



# 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 7,500 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 online 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.



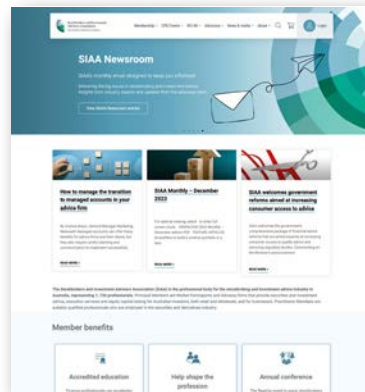
## SIAA Monthly

Monthly newsletter  
Circulation 7,500  
Average open rate 18%



## SIAA Newsroom

Monthly newsletter  
Circulation 7,500  
Average open rate 20%



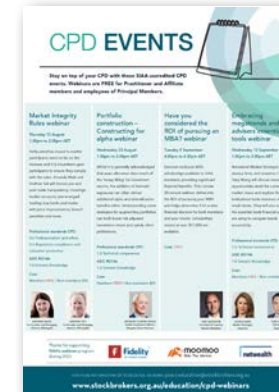
## Website

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



## eDMs

Circulation 7,500  
Open rate ranges 15-45%



## Webinar series

Average 70 delegates  
Average 66% attend live



## National Conference

300+ delegates  
34% first time attendees



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# WHAT WE CAN DO FOR YOU

We can tailor packages to suit your objectives.

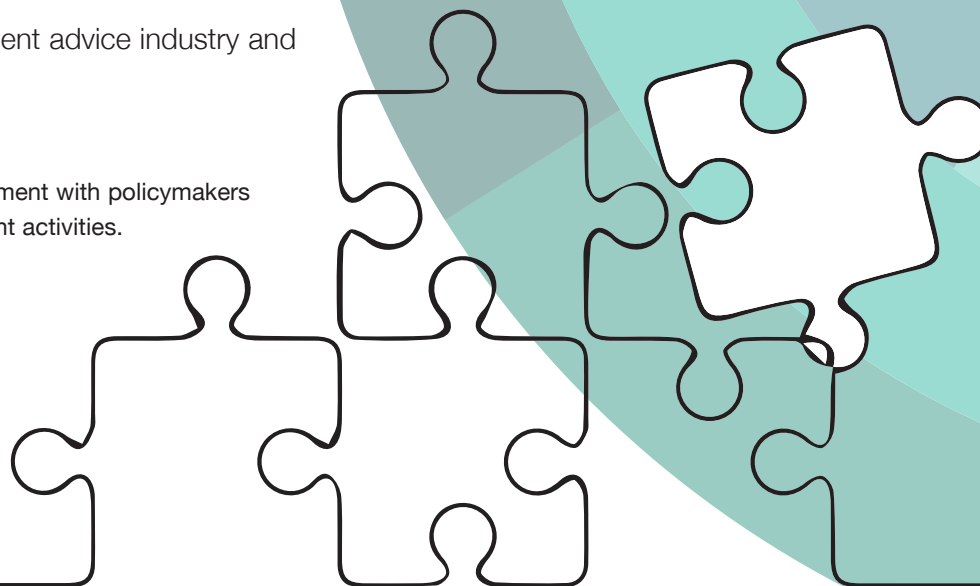
- ✓ **Advertise** via our *SIAA Monthly*, *SIAA Newsroom* and website.
- ✓ **Showcase** your expertise via our webinar series, national conference and newsletters.
- ✓ **Receive** regular brand promotion via our newsletters, eDMs and website.
- ✓ **Connect** directly with the industry via our national 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 to not only 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 7,500 across all roles in the industry.

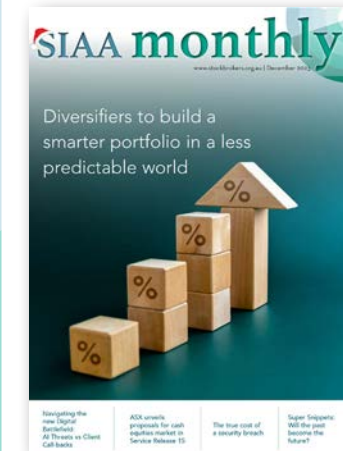
**Frequency:** Monthly (except January)

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

## Advertising prices

| <b>SIAA MONTHLY</b>      | <b>Single edition rate<br/>(per month: ex-GST)</b> | <b>Multiple edition rate (3 or more)<br/>(per month: ex-GST)</b> |
|--------------------------|--|--|
| 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

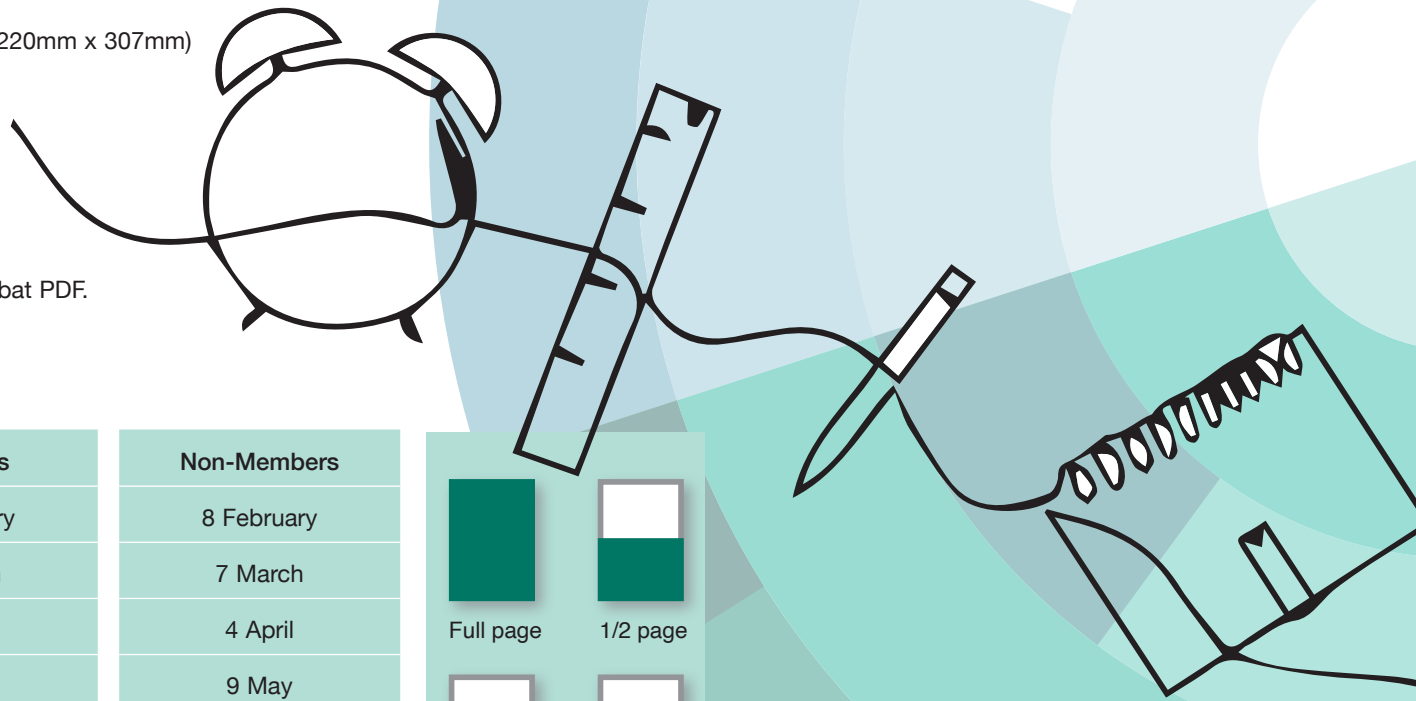
## Specifications

- 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.

## 2024 distribution schedule

| SIAA MONTHLY | Deadline     | Members     | Non-Members |
|--------------|--------------|-------------|-------------|
| February     | 29 January   | 6 February  | 8 February  |
| March        | 26 February  | 5 March     | 7 March     |
| April        | 25 March     | 2 April     | 4 April     |
| May          | 29 April     | 7 May       | 9 May       |
| June         | 27 May       | 4 June      | 6 June      |
| July         | 24 June      | 2 July      | 4 July      |
| August       | 29 July      | 6 August    | 8 August    |
| September    | 26 August    | 3 September | 5 September |
| October      | 23 September | 1 October   | 3 October   |
| November     | 28 October   | 5 November  | 7 November  |
| December     | 25 November  | 3 December  | 5 December  |




Full page

1/2 page

1/3 page

1/4 page

Email banner





# SIAA NEWSROOM

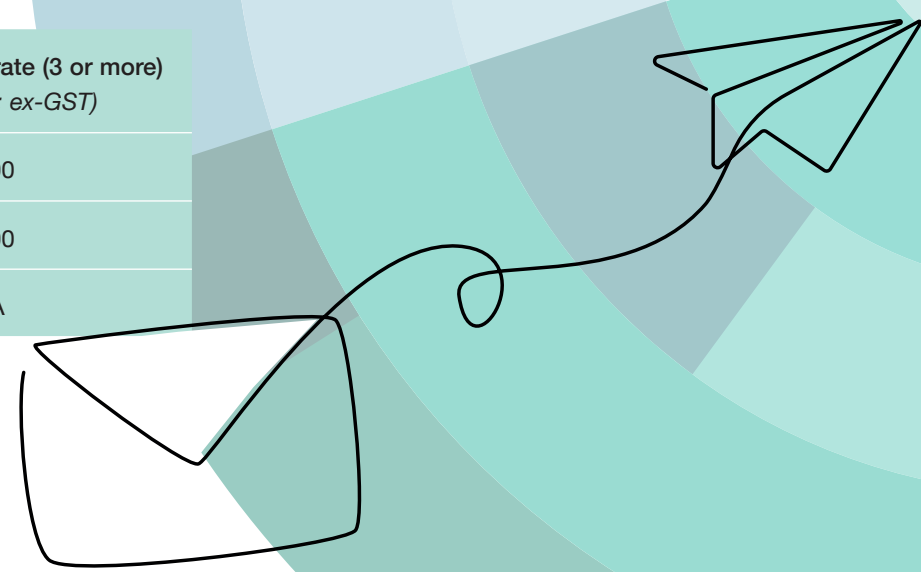
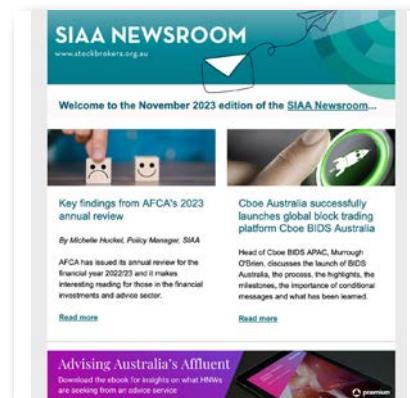
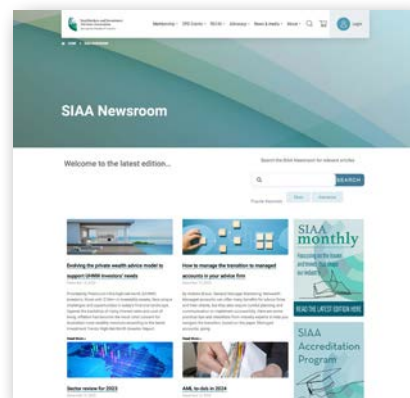
Emailed monthly to members, subscribers and the wider markets and advice community, this newsletter provides advertisers with the option to promote their services or offerings via editorial, a newsletter banner and/or a web page banner.

**Frequency:** Third Thursday of each month

**Distribution:** To the entire database

## Advertising prices

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



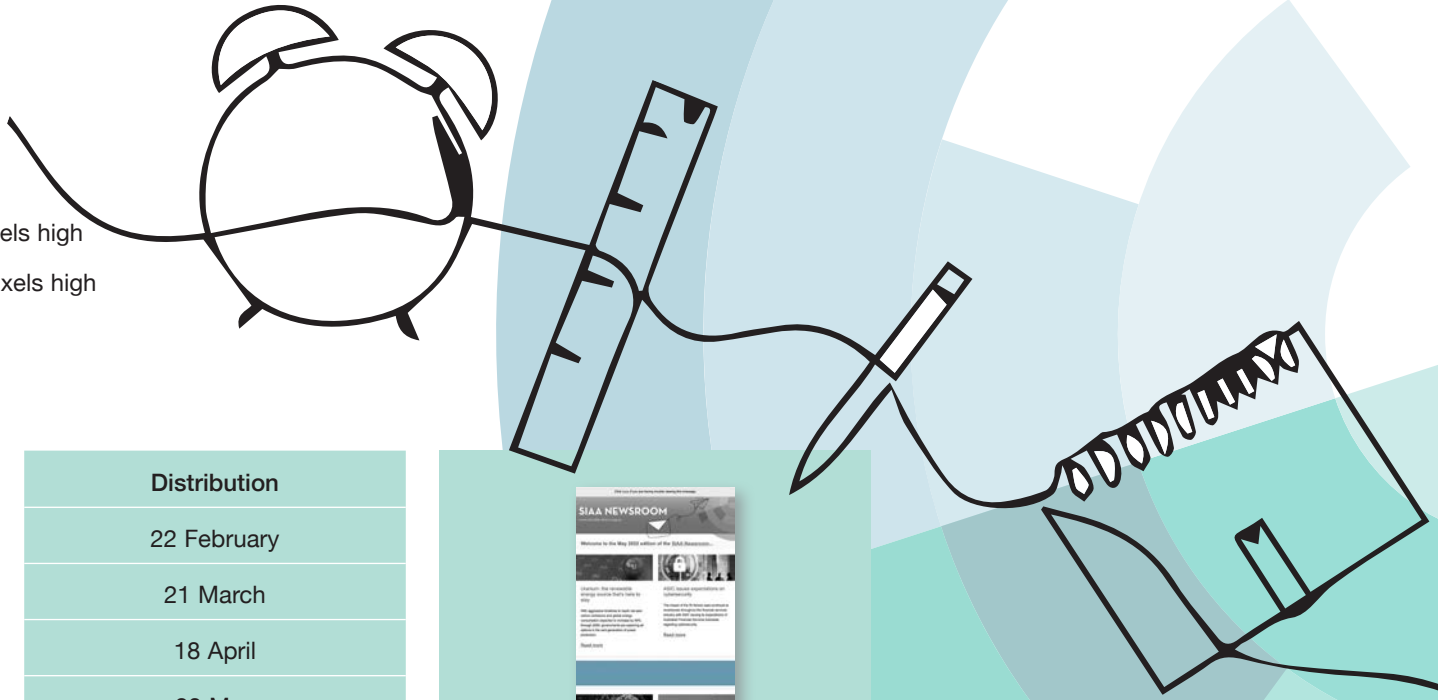
# SIAA NEWSROOM

## Specifications

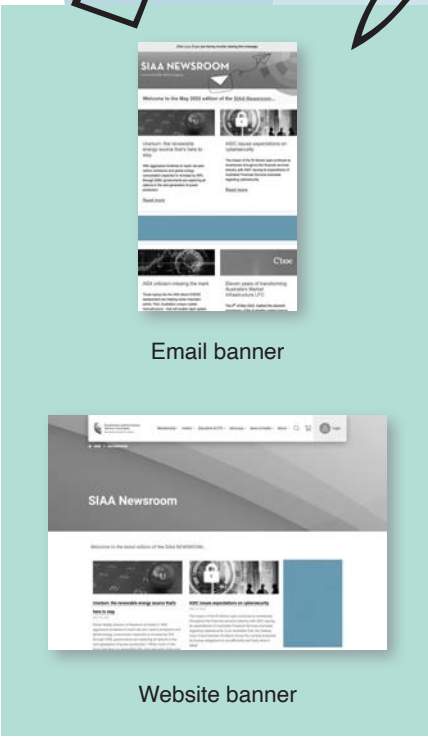
**Newsletter email banner:** 600 pixels wide x 90 pixels high

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

## 2024 distribution schedule



| SIAA NEWSROOM | Deadline     | Distribution |
|---------------|--------------|--------------|
| February      | 19 February  | 22 February  |
| March         | 18 March     | 21 March     |
| April         | 15 April     | 18 April     |
| May           | 20 May       | 23 May       |
| June          | 17 June      | 20 June      |
| July          | 15 July      | 18 July      |
| August        | 19 August    | 22 August    |
| September     | 16 September | 19 September |
| October       | 14 October   | 17 October   |
| November      | 18 November  | 21 November  |
| December      | 9 December   | 12 December  |



Email banner

Website banner



# SIAA'S NATIONAL CONFERENCE

Thank you for another outstanding conference. It was great to be back in person. The program was one of the best ever produced and covered all the key industry topics. On top of that there were some standout presentations I will remember for some time. Anthony, Euroz Hartleys

Thanks team. Very well run conference and some great topics covered.  
Jeremy, E&P

Just a quick thank you for the past 2 days. Raised the bar from last year. Most enjoyable and good relevance. Andrew, CMC Markets

Thank you to each and every one of you for hosting the SIAA Conference over the past two days. It was a wonderful event and it was great meeting new people, seeing familiar ZOOM/TEAMS faces in person and catching up with regular contacts. Thanks for the hard work you put in for all of us. Michelle, Wilsons

Just thank you and all the SIAA team for an excellent event at this year conference. We all really appreciate your efforts and a great opportunity to network and learn the latest industry developments. Chris, LGT Crestone



# SIAA'S NATIONAL CONFERENCE

## SIAA 2023

SIAA 2023 was held on Tuesday 30 and Wednesday 31 May 2023 at the Sofitel Sydney Wentworth Hotel. After a five year break we will return to Melbourne in 2024 with the conference to be held at the Grand Hyatt on 14 and 15 May. SIAA's annual event provides 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!

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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.

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## 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               | \$6,000          |



# CONTACT

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

**Silvana Eccles**

Education and Operations Manager  
silvana.eccles@stockbrokers.org.au  
02 8080 3204



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