insurance Company A is not promoted in the same edition as Insurance Company B.

As with all LookUpStrata advertising, we do our best to display your advert in the most prominent position possible.



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ADVERTISING DIMENSIONS

General Banner

- Width: 550px
- Height: 140px
- No crop marks or bleed required.
- Please submit with URL.

Sponsorship Banner

- Width: 550px
- Height: 150px
- No crop marks or bleed required.
- Please submit with URL.

Files Supplied as

- PDF or JPG
- Required as a high resolution 300dpi for each banner.



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PRICES

The following adverts are booked on a per newsletter basis.
If you book 10 banners, you will appear in 10 separate newsletters.

AD TYPE	# OF NEWSLETTERS	\$ + GST
General Banner	10	1500
	24	3360
AD TYPE	# OF MONTHS	\$ + GST
Fortnightly Sponsorship Banner	3	1800
These adverts are booked on a quarterly basis. Please note: these spots are in high demand. We'd be happy to add you to our waiting list.		

***Please note, prices are subject to change**



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