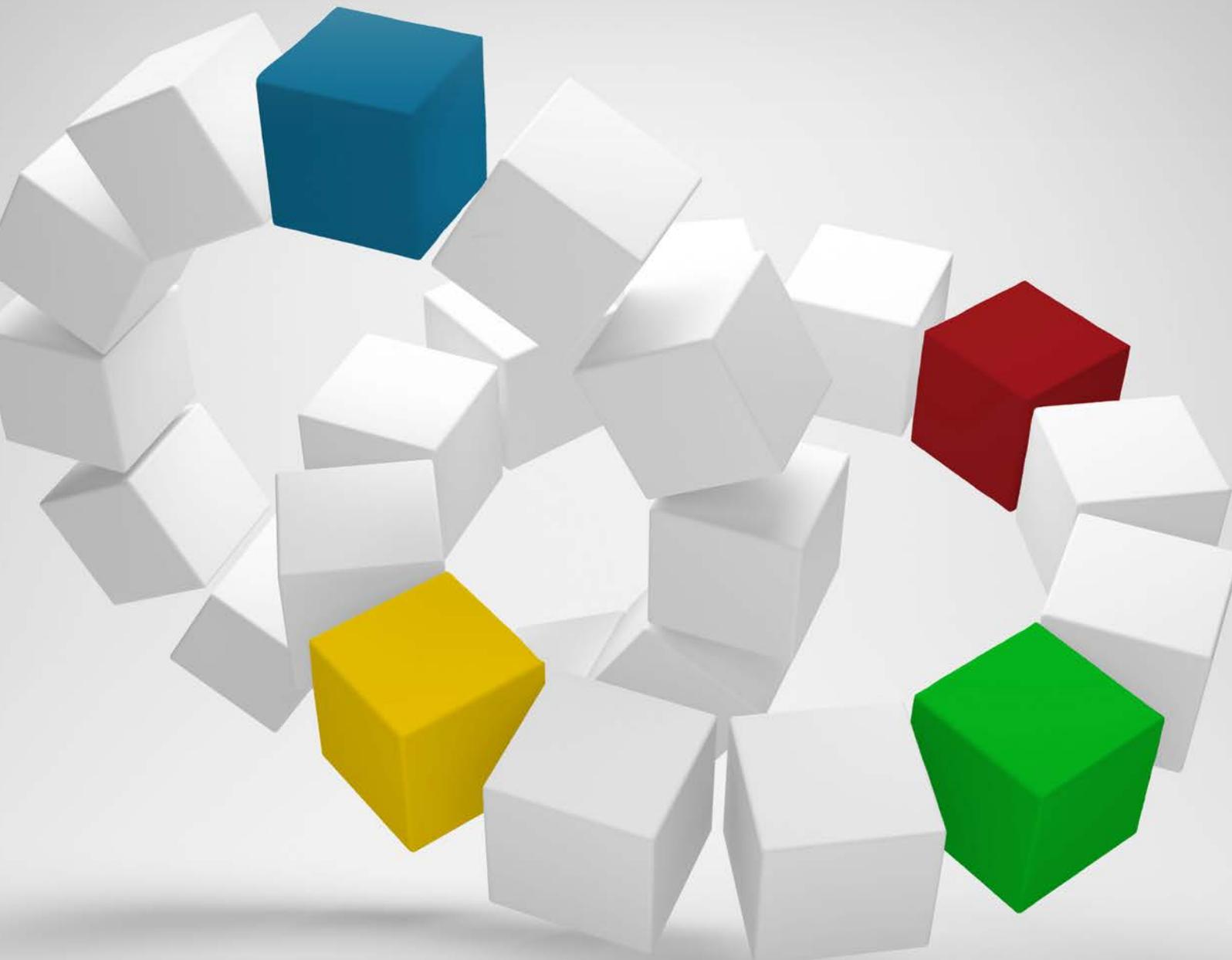




Stockbrokers and Investment  
Advisers Association

Serving the interests of investors

# MEDIA KIT AND SPONSORSHIP OPPORTUNITIES



# ABOUT SIAA

## Our members

SIAA members are qualified professionals and advisory firms providing securities, investment, execution, and equity capital raising services for retail, wholesale, and institutional investors.

Committed to high professional and ethical standards, ongoing education, and delivering trusted, independent advice, they represent a highly engaged and influential audience, offering industry partners and sponsors direct access to Australia's leading investment advisers and stockbrokers.

## Membership statistics

708,000

full-service retail clients

130,000

wholesale clients

27,000

institutional clients

27,000

SMSFs

45%

work in advice

38%

work in trading or provide operational/technical support

7%

work in compliance and risk management

10%

work in other sectors including executive management

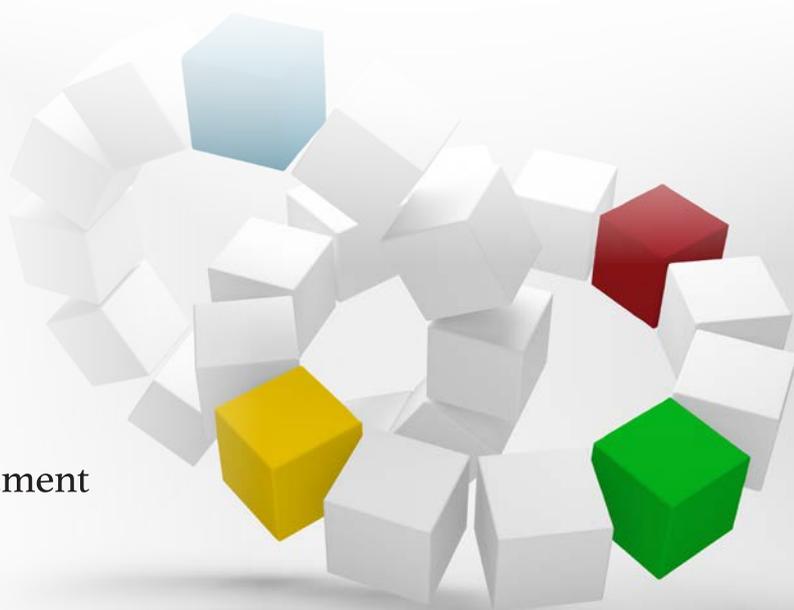
## Our reach

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

Our publications, *SIAA Monthly* and *Industry Insights*, provide regulatory updates, promote upcoming events, and feature a wide range of insights from industry stakeholders. Both are distributed monthly.

Members can earn SIAA accredited CPD through our educational offerings. Free for members, we deliver over 20 webinars per year, attracting between 50 and 150 participants with an average 60% live attendance.

Our annual conference is the premier industry event, drawing around 400 professionals and offering unparalleled opportunities to connect with advisers, executives, compliance experts and industry leaders.



## SIAA Monthly

Monthly newsletter

Circulation 7,500

Average unique open rate 22.34%

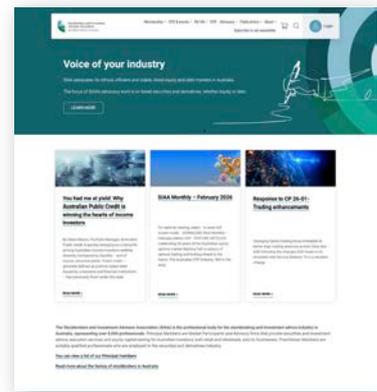


## Industry Insights

Monthly newsletter

Circulation 7,500

Average unique open rate 36.77%



## Website

Views per month 6.0k

Active sessions per month 1.5k

New visitors 70%



## eDMs

Circulation 7,500

Average unique open rate 20.47%



## Webinar series

Average delegates 55

Average attend live 60%



## National Conference

Delegates 400+

Decision makers 21%

Advisers 24%



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# WHAT WE CAN DO FOR YOU

We can tailor packages to suit your objectives.

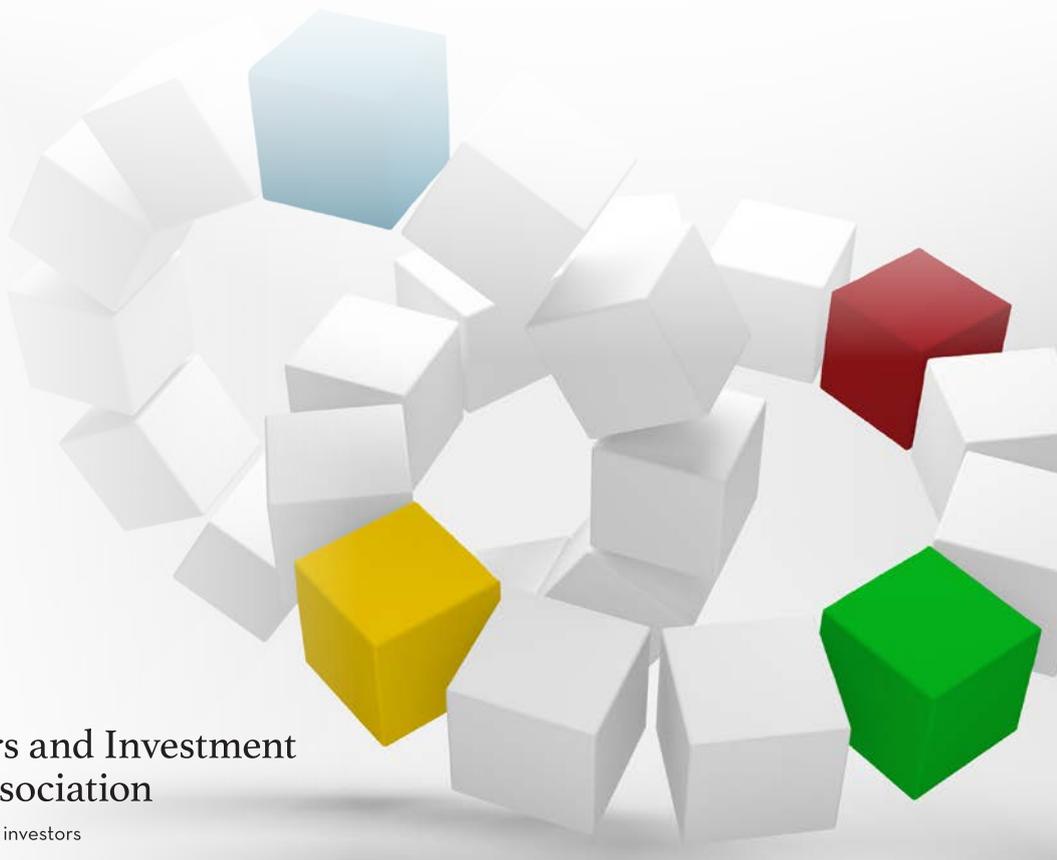
- ✓ **Advertise** across SIAA's trusted communication channels, including *SIAA Monthly*, *Industry Insights*, and SIAA's website.
- ✓ **Showcase** your expertise through our webinar series, national conference, and editorial content.
- ✓ **Brand visibility** via SIAA newsletters, eDMs, and digital platforms.
- ✓ **Connect** directly with the industry at our national conference.
- ✓ **Communicate** directly with industry participants through targeted email campaigns
- ✓ **Broaden** your reach to the stockbroking and investment advice community and their clients.
- ✓ **Align your brand** with SIAA's advocacy, education, and professional standards, reinforcing trust and credibility in the market.

Industry participants join SIAA not only to have a strong and unified voice in engagement with policymakers and regulators, but also to access high-quality training, education, and professional development. Sponsoring SIAA places your brand at the centre of this ecosystem.



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# SIAA MONTHLY NEWSLETTER

The SIAA Monthly keeps the industry informed on key issues and trends, with contributions from practitioners, regulators, exchanges, and market specialists. Published February to December, it is distributed directly to senior advisers, compliance and business leaders, reaching up to 7,500 professionals across the sector. A condensed version is also shared with non-members, extending its industry-wide reach.

Frequency: Monthly (except January)  
 Distribution: First Tuesday of the month to members | two days later to non-members  
 Deadline: One week prior to distribution

## Advertising prices

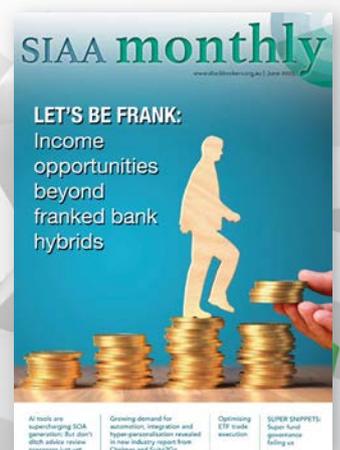
SIAA MONTHLY	Single edition rate (per month: ex-GST)	Multiple edition rate (3 or more) (per month: ex-GST)	Full page
Full page (A4 portrait)	\$2,500	\$1,800	
Half page (A5 landscape)	\$1,500	\$1,000	1/2 page
Email banner	\$1,000	\$750	

Advertising opportunities can be supplemented or replaced with editorial opportunities.

## Specifications

Full page: 210mm wide x 297mm deep (bleed size: 220mm x 307mm)  
 Half page: 190mm wide x 130mm deep  
 Email banner: 600 pixels wide x 90 pixels high

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



# INDUSTRY INSIGHTS

Sent monthly to members, subscribers, and the wider industry, *Industry Insights* offers advertisers the opportunity to showcase their services or offerings through featured articles on our dedicated web page.

- Frequency: Monthly (except January)  
 Distribution: Third Thursday of the month (except December second Thursday)  
 Deadline: Monday prior to distribution

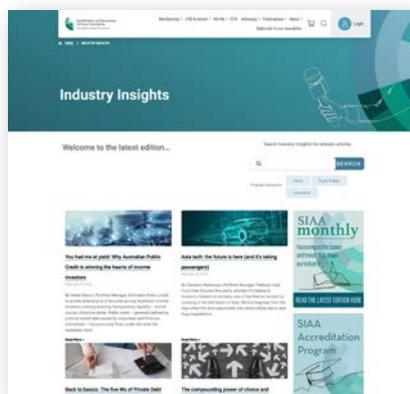
## Advertising prices

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

Website banner

## Specifications

- Newsletter email banner: 600 pixels wide x 90 pixels high  
 Website banner: 510 pixels wide x 709 pixels high



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# SIAA's NATIONAL CONFERENCE

## SIAA2025 key data



420  
total delegates

67%  
members



21  
sessions



13  
CPD hours



66  
speakers



27  
sponsors

58%  
of respondents will conduct business  
with exhibitors



19  
media mentions

## Reasons for attending the conference

1 Networking | 2 Information | 3 Business | 4 CPD



*I just wanted to commend you and the team for delivering a truly excellent conference.*

*These types of events can be guilty of 'filler content', but that certainly wasn't the case at the SIAA Conference. Every session I attended was informative, well-curated, and genuinely valuable. It was a standout experience, and a credit to SIAA's hard work and thoughtful planning.*

Julia Hukka, Financial Services Council

*[A] big thanks to you and the team for hosting a great couple of days.*

*I got a lot out of the conference and it's always a great opportunity to network and catch up with everyone.*

Tsitsi Kariwo, Morgans

*The recent SIAA conference was 10/10 Brilliant to note the demographics in the room leant towards that next gen of industry participant, together with some gender and dare I say it - background diversity.*

*I also note the panels by and large were excellent, along with a plethora of partnership opportunities with various sponsors/stalls.*

*Well done.*

David Harvie, Saxo Markets



# EMAIL DIRECT MARKETING CAMPAIGNS

Available exclusively to our major partners, eDMs are a powerful way to promote a special offer, new product launch, or event. A recent campaign achieved a 33% open rate with zero unsubscribes. These campaigns are limited and usually tied to an existing partnership, making them a high-value, targeted opportunity.

## PARTNERSHIP OPPORTUNITIES

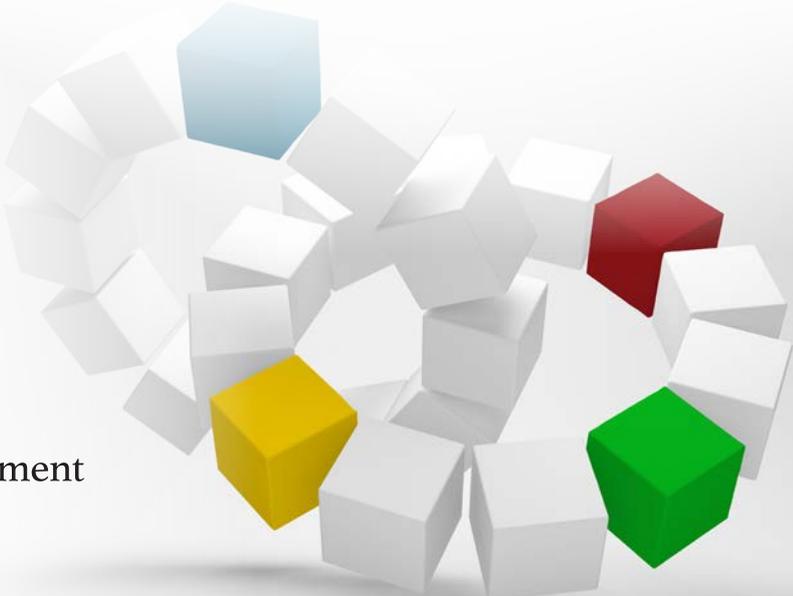
SIAA offers a range of partnership options, including education partnerships, conference sponsorships, and webinar series sponsorships. Opportunities to collaborate on thought leadership are also available, subject to discussion and mutual agreement.

OPPORTUNITY	Benefits include	Cost ex gst
National Conference	Booth, Branding, Editorial, Tickets, Presentation opportunity	\$4,500–\$30,000
Education Partnership	Webinar series; Branding; Editorial; Conference booth; 12-month period	\$22,000
Webinar Sponsorship	Webinar, Branding, Editorial, 6-month period	\$6,000



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# CONTACT

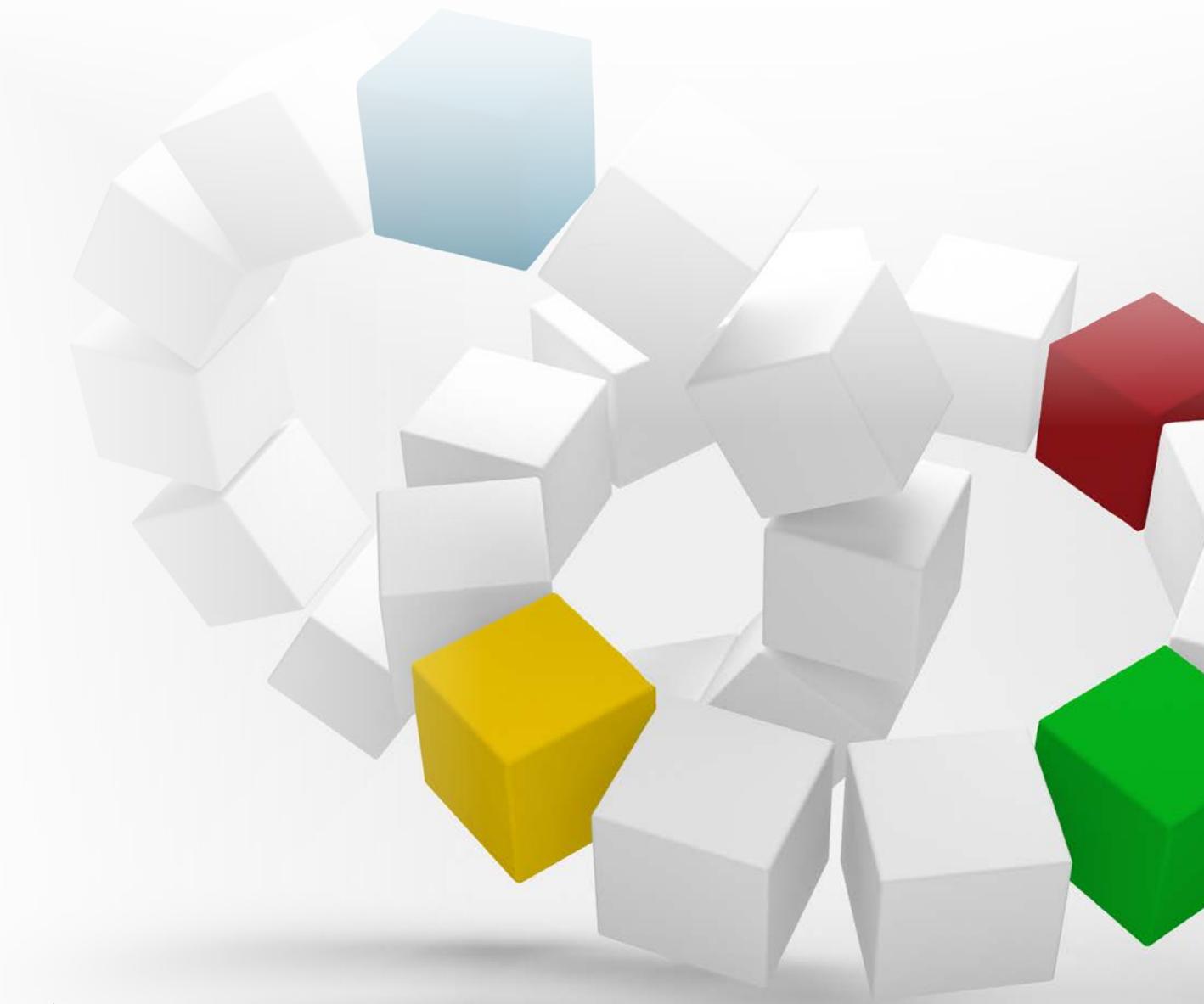
To discuss sponsorship and marketing opportunities in more detail, or to present a sponsorship idea, please contact:

## Silvana Eccles

Education and Operations Manager

[silvana.eccles@stockbrokers.org.au](mailto:silvana.eccles@stockbrokers.org.au)

02 8080 3204



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