



## Advertise with IICT

Connect with Australia's Largest  
Community of Natural Therapists  
and Practitioners with a  
**Combined Reach of 191,200+**



161,000+ Visitor  
Sessions (2019 FY)



15,600+  
Facebook Followers



12,800+  
Email Subscribers



1,700+ Instagram  
Followers

### Audience Profile:

- 73% aged between 25 – 54
- 75% female
- Interests include:
  - Lifestyle and hobbies
  - Green living
  - News and politics
  - Sports and fitness
  - Travel
  - Real estate
  - Professional with a high disposable income
  - Mainly live in the major capital cities

### Combined Reach of 191,200+

Gain access to our large and rapidly growing  
national and international targeted list of  
subscribers, website visitors, social media  
followers and loyal members.

With a world of advertising  
possibilities, get your  
business found and choose  
to increase your leads, brand  
engagement, SEO or drive  
website traffic.



# Social Media Advertising Options

(select from our two budget options below)

IICT has an influential and loyal community of social media followers. Promote your business to our 17K+ social media community across Facebook and Instagram.

## 1 15K+ Facebook Followers - \$250 per post ex GST:

- Dedicated Facebook post
- Your Facebook business page tagged
- Includes a web link

[START HERE](#) 

## 2 Social Media Blast - \$330 per campaign ex GST:

- Dedicated social media post to all IICT social platforms
- Facebook, Facebook Closed Group, Instagram

[START HERE](#) 

# IICT Newsletter Advertising Options

(select from our two budget options below)

Our monthly newsletter is received by 12K+ opt-in subscribers, professionally designed and costs as little as \$0.07 per email sent.

## 1 Budget: \$280 per ad ex GST

- Perfect for budget conscious businesses
- Includes a 150x150 pixel image, heading, web link

[START HERE](#) 

## 2 Standard: \$440 per ad ex GST

- Double your branding and exposure
- Includes a 300x300 pixel image, heading, one sentence of text, web link

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## 3 Premium: \$880 per ad ex GST

- Only 12 positions available throughout the year!
- Includes a 600x300 pixel image, heading, paragraph of text, call-to-action button

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# Paid Editorial and Advertising Package Options

Tap into our blog readership by promoting your quality content for natural therapy professionals. The great thing about using content marketing is that customers are highly engaged, leading to stronger leads and conversions.

Every three months we make available **SIX EXCLUSIVE ADVERTISING** packages. These packages utilise the full range of IICT advertising options at a discounted price.

## Online Editorial - **\$440** per article ex GST

- Full page article with up to three images or one video
- Home page presence including an image, article heading and link
- Contact details including business, phone, email, website, social media links

Please note: We're unable to publish articles that simply 'advertise' a product. But we will consider content that is useful, interesting, valuable and relevant to our members. You can view examples by visiting our articles page here: <https://iict.com.au/articles>

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## Exclusive Advertising Package - **\$2,900** per package ex GST (Valued at \$3,860. SAVE \$960):

- FREE IICT home page featured banner (only available as part of this package)
- 3 x Full page blog post (one a month for three months)
- 3 x Social media blast x 3 (one a month for three months)
- 1 x Premium newsletter ad (first month of the package)
- 2 x Standard newsletter ad (consecutive months)

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**Please contact Pam Ablaza  
(IICT Digital Marketing Specialist)  
to discuss your advertising options at**

**[getsocial@myiict.com](mailto:getsocial@myiict.com)**

**We look forward to hearing from you!**