

the women's game



THE WOMEN'S GAME AUSTRALIA'S ONLY DEDICATED WOMEN'S SPORTS PORTAL

The Women's Game is a growing platform which tells powerful, inspiring, authentic and entertaining stories celebrating the journeys and achievements of women in sport.

The Women's Game has raised the bar and set new standards for how we talk about women's sport including:

- Setting a policy of diverse representation to reflecting modern Australia
- Amplifying the voices of athletes, enabling them to tell their stories in their own words
- Celebrate the achievements of athletes, administrators, coaches, officials
- Encourage and grow the talent pool of female sports writers and producers

We are the experts. Our team includes the most knowledgeable and passionate independent content producers. For the past 10+ years our team have been leading the way providing content for passionate fans of women in sport.

The Women's Game will be Australia's #1 authority on women's sport with coverage across all the key sports including Football (Matildas, W-League), Aussie Rules, Cricket, Netball, Rugby League and Union. In addition to these sports, The Women's Game covers Basketball (WNBA, WNBL, FIBA World Cup), Cycling (UCI WWT), Baseball (World Cup) and Softball (World Championship), tennis and more.

Our readers are passionate participants and fans of women in sport. They are engaged with our platforms and social media channels and come to us as the destination to find stories and results of women's sports around the globe.

Unique Users currently 45,600 users (30% growth)

Facebook currently 14,600 followers (11% growth)

Instagram currently 10,100 followers (14% growth)

Twitter currently 18,300 followers (10% growth)

DEMOGRAPHICS

72% Female

49% Under 34 / **28%** 34-44 / **23%** Over 44

43% NSW / **22%** VIC / **16%** QLD / **7%** WA / WA **6%**

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DIGITAL SPECIFICATIONS & ADVERTISING RATES

SPECS

- Super Leaderboard
- Billboard
- Leaderboard
- Medium Rectangle
- Half Page
- Skin
- Interstitial
- Mobile Leaderboard
- Newsletter Leaderboard
- Road Block
- Premium Solus eDM
- In-Content video player

ROS

- 970 x 90
- 970 x 250
- 728 x 90
- 300 x 250
- 300 x 600
- See Specs**
- 640 x 480
- 300 x 50, 320 x 50
- 650 x 90
- 25%
- 650px wide
- See Specs**

RATE CARD

Skin / Interstitials	\$24 CPM
Billboard / Half Page	\$14 CPM
MREC / Leaderboard	\$10 CPM
EDMs – Sport digital Network (21,500)	\$2,500

MEET THE TEAM!!



SUBS

JOANNE ROSS
Division Manager

DARREN MCNALLY
Division GM

TALINE HAROYAN
Events Manager

CONTACTS

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