



Media Kit

Powered by the
My Practical Support
Insurance Products



Singles



Couples



Families



Single Parents

The MARKET

Fast FACTS



Generation Y

(18 -34)

believe online and mobile are
the most important
channels for engagement
with insurers

75%

of our customer's overall insurance is
purchased online.

54% high-end mobile devices

39% from a desktop

7% tablet

Source: My Practical Support analytics 2015



Across 8 social media platforms

FACEBOOK

TWITTER

INSTAGRAM

YOUTUBE

GOOGLE +

PINTEREST

VINE

TUMBLR

My Practical Support

The AUDIENCE

28 & 50

The average ages of the My Practical Support customer groups



Household Income



Average annual spend on goods and services

1/8th



Of spending was on recreation

Influential and highly connected

INSURANCE

HOME CARE

SERVICES

MEDIA

BUSINESS

PRODUCTS

My Practical Support

My Practical Support

Starlight Children's
Foundation
Shines Bright,
Page 8.

Revitalising
Foods,
Page 12.

Holiday Relief,
Page 6.

Australian Digital launch - August 2015

LAUNCH OF NEW INSURANCE PRODUCT

We aim to provide world-class product and content with a focus on the working consumer.

The EXPERIENCE

TECHNOLOGY

MY PRACTICAL SUPPORT beautifully infuses insurance and commerce with unrivalled world-class technology.

Anyone, anyplace, anytime...



PRINT



DIGITAL



MOBILE

My Practical Support

PUBLISHING OPPORTUNITIES

MY PRACTICAL SUPPORT

- Premium residency
- Display
- Custom solutions

GET YOUR INSURANCE NOW
Apply Online

Cover from **\$1.85** per week

LEARN HOW IT WORKS

CHOOSE YOUR INSURANCE OPTIONS

SINGLES Starts from \$1.85 per week	COUPLE Starts from \$3.79 per week	FAMILY Starts from \$4.63 per week	SINGLE PARENT Starts from \$2.78 per week
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Products We Love

- Revitalising Food** - Revitalising Food is a healthy, nutritious and delicious snack that is perfect for busy parents and children.
- Sally Hester Complete Skin Solutions** - Sally Hester Complete Skin Solutions are a range of natural, organic and cruelty-free skincare products.
- Kids Beauty & Hygiene Products** - Kids Beauty & Hygiene Products are a range of natural, organic and cruelty-free skincare products.
- Revitalising Food** - Revitalising Food is a healthy, nutritious and delicious snack that is perfect for busy parents and children.
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Awareness Month - August
Starlight Children's Foundation

Family First

My Practical Support Services

MOBILE/TABLET

- Bespoke content

My Practical Support

Starlight Children's Foundation Shines Bright

Revitalising Foods

My Practical Support Services

Family First

DIGITAL PRINT LAUNCH

- Multi-technology strategy

My Practical Support

Starlight Children's Foundation Shines Bright

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Revitalising Foods

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Holiday Relief

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JUNE 21 - AUGUST

My Practical Support

Starlight Children's Foundation Shines Bright

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JUNE 21 - AUGUST

My Practical Support

MyPracticalSupport

The magazine cover features a photograph of a man in a light-colored long-sleeved shirt lying on his back, lifting a young child with red hair wearing a blue hoodie. A woman with reddish-brown hair is sitting on a sofa in the background, smiling. The scene is set indoors, likely during the holidays, with a Christmas tree and decorations visible in the background.

**Starlight Children's
Foundation
Shines Bright.**

Page 8.

**Revitalising
Foods,**
Page 12.

Holiday Relief,
Page 6.

ISSUE 01 - AUGUST

MY PRACTICAL SUPPORT

magazine

Products We Love



Rescue Remedy Liquid Drops 20ml

Rescue remedy is the perfect handbag or briefcase accessory for any type of stress. If you're paranoid about public speaking, nervous about your next doctors visit or just feeling a little anxious, then just drop a few drops under your tongue and you're good to go.

Not too bright and not too dull, this gorgeous nail colour Shall We Dance by Sally Hansen is the perfect look this winter for fingers and toes.

Sally Hansen Complete Salon Manicure



Nads Body Wax Strips

Easy-to-use and no fuss. Nad's BodyWax Strips are the perfect hair-removal product we just love and come in great, mess-free strips which simply pull apart. If things do get a little sticky, just remove the wax with warm water.

Use Fat Blaster to help you obtain and keep your ideal weight. To be used in conjunction with healthy diet and exercise.

Fat Blaster Tablets 60



Inner Health Plus captuals

Assists with maintaining a regular and healthy digestive and gastrontestinal system. Inner Health Plus is great after a course of antibiotics and uses medical strength acidophilus and bifidobacterium, with colostrum and probioplex. It maintains the 'good' bacteria your body and we all love that.

MY PRACTICAL SUPPORT magazine

That customers can shop directly from
Distributed to partner channels every week.

My Practical Support product categories
feature over 2,000 lines of the world's most
recognised brands such as Berlei, Swisse,
Gaia, Johnson and Johnson, Schwarzkopf,
Neutrogena, Palmolive, Colgate, Oral B,
Cancer Council and many more.

INSPIRE ME - REAL LIFE STORIES

singles, couples, families and single parents

LITTLE BATTLER

People don't like talking or even having to think about cancer when it comes to children, it's all too much, too sad. One brave, little Australian battler hopes to change all that with his story of how a holiday helped him to feel better.

After being diagnosed with acute leukaemia at just three years old, Xavier Merrithyme's mother Alison was told that the chances of her son surviving and beating the disease were high as they had caught it early, however it would be a long and painful battle for the duration of the next five years. Alison researched the disease and decided that she would do anything and everything she could to try and find a cure for her son. "I spent hours researching, pouring over articles, medical journals, spoke to healers and spiritual leaders' and still felt totally helpless. The treatments were taking its toll on Xavier and after just two years he was depressed, withdrawn and tired."

Xavier's father Mike had always wanted to take his son to the Sunshine Coast. They had planned to spend some time there the Christmas Xavier was diagnosed, but understandably never made it. Instead the family spent Christmas by Xavier's side, in the hospital. Mike suggested they take Xavier and have a family holiday. "I

didn't want to miss my opportunity to show my son where I grew up. Even though his treatment was going well, I still always felt like at any moment I could lose my little boy. I didn't want to wait around until it was too late."

"A family holiday made me so nervous, just at the mere concept. I mean all I could think was that he would be too sick, that he wouldn't enjoy it but I spoke with the child psychologist who suggested that a change of scenery might be good for Xavier and Mike was onto something. What if Xavier took a turn for the worse? I soon realised that even being sick in a beautiful place is better than being sick and stuck in a hospital. If you've never been to a children's cancer ward you simply wouldn't understand. It's so terribly sad." Said Alison.

After doctors advised them that Xavier could travel between treatments and then took Xavier and his little sister Chantel, 3, to the Sunshine Coast. "When we told Xavier that we were going to take him away for the weekend he actually looked a little unsure, excited but a little scared. When we got there we decided to spend that afternoon eating fish and chips on the waterfront. Xavier sat in his wheelchair and I can remember a seagull flying over to us, it landed in front of Xavier and he threw it a chip.

The seagull snatched it up and flew away. Xavier watched the bird fly off into the sunset. I'll never forget what happened next. He smiled, big, there in that moment, even if only for a moment he was happy."

We had a fantastic weekend away exploring, taking photos and feeding local wildlife. Xavier loved every minute of it. As we sat on the beach on our final day, Xavier looked up at me, smiled and said "Thank you Mummy, thank you Daddy, Chantel and I had fun. At just 5 years old he was so grateful for the experience. It melted my heart, Mike's too."

The child psychologist said that it had been a great benefit and gave Xavier a new lease on life. More than just being out of the hospital, he was having fun, being social, playing and laughing, doing what 5 year old boys should be doing. It has now been 5 years since Xavier was diagnosed with Acute Leukaemia. Xavier is now thriving 8 year old. He is one of the lucky ones, he's now cancer free. "We still have to have regular check-ups to ensure it's not rearing its ugly head again but for now he's healthy and happy. I'm confident it won't come back, my son is a survivor, not a statistic." Mike said.



Mike with Xavier and chantel at the Sunshine Coast

Awareness Month - August Starlight Children's Foundation

It's today's day and age. It's a sad reality adults do not stand alone when facing serious illness. Unfortunately many beautiful children also suffer severe and life-altering sickness. Using in-hospital programs, Starlight Children's Foundation is the only charity to have a physical presence in children's hospitals nationwide, no other children's charity has such an extensive reach. Starlight programs are uniquely Australian and co-



My Practical Support Services



Family First

Families really are the "I love coming home on Tuesdays" support system for my children and not on my bed as I know well: two, Brandon, 6 and Ryan 8. My house is clean and has completely overwhelmed." "When I was told Brandon was some resemblance of our home care insurance product somewhat knowledgeable, their dad and a young meal plan completely overwhelmed." "There was no way I was going to be there for all of Brandon's treatment and scans. I was torn because Ryan was falling out of his tree and suffering as a result."



Happy Times
Brandon & Ryan

Pet Perspective



Sally and her beloved dog, Sam.

Sally was involved in a serious accident resulting in her being immobile and unable to work for a period of eight weeks. Many people have family or friends that will help. Sally relied upon her long-term friend, Rebecca. Without Rebecca to look after her beloved dog, Sam would have been unintentionally neglected. "Every-

one assumes that they always be able to care for their beloved pets. I was really stressed out about Sam, doctors said I would be in hospital for three weeks and I couldn't afford a pet boarding facility. Sure pet insurance is great, if it's your pet and not yourself that succumbs to illness. It gave me great comfort to know that Sam was fed, walked and cared for. Sally's policy meant that Sally was

able to reimburse Rebecca for all costs associated with the care of Sam, whilst she was unable to work. The future is uncertain for everyone, I'm in my 20s so I never thought something like this would happen to me, but you can plan for the worst-case scenario." For more information please go to www.mypracticalsupport.com.au.

MY PRACTICAL SUPPORT DPS

Flagship homepage high-impact advertising placement showcasing your brand

Target new browsers and unique brand exposure to our insurance customers

Offered as a premium placement for the duration of an issue (one month magazine, one week digital)

Directing traffic to the brand's page on My Practical Support.com.au or to the brand's own homepage

Straight to mobile phones upon entry to our approved retailers

Generates impressive interaction and reader engagement magazine includes feature articles, helpful hints and shoppable products



My Practical Support



DIGITAL overview

Digital OPPORTUNITIES



Homepage Takeover Re-Skin

Exceptional brand exposure on My Practical Support's homepage

Offered as part of a larger-scale sponsorship to select partners

Re-skin is bespoke produced by our in-house artists with supplied

IP and images

High visibility online and readership upon entry to our approved retailers.

Branding, product launches and traffic driving



Members Homepage MPU

Exceptional members homepage placement

(alone; separate advertising position on members homepage)

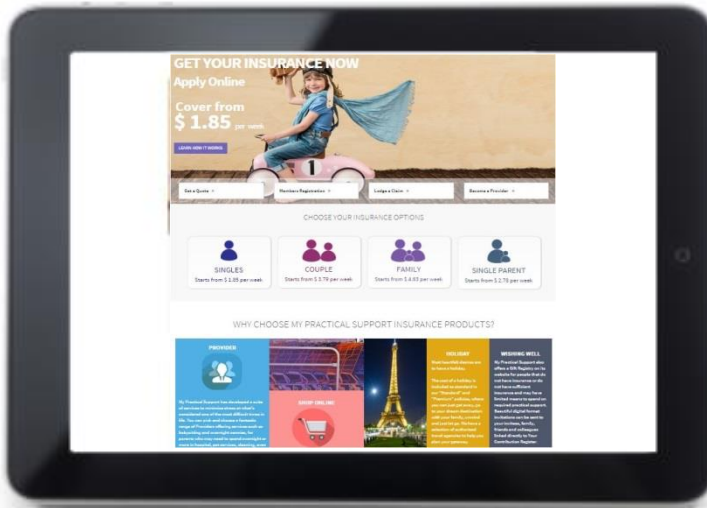
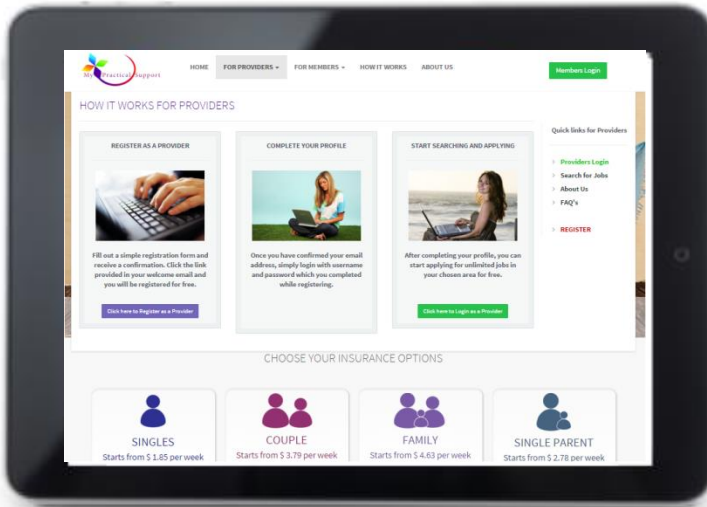
Brand or Video product creative promotion

High visibility online and readership upon entry to our approved retailers.

Branding, product launches and traffic driving

My Practical Support

Rates DIGITAL



FOR PROVIDER'S MPU

Double engagement with members and most loyal browsers showcases the latest product offerings as they go live
New stock and sale items by the worlds most respected brands.

Static or Video product creative promotion
High visibility online and readership upon entry to our approved retailers.

Branding, product launches and traffic driving

PROVIDER'S Directory Double Skyscraper

Visual feature alongside our directory format
Key first page reference point for members and visitors to our site

Static or Video product creative promotion
High visibility online and readership upon entry to our approved retailers.

Branding, product launches and traffic driving

My Practical Support



MOBILE overview

MOBILE App RESIDENCY

Alone; separate advertising within the My Practical Support iPad, Tablet and/or iPhone shopping app

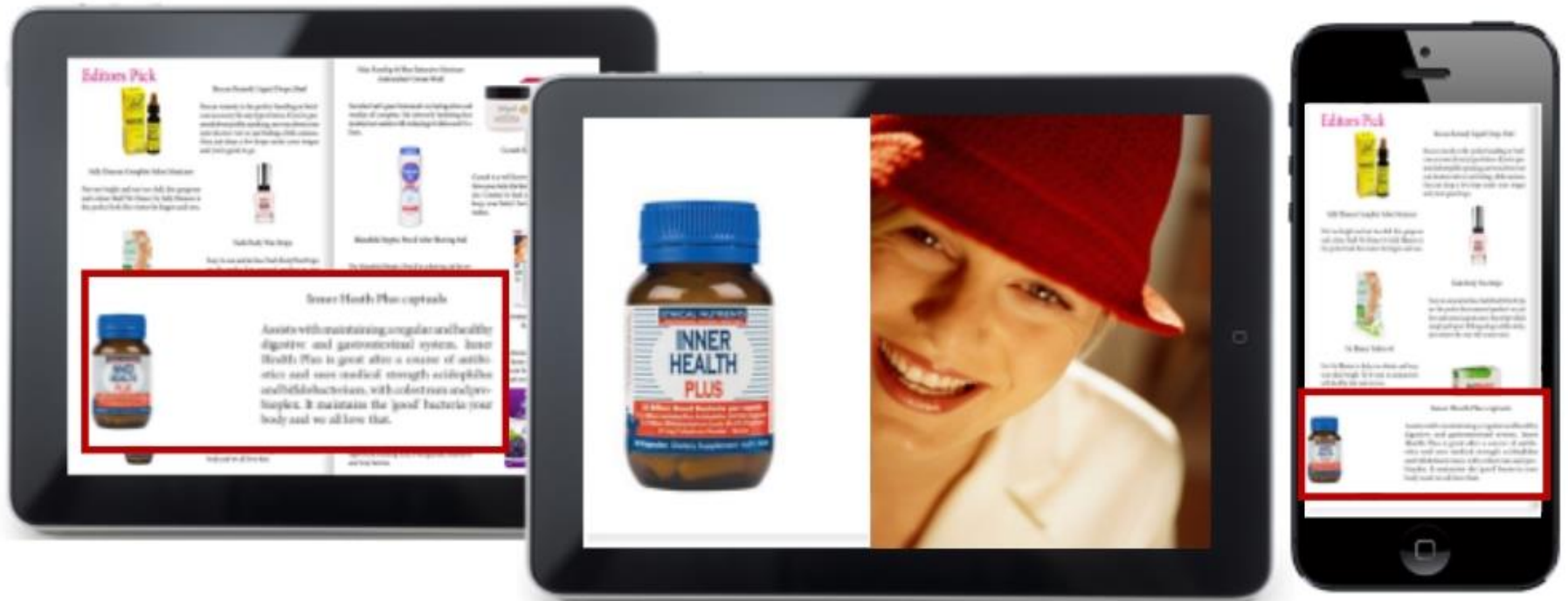
Target new browsers and unique brand exposure to our insurance customers and visitors to our site

Static or Video product creative promotion; opportunity to create additional custom pages/bespoke micro apps

High visibility online and readership upon entry to our approved retailers.

Straight to mobile phones upon entry to our approved retailers

Branding, product launches and traffic driving



My Practical Support

RATES DIGITAL

CHANNEL	FORMAT	RICH/STATIC	RATES (\$)	3x	6x
MPS Magazine	DPS 950 x 624	RICH/STATIC	\$6,300*	\$5,645	\$5,335
Homepage	MPU 390 X 260	RICH	4 cpm \$2,000	\$1,800	\$1,700
For Providers	MPU 300 X 250	RICH/STATIC	2 cpm \$1,500	\$1,445	\$1,300
Providers A-Z	300 X 600	RICH	3 cpm \$1,785	\$1,605	\$1,515
Mobile App Residency (per week)	1112 X 830 & iPhone	RETINA DISPLAY VIDEO/STATIC	\$10,000	Per week	

Rich media executions are subject to design and editorial approval

*May be non-consecutive weeks - 3 insertions

BESPOKE CONTENT POA

My Practical Support



Bespoke
CONTENT





Providers and Approved Suppliers



My Wishing Well



Market Place Shop

The NETWORK

DISPLAY LOCATIONS


My Practical Support brings economies of scale to media investment.

Combine core display units and run across key segment locations.


My Practical Support helped over 10,500 members in 2014/2015 with a fee for service offering and supports a wide range of businesses, currently marketing over 10,000 providers, and offers a large variety of services across Australia

SEARCH RESULTS SORT BY: Most Recent ▼

SAMPLE LIST



John Smith
Sydney, 2000



FEATURES SERVICES AND REBATES PREVIOUS FEEDBACK

NAME	#	NAME	#
OTHER LANGUAGES SPOKEN	German	FIRST AID	YES
INSURANCE	YES	POLICE CHECK	YES
DRIVER'S LICENCE	YES	ABN	63 354 789 541
HAS A VEHICLE	YES	NON-SMOKER	YES
OWN EQUIPMENT	YES	BSA LICENCE (Handyman Jobs)	NO
BLUE CARD (Children)	YES	WHITE CARD (Construction)	NO

My Practical Support

RATES RUN OF SITE

TYPE	RICH/STATIC	3x	6x	12x
ROS	RICH/STATIC	\$750	\$650	\$550

Please note: campaigns are only available for either three, six or twelve months at a time.



My Practical Support

MAGAZINE RATES

POSITION	Casual (\$)	3x	6x
DPS	\$6,275	\$5,645	\$5,335
Full Page	\$3,245	\$2,920	\$2,755
2/3 Page	\$2,815	\$2,535	\$2,395
1/2 Page	\$2,540	\$2,285	\$2,160
1/3 Page	\$2,000	\$1,800	\$1,700
1/4 Page	\$1,785	\$1,605	\$1,515



Cancellations will not be accepted unless received in writing no later than four weeks before the booking deadline date. Please speak to the advertising manager about options.

BESPOKE CONTENT POA

My Practical Support

DISPLAY SPECIFICATIONS

MATERIAL SPECIFICATIONS

POSITION **Type (mm)** **Trim (mm)** **Bleed (mm)**

DPS 400 x 277 420 x 297 430 x 307

Full Page 190 x 277 210 x 297 220 x 307

2/3 Page vertical N/A 117 x 262 N/A

2/3 Page horizontal N/A 180 x 170 N/A

1/2 Page vertical N/A 180 x 135 N/A

1/2 Page horizontal N/A 56 x 262 N/A

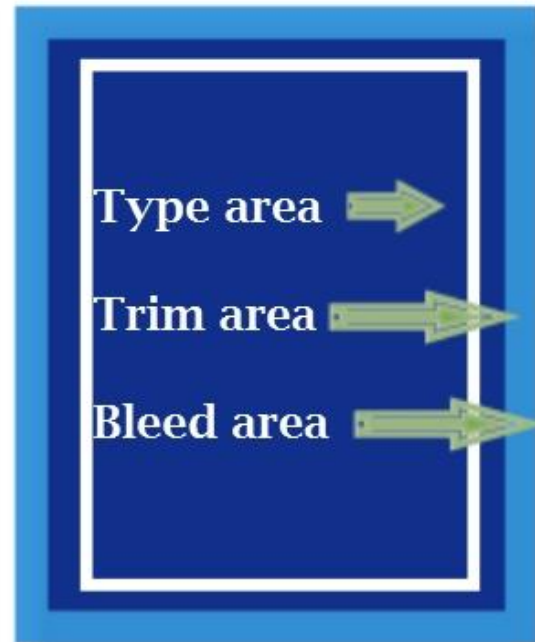
1/3 Page vertical N/A 180 x 85 N/A

1/3 Page horizontal N/A 180 x 75 N/A

PDF files should be submitted with trim crop marks and 5mm bleed on all sides where necessary. Art work requirements: Full colour CMYK, Format PDF,

Resolution: Min 300DPI.

My Practical Support



E-NEWSLETTER RATES

CHANNEL	FORMAT	RICH/STATIC	Casual	4x	8x	12x
1st MPU	300 x 250	RICH/STATIC	\$1,620	\$1,580	\$1,540	\$1,500
2nd MPU	300 x 250	RICH	\$1,320	\$1,285	\$1,250	\$1,215
3rd MPU	300 X 250	RICH/STATIC	\$1,020	\$ 995	\$ 970	\$ 945
Bottom Banner BESPOKE CONTENT POA	620 x 55	RICH	\$ 720	\$ 700	\$ 680	\$ 660

E-NEWSLETTER DEADLINES

Distributed weekly every Tuesday. Material due on Friday prior to distribution.

E-NEWSLETTER CANCELLATIONS

Cancellations will not be accepted unless received in writing no later than four weeks before the booking deadline date.

Sponsored content can be inserted in an e-newsletter. Readers can be taken to a landing page of your choice. Features, advertorial/ press release-style content can also appear in My Practical Support e-newsletter and digital magazine.

SPONSORED POST RATES

Sponsored post inside the e-newsletter leading to a sponsored landing page on the My Practical support website \$4,000.

Sponsored post inside the e-newsletter leading to external URL: \$3,000.

SPONSORED POST DEADLINES

Booking deadlines four weeks prior to the desired distribution date. Material and copy to be submitted 14 days prior to distribution date.

My Practical Support

DEDICATED EMAIL

TYPE RICH/STATIC 1x 2x 3x

EDM's RICH/STATIC \$4,500 \$4,000 \$3,800

An EDM is an email dedicated to the client's message only. Special offers, new product launches, milestones, or events. Bespoke EDM's can be sent out to our insured members, providers, suppliers or our subscribers, there is an average **open rate of 35%** and click through rate **CTR of 20%**. EDM's are clickable and drive user traffic through to the nominated URL link. EDM's are limited to one per month and cannot be sent on Tuesdays.

DEADLINES: Material will need to be provided one week prior to the sending date.

CANCELLATIONS: Cancellations will not be accepted unless received in writing no later than four weeks before the booking deadline date.

VIDEO: Clients must provide a clear logo at 72dpi.

DIGITAL SPECIFICATIONS

Client to Provide:

- A completed HTML file.
- Zipped images folder (containing all images used within the HTML file to correct file size and 72dpi).
- The width of the EDM must be 620 pixels x 600
- Any hyperlinks within the HTML file, properly linked and styled.
- A subject line for the EDM, and
- An 'unsubscribe' function included in the bottom disclaimer of the email.

My Practical Support

MY PRACTICAL SUPPORT TV

TYPE	1x	2x	3x
Publicity/Interview	\$2,000	\$3,500	\$5,000

My Practical Support TV has captured key figures in the insurance industry. It is mostly targeted for our members including our insured's, guests, providers and suppliers providing the latest services, product updates, and upcoming events. Videos are updated on each members homepage providing enormous coverage.

PUBLICITY: Publicity through My Practical Support TV will offer your brand the unique opportunity to be associated with the credibility of My Practical Support Insurance.

COVERAGE: Publicity will include a top MPU advert on the home page of members and providers. Products promoted will be hyperlinked to the online shop for purchase. Bespoke content including product display and brand logo showcased throughout the interview. Static image advertisement as well as the opportunity to hyperlink to another website channel.

VIDEO: Clients must provide a clear logo at 72dpi.



My Practical Support

MY PRACTICAL SUPPORT Suite



My Practical Support Magazine

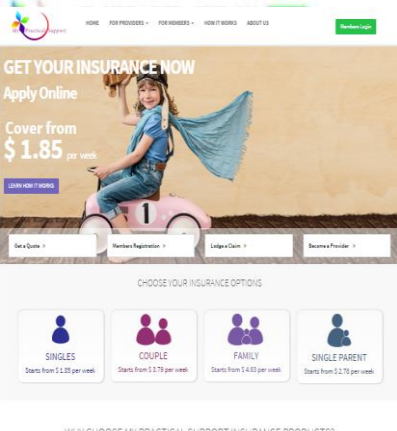


Integrated editorial content within My Practical Support Magazine



My Practical Support TV
TO members, providers and guests

My Practical Support Insurance Website



Newsletter

TO members with up to a 30% open rate



EDMs

TO members with up to a 20% open rate



My Practical Support





Contacts

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