



**Stockbrokers and  
Financial Advisers**  
Association

# MEDIA KIT & SPONSORSHIP OPPORTUNITIES

Promote your organisation with the key professional body representing the stockbroking and investment advice industry – Stockbrokers and Financial Advisers Association (SAFAA).



# ABOUT SAFAA

## Our members

Our members are Market Participants and Advisory firms that provide securities and investment advice, execution services and equity capital-raising for Australian investors, both retail and wholesale, and for businesses. Practitioner Members are suitable qualified professionals who are employed in the securities and derivatives industry.

## Membership statistics

- ✓ 82% of practitioner members work in retail stockbroking or investment advice
- ✓ 36% are a partner or owner
- ✓ 75% have worked in the industry for 20 years or more
- ✓ 74% describe themselves as a 'senior adviser'

## Our reach

We represent 8,000 professionals who work in executive management, financial and wealth advice, sales trading, operations, compliance and risk management and research in the stockbroking and investment advice industry. Our Principal member firms have over 370,000 retail clients.



# OUR SERVICES

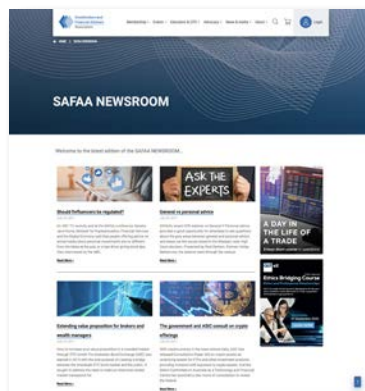
Members rely on our educational offerings to accrue SAFAA-accredited CPD. Members read the *SAFAA Monthly* to stay abreast of regulatory changes, learn about SAFAA's upcoming events as well as read contributions from a range of industry participants. A reduced version of the *SAFAA Monthly* is also sent to non-members.

Our second newsletter, the *SAFAA Newsroom*, is compiled of article contributions posted to our website aimed to the wider markets and advice community, providing timely updates on issues of relevance.



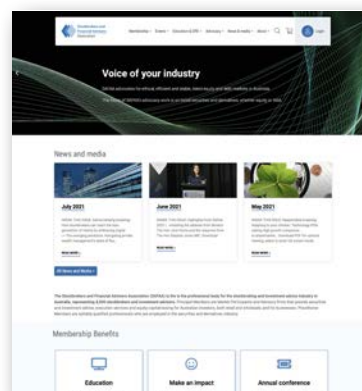
## SAFAA Monthly

Monthly magazine  
Circulation 8,000  
Total open rate 71%



## SAFAA Newsroom

Monthly newsletter  
Circulation 8,000  
Commenced July 2021



## Website

3,160 sessions per month  
85% new visitors  
1.5 minute average visit



## EDMs

Circulation 8,000  
Total open rate 50%



## Webinar series

Average 86 delegates  
Average 64% attend live



## Annual Conference

400+ delegates  
34% first time attendees



# WHAT WE CAN DO FOR YOU

We can tailor packages to suit your objectives.

- ✓ **Advertise** via our *SAFAA Monthly*, *SAFAA Newsroom* and website.
- ✓ **Showcase** your expertise via our webinar series, annual conference and newsletters.
- ✓ **Receive** regular brand promotion via our newsletters, EDMs and website.
- ✓ **Connect** directly with the industry via our annual conference.
- ✓ **Communicate** directly with those working in the stockbroking industry via an email campaign.
- ✓ **Broaden** your reach to the stockbroking industry and their clients.

Industry participants join SAFAA to not only have a strong voice to extend and influence our engagement with policymakers and regulators, but also access our training and professional development activities.



# SAFAA MONTHLY NEWSLETTER

The *SAFAA Monthly* newsletter focuses on the issues and trends that shape the industry. Published from February through December, it features contributions from experienced practitioners, SAFAA's policy team, regulators such as ASIC, the exchanges, other important market stakeholders and investment specialists.

This newsletter is sent directly to Practitioner members, as well as to Heads of Desk, Heads of Advice, Heads of Compliance and CEOs for distribution via the respective organisations' intranets. A reduced version is also sent to non-members. This publication has a reach of up to 8,000 across all roles in the industry.

**Frequency:** Monthly (except January)

**Distribution:** First Tuesday of each month to members | two days later to non-members

## Advertising prices

SAFAA MONTHLY	Single edition rate (per month: ex-GST)	Multiple edition rate (3 or more) (per month: ex-GST)
Full page (A4 portrait)	\$2,500	\$1,800
Half page (A5 landscape)	\$1,500	\$1,000
Third page	\$1,200	\$800
Quarter page (landscape)	\$750	\$500
Email banner	\$1,000	\$750

Advertising opportunities can be supplemented or replaced with editorial opportunities.





# SAFAA MONTHLY NEWSLETTER

## Specifications

**Full page:** 210mm wide x 297mm deep (bleed size: 220mm x 307mm)

**Half page:** 190mm wide x 130mm deep

**Third page:** 190mm wide x 80mm deep

**Quarter page:** 190mm wide x 65mm deep

**Email banner:** 600 pixels wide x 90 pixels high

To be supplied 4 colour (CMYK) mode in Press Ready Acrobat PDF.

## Distribution schedule

SAFAA MONTHLY	Deadline	Members	Non-Members		
August 2021	23 July 2021	3 August 2021	5 August 2021	Full page	1/2 page
September 2021	27 August 21	7 September 2021	9 September 2021		
October 2021	24 September 2021	7 October 2021	9 October 2021		
November 2021	25 October 2021	3 November 2021	4 November 2021		
December 2021	26 November 2021	7 December 2021	9 December 2021		
February 2022	24 January 2022	1 February 2022	3 February 2022		
March 2022	22 February 2022	1 March 2022	3 March 2022		
April 2022	29 March 2022	5 April 2022	7 April 2022		
May 2022	26 April 2022	3 May 2022	5 May 2022		
June 2022	31 May 2022	7 June 2022	9 June 2022		



# SAFAA NEWSROOM

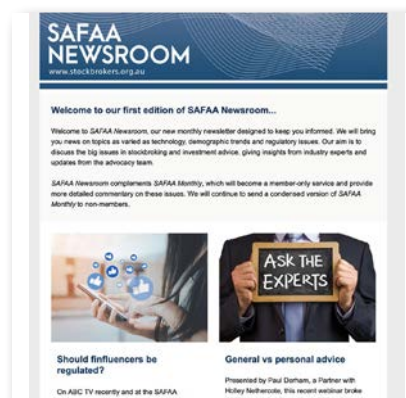
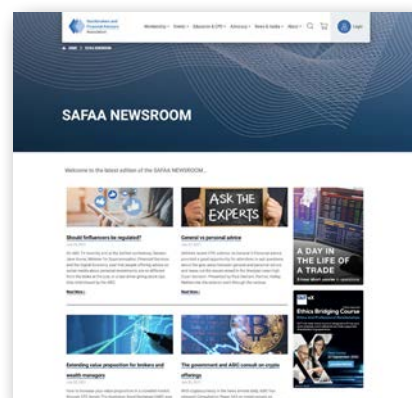
Emailed monthly to members, subscribers and the wider markets and advice community, this newsletter provides advertisers with the option to promote their services or offerings via editorial, a newsletter banner and/or a web page banner.

**Frequency:** Third Thursday of each month

**Distribution:** To the entire database

## Advertising prices

SAFAA NEWSROOM	Single edition rate (per month: ex-GST)	Multiple edition rate (3 or more) (per month: ex-GST)
Article contribution	\$750	\$500
Newsletter email baner	\$750	\$500
Website banner for 3 months	\$1,200	NA





# SAFAA NEWSROOM

## Specifications

**Newsletter email banner:** 600 pixels wide x 90 pixels high

**Website banner:** 510 pixels wide x 709 pixels high

## Distribution schedule

SAFAA NEWSROOM	Deadline	Distribution
July 2021	16 July 2021	22 July 2021
August 2021	13 August 2021	19 August 2021
September 2021	17 September 2021	23 September 2021
October 2021	15 October 2021	21 October 2021
November 2021	12 November 2021	18 November 2021
December 2021	10 December 2021	16 December 2021
January 2022	14 January 2022	20 January 2022
February 2022	11 February 2022	17 February 2022
March 2022	11 February 2022	17 March 2022
April 2022	13 April 2022	21 April 2022
May 2022	13 May 2022	19 May 2022
June 2022	10 June 2022	16 June 2022



Email banner



Website banner



# SAFAA'S ANNUAL CONFERENCE

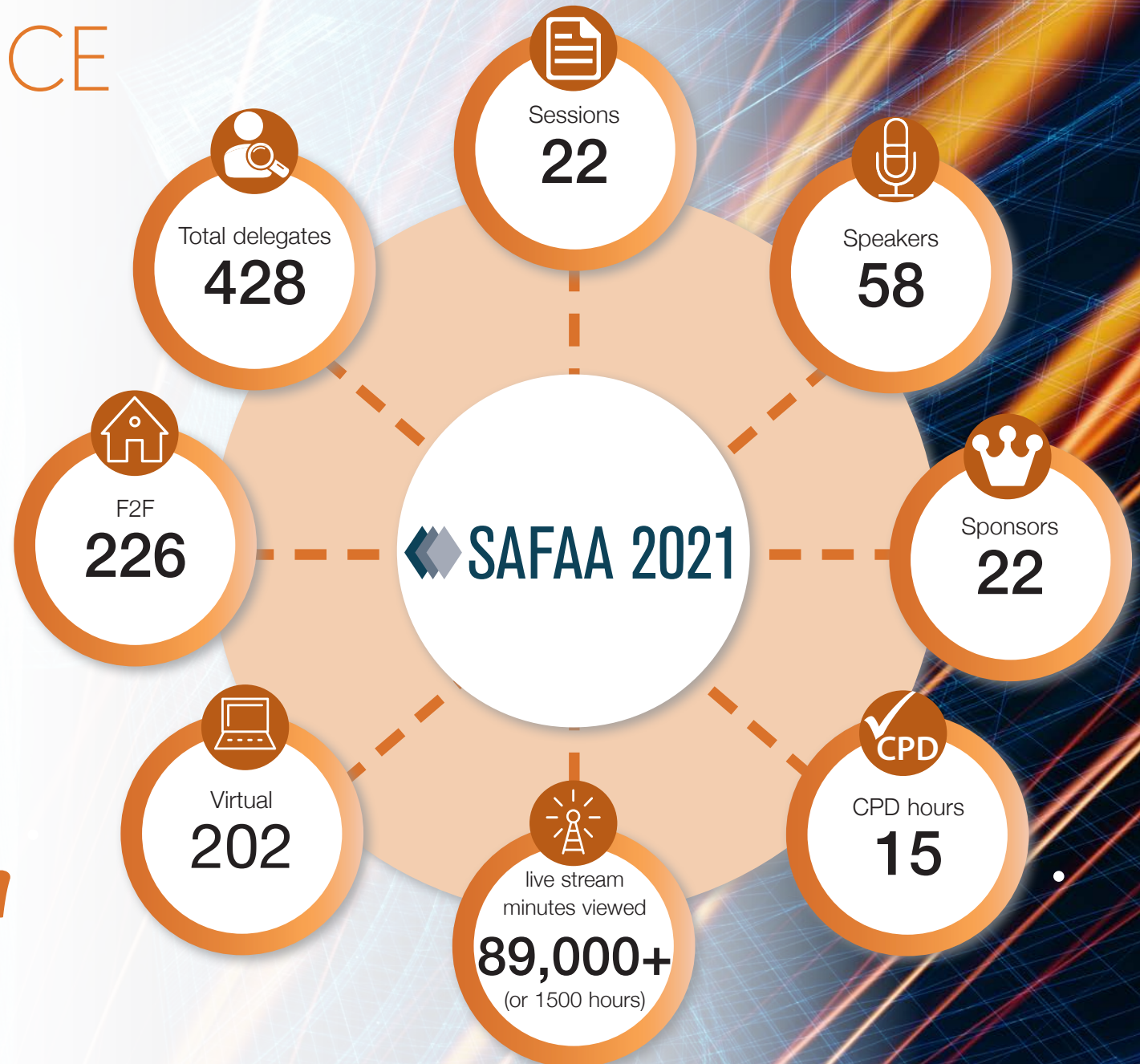
## SAFAA 2021



Congratulations on an excellent conference last week. It was great to see so many people in one place again, and I found the content both relevant and interesting.

Thanks for having us and for putting on a great conference. I thought it was a fantastic event. Can't wait for next year.

Congrats to the team for putting together a very engaging conference. I realise how hard it is to develop a relevant agenda and make all the logistics work. I think most attendees were very happy to be back in person and enjoyed the social interaction.





# SAFAA'S ANNUAL CONFERENCE

## SAFAA 2022

To be held on Tuesday 24 and Wednesday 25 May 2022 at the Sofitel Sydney Wentworth, SAFAA's annual event will provide direct connections with industry participants.

✓ **Reach the decision-makers** at our hybrid annual conference:

- at the face-to-face event where the majority of delegates are executive and senior level staff, and
- at the virtual event where the majority of the delegates are advisers.

✓ **Reach new clients:** the SAFAA 2021 conference saw an increase in delegates attending for the first time.

How many SAFAA conferences have you attended?

My first	34.04%	< 5	25.53%	> 5	40.43%
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✓ **Up-to-date information:** feedback provided by delegates at the 2021 conference show that the top reason for attending the conference was to gain information. Delegates will be interested to learn about your offer.

Prioritise your reasons for attending the conference. The ratings are out of 5 with 5 being the most important.

Information	4.57	Networking	3.18
Business	3.39	CPD hours	3.15

✓ **Branding:** promotion of the conference provides the opportunity to regularly feature your logo in our publications, via EDMs and on our website.





# EMAIL DIRECT MARKETING CAMPAIGNS

Limited to our major sponsors, EDMs are a great opportunity to promote a special offer, new product launch or event. A recent campaign had a total open rate of 33% with nil unsubscribes. These are strictly limited opportunities and are usually tied in with a sponsorship package.

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## SPONSORSHIP OPPORTUNITIES

SAFAA also offers an education partnership, association and conference sponsorship as well as sponsorship of our webinar series.

OPPORTUNITY	Benefits include	Cost ex gst
Annual Conference	Booth; Branding; Video; Webinar; Editorial; EDM; Presentation opportunity	\$3,000-\$50,000
Education Partnership	Webinar series; Branding; Editorial; Conference booth; 12-month period	\$20,000
Webinar Sponsorship	Webinar opportunity; Branding; Editorial; 6-month period	\$5,000



# CONTACT

To discuss sponsorship and marketing opportunities in more detail, or to present a sponsorship idea, please contact:

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