



Stockbrokers and Investment
Advisers Association

Serving the interests of investors

MEDIA KIT & SPONSORSHIP OPPORTUNITIES

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

ABOUT SIAA

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.



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OUR SERVICES

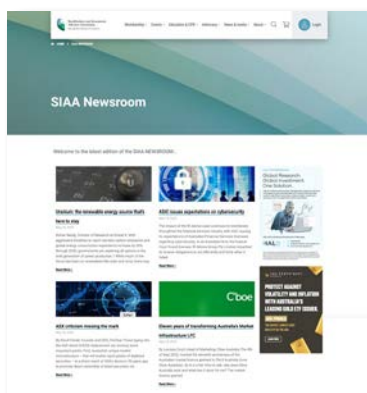
Members rely on our educational offerings to accrue SIAA-accredited CPD. Members read the PDF newsletter, *SIAA Monthly*, to stay abreast of regulatory changes, learn about SIAA's upcoming events and benefit from contributions from a range of industry participants. A reduced version of the *SIAA Monthly*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

Our second newsletter, *SIAA Newsroom*, is a HTML newsletter containing articles aimed at the wider markets and advice community, providing timely updates on issues of relevance.



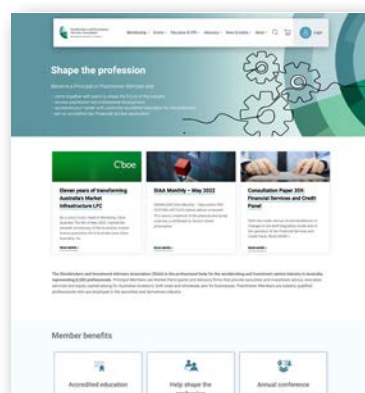
SIAA Monthly

Monthly newsletter
Circulation 8,000
Total open rate 71%



SIAA 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



National Conference

400+ delegates
34% first time attendees



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WHAT WE CAN DO FOR YOU

We can tailor packages to suit your objectives.

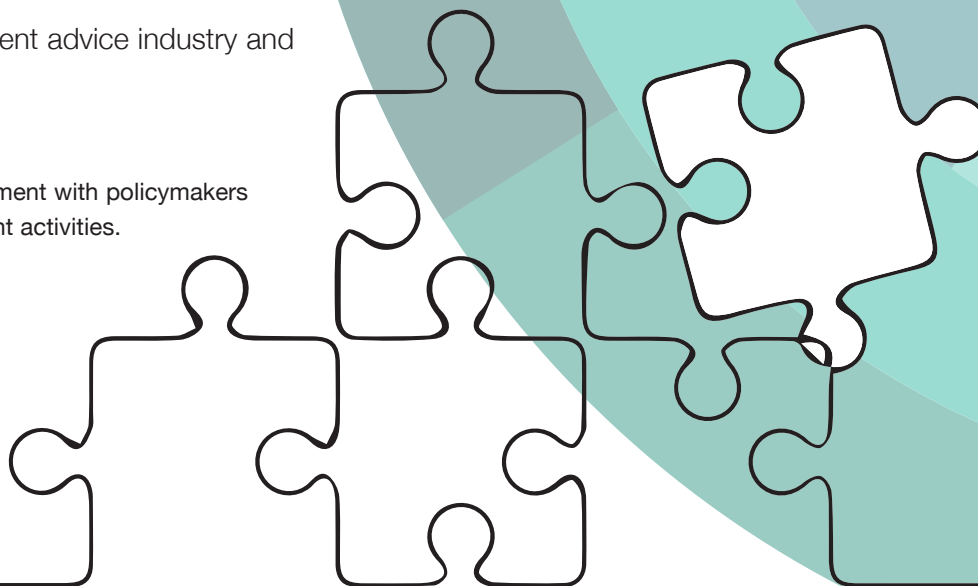
- ✓ **Advertise** via our *SIAA Monthly*, *SIAA Newsroom* and website.
- ✓ **Showcase** your expertise via our webinar series, national conference and newsletters.
- ✓ **Receive** regular brand promotion via our newsletters, EDMs and website.
- ✓ **Connect** directly with the industry via our national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

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



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SIAA MONTHLY NEWSLETTER

The *SIAA Monthly* newsletter focuses on the issues and trends that shape the industry. Published from February through December, it features contributions from experienced practitioners, SIAA'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 heads of firms 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

<i>SIAA MONTHLY</i>	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.



SIAA 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

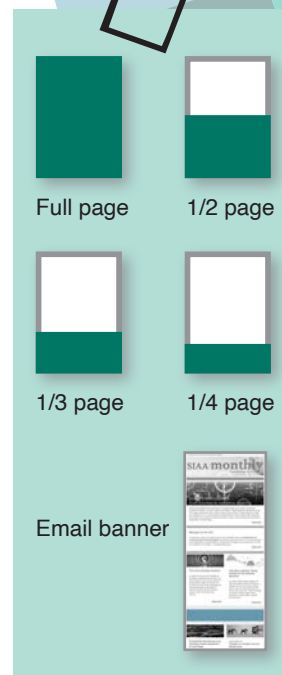
Quarter page: 190mm wide x 65mm deep

Email banner: 600 pixels wide x 90 pixels high

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

Distribution schedule

SIAA MONTHLY	Deadline	Members	Non-Members
July 2022	24 June 2022	5 July 2022	7 July 2022
August 2022	22 July 2022	2 August 2022	6 August 2022
September 2022	26 August 2022	6 September 2022	8 September 2022
October 2022	23 September 2022	4 October 2022	6 October 2022
November 2022	24 October 2022	2 November 2022	3 November 2022
December 2022	25 November 2022	6 December 2022	8 December 2022
February 2023	30 January 2023	7 February 2023	9 February 2023
March 2023	24 February 2023	7 March 2023	9 March 2023
April 2023	24 March 2023	4 April 2023	6 April 2023
May 2023	21 April 2023	2 May 2023	4 May 2023
June 2023	29 May 2023	6 June 2023	8 June 2023



SIAA NEWSROOM

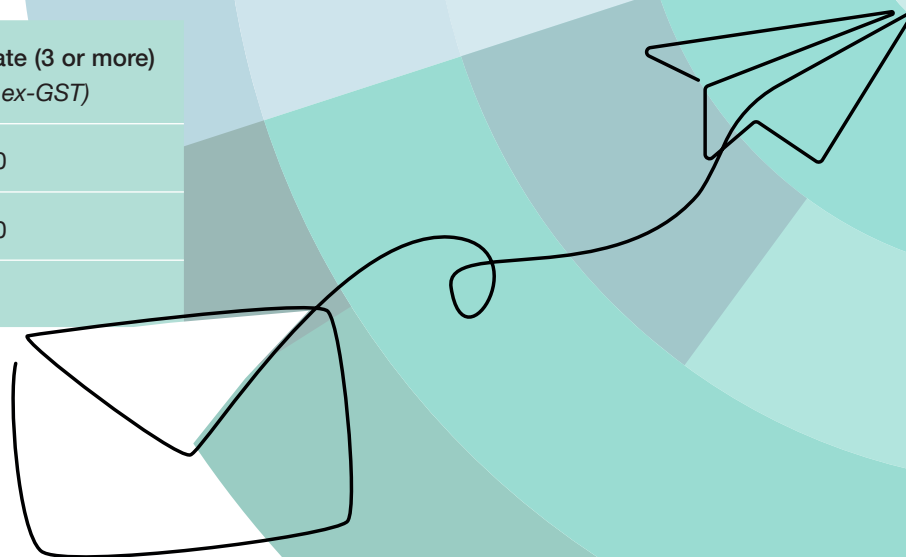
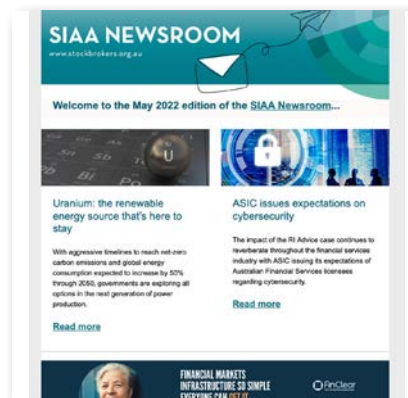
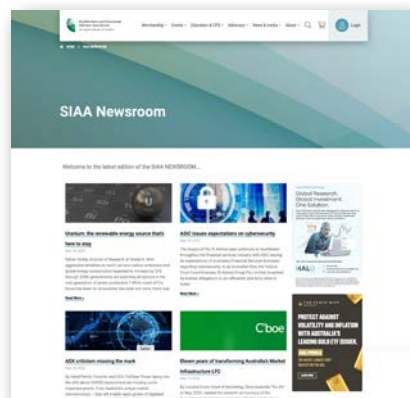
Emailed monthly to members, subscribers and the wider markets and advice community, this newsletter provides advertisers with the option to promote their services or offerings via editorial, a newsletter banner and/or a web page banner.

Frequency: Third Thursday of each month

Distribution: To the entire database

Advertising prices

SIAA 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



SIAA NEWSROOM

Specifications

Newsletter email banner: 600 pixels wide x 90 pixels high

Website banner: 510 pixels wide x 709 pixels high

Distribution schedule

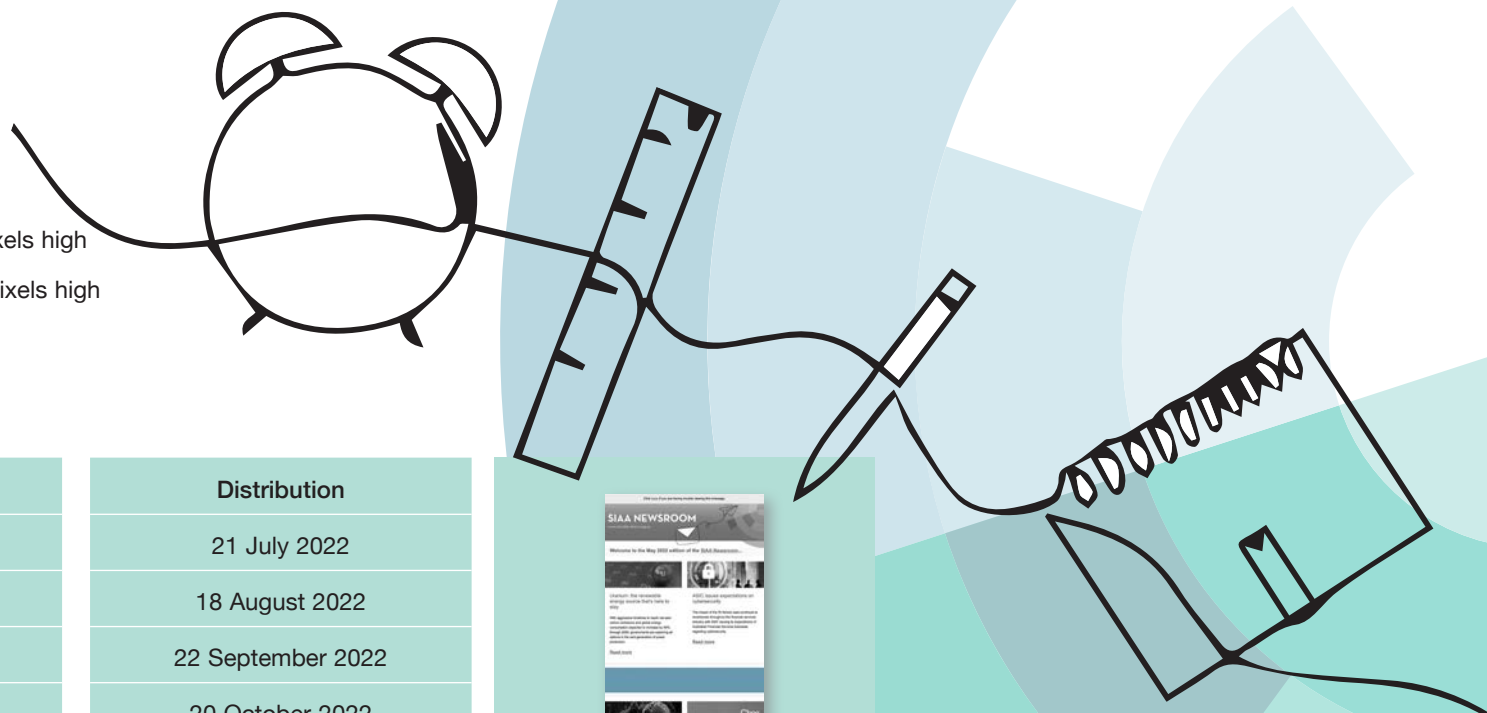
SIAA NEWSROOM	Deadline	Distribution
July 2022	15 July 2022	21 July 2022
August 2022	12 August 2022	18 August 2022
September 2022	16 September 2022	22 September 2022
October 2022	14 October 2022	20 October 2022
November 2022	11 November 2022	17 November 2022
December 2022	9 December 2022	15 December 2022
February 2023	10 February 2023	16 February 2023
March 2023	10 February 2023	16 March 2023
April 2023	14 April 2023	20 April 2023
May 2023	12 May 2023	18 May 2023
June 2023	9 June 2023	15 June 2023



Email banner



Website banner



SIAA'S NATIONAL CONFERENCE



The Conference was compelling viewing, particularly in person where there were many colleagues, interesting sponsors and presenters in attendance. Content and presentation was outstanding.

The sessions were great particularly the one on CHESS and the PY year. It was a great event and nice to meet people in real life. The compliance session gave me great data points. It could not be improved.

Congratulations on a successful SIAA 2022 conference. I really enjoyed the breath, and depth of content as well its lively discussion. Your advocacy for the members' interests is exemplary. Keep it up!

Just a brief note to say congratulations on the conference, I thought the program was first class. There was a real buzz at the drinks last night, lots of people commented how great the vibe was so that won't be forgotten.



SIAA'S NATIONAL CONFERENCE

SIAA 2022

Held on Tuesday 24 and Wednesday 25 May 2022 at the Sofitel Sydney Wentworth Hotel and online, SIAA's annual event provided direct connections with industry participants.

- ✓ **Reach the decision-makers** at our national conference. Delegates are executive and senior level staff, compliance teams, advisers and operations and technology staff.
- ✓ **Up-to-date information:** feedback provided by delegates at the conference shows 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.



A quick note to let you know that we thought the Conference was brilliantly managed in every way! Everything flowed smoothly and naturally, sessions were interesting and we felt attendees were keen to engage with us. Congratulations!

The event was nicely organised, well done in getting everything together. Was a great networking event for our two companies!



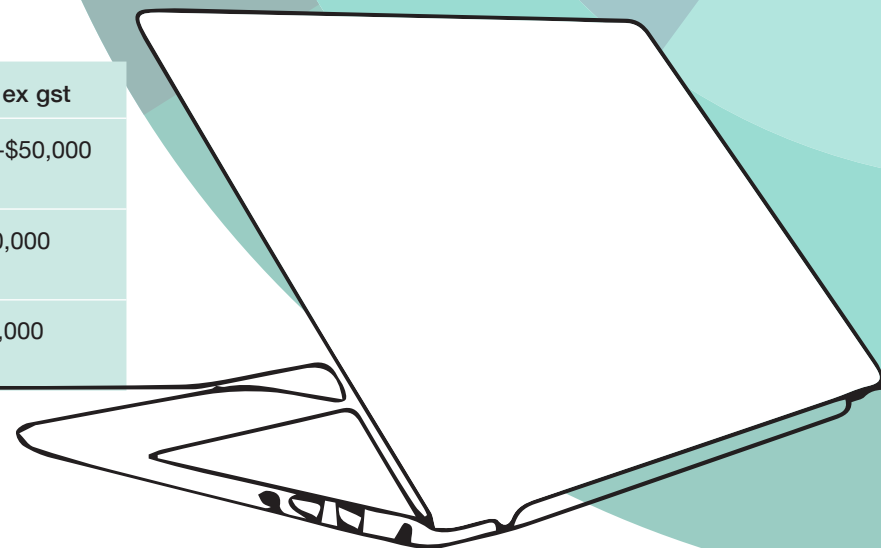
EMAIL DIRECT MARKETING CAMPAIGNS

Limited to our major partners, 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 partnership.

PARTNERSHIP OPPORTUNITIES

SIAA offers an education partnership as well as the conference partnership and sponsorship of our webinar series. Partnering with the Association on thought leadership is also on offer — this would be subject to discussion and mutual agreement.

OPPORTUNITY	Benefits include	Cost ex gst
National Conference	Booth; Branding; 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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