

EDITORIAL & BRANDED
CONTENT OPPORTUNITIES

EDITORIAL CONTENT

Client brand / message integrated into existing weekly sections.



BRANDED CONTENT

A customised article written in TWR editorial style by our journalists*



*Subject to editorial approval.

BENEFITS



Tailored editorial written by qualified journalists



Endorsement from an objective voice



Opportunity to digitally amplify content

EDITORIAL & BRANDED
DIGITAL AMPLIFICATION

Once content is written for print, the opportunity exists to amplify out across TWR digital channels

- Homepage Rotator (min 3 days)
- eDM
- Facebook Post
- Instagram
- Twitter

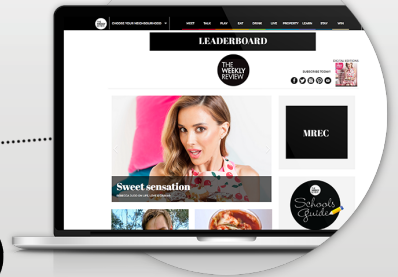
PRINT



SOCIAL



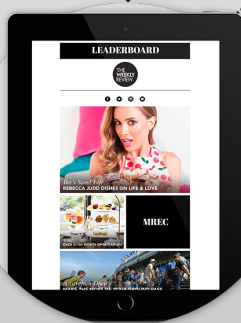
ONLINE



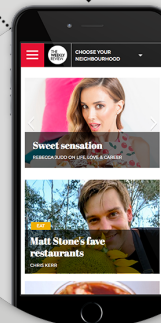
CONTENT



EDM



MOBILE



EDITORIAL & BRANDED CONTENT	VALUE
The Weekly Review: Bayside & Port Phillip	\$5,975
The Weekly Review: City	\$2,815
The Weekly Review: Eastern	\$4,958
The Weekly Review: Ivanhoe & Valley	\$4,533
The Weekly Review: Melbourne Times	\$5,310
The Weekly Review: Moonee Valley	\$4,250
The Weekly Review: South East	\$4,038
The Weekly Review: Stonnington & Boroondara	\$10,623
Networked (all 8 publications)	\$42,502

DIGITAL AMPLIFICATION RATE
\$2,500 per article