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# MEDIA KIT

FOR THE DAILY GURU

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# WHAT IS THE DAILY GURU?

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Founded in 2014, The Daily Guru is an online publication that provides free, fresh & easy-to-digest daily content for young aspirational women. We discuss, research & explore many of the challenges women face & experience in their professional, personal & romantic lives.

Our publication provides educated & practical information, as well as useful tips, differing view points, inspirational stories & easy-to-follow advice on all things to do with personal growth & wellbeing.

Ultimately, The Daily Guru encourages women to educate themselves around making better decisions & provides the tools to allow them to create the life they want.

Our publication brings the Gurus of the industry to our readers, offering their expert advice and insights.

We also deliver live events, which enable the industry to showcase its talents and products with our highly engaged audience.



SHINING A  
BRIGHT LIGHT ON  
PERSONAL  
GROWTH

# HOW DO WE INTERACT WITH OUR COMMUNITY?

We offer daily content across all online platforms, including our online web publication [www.dailyguru.com.au](http://www.dailyguru.com.au), e-newsletters, social media activity, live events, e-workshops and short courses.

# WHAT TOPICS DO WE EXPLORE?

We believe that each sphere of a women's life requires adequate attention & focus to allow her to feel fulfilled. Therefore we have five separate content units, identified by their own persona. These include:



## PROFESSIONAL YOU

Exploring the topics of Career, Personal Brand, Money & Wealth and Entrepreneurs



## EMOTIONAL YOU

Exploring the topics of Love & Relationships and Emotional Wellbeing



## PERSONAL YOU

Exploring the topics of Growth, Health & Wellbeing, Life Crisis & Spirituality



## COURSES FOR YOU

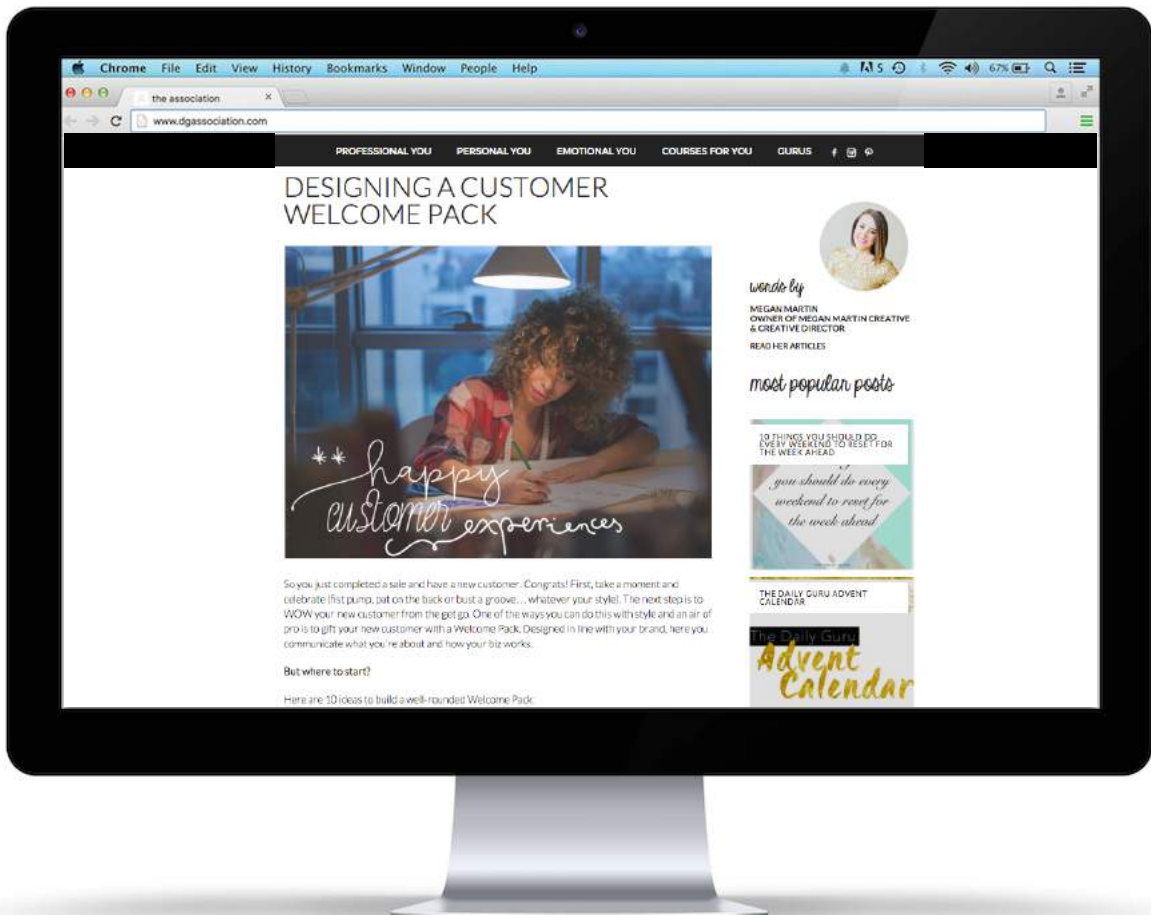
Offering educational courses on a variety of subjects covered in the previous three units. This space showcases Daily Guru events, as well as other industry events



## THE GURUS

Showcasing the Gurus themselves, through articles, interviews, biographies, products, courses & workshops

# OUR PUBLICATION



# THE DAILY GURU SOCIAL MEDIA COMMUNITY & ENGAGEMENT



## AUDIENCE PROFILE

The Daily Guru is THE media platform for smart, aspirational women seeking personal growth. Engaging with aspiring, professional females aged 28-40 yrs.

This audience has a dedicated interest in the Personal Growth and Wellbeing space and has joined The Daily Guru to be kept up to date on the latest courses, content & events.

In less than two years we have grown a highly engaged community of over 35k, with our website currently reaching over 24k pages views a month and this is continuing to rise.



## UNIQUE PARTNER OPPORTUNITIES

Article Writing

Custom Marketing Programs

Guru Profiling

Dedicated EDM

Interviews

Editorials

Event Showcasing

Affiliate Partnerships

Sponsorship Collaborations

Speaking Advertising





# ADVERTISING OPPORTUNITIES

## NEWSLETTER



THE DAILY GURU

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PROFESSIONAL YOU PERSONAL YOU EMOTIONAL YOU COURSES FOR YOU GURUS

### The 8 Gold Nuggets Of Content Writing

It's about knowing your subject inside out — and *believing* in that subject.

It's about knowing your audience and what they need.

Killer content is the key to your brand's success and by brushing up on the way you get your message across, you can improve the way you interact with your audience — be it through your website, blog, newsletter, social media or eBook.

Today on The Daily Guru, we're sharing eight nuggets of wisdom for when it comes to writing hard-hitting, triggering content that takes your message to the masses and makes your audience *react*.

[read more >](#)

SHARE THIS: f t g+ p


2. BOX AD AND SUPPORTING COPY

#### THINGS TO TRY THIS JULY

Six down, six to go — let's do this!  
Now that it's July, we've got a new list of activities to help you keep that 2015 ball rollin'.

#### MORE OF THE GOOD STUFF:

- ★ What's your purpose?
- ★ 5 practical ways to handle stress
- ★ How to start a blog in 6 easy steps
- ★ How to use your failing as fuel for your victories



THE DAILY GURU

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PROFESSIONAL YOU PERSONAL YOU EMOTIONAL YOU COURSES FOR YOU GURUS

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# ADVERTISING FEES

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## WEBSITE

### 1. SIDE BANNER AD

46.25mm W x 140mm H - Incl embedded hyperlink

#### One Month Duration

PROFESSIONAL YOU ARTICLES \$350.50 + GST  
PERSONAL YOU ARTICLES \$350.50 + GST  
EMOTIONAL YOU ARTICLES \$350.50 + GST  
ALL ARTICLES \$950 + GST

#### One Week Duration

PROFESSIONAL YOU ARTICLES \$150.50 + GST  
PERSONAL YOU ARTICLES \$150.50 + GST  
EMOTIONAL YOU ARTICLES \$150.50 + GST  
ALL ARTICLES \$350 + GST

### 2. SIDE BOX AD

46.25mm W x 60mm H - Incl embedded hyperlink

#### One Month Duration

PROFESSIONAL YOU ARTICLES \$250.00 + GST  
PERSONAL YOU ARTICLES \$250.00 + GST  
EMOTIONAL YOU ARTICLES \$250.00+ GST  
ALL ARTICLES \$550 + GST

#### One Week Duration

PROFESSIONAL YOU ARTICLES \$75.50 + GST  
PERSONAL YOU ARTICLES \$75.50 + GST  
EMOTIONAL YOU ARTICLES \$75.50 + GST  
ALL ARTICLES \$160 + GST

### 3. MEDIUM FOOTER AD

200mm W x 35mm H - Incl embedded hyperlink

#### One Month Duration

PROFESSIONAL YOU ARTICLES \$250.00 + GST  
PERSONAL YOU ARTICLES \$250.00 + GST  
EMOTIONAL YOU ARTICLES \$250.00+ GST  
ALL ARTICLES \$550 + GST

#### One Week Duration

PROFESSIONAL YOU ARTICLES \$75.50 + GST  
PERSONAL YOU ARTICLES \$75.50 + GST  
EMOTIONAL YOU ARTICLES \$75.50 + GST  
ALL ARTICLES \$160 + GST

### 4. MID ARTICLE AD

148.5mm W x 35mm H - Incl embedded hyperlink

#### One Month Duration

PROFESSIONAL YOU ARTICLES \$380.50 + GST  
PERSONAL YOU ARTICLES \$380.50 + GST  
EMOTIONAL YOU ARTICLES \$380.50 + GST  
ALL ARTICLES \$980 + GST

#### One Week Duration

PROFESSIONAL YOU ARTICLES \$180.50 + GST  
PERSONAL YOU ARTICLES \$180.50 + GST  
EMOTIONAL YOU ARTICLES \$180.50 + GST  
ALL ARTICLES \$380 + GST

### 5. LARGE FOOTER AD

200mm W x 120mm H Incl embedded hyperlink

#### One Month Duration

PROFESSIONAL YOU ARTICLES \$550.00 + GST  
PERSONAL YOU ARTICLES \$550.00 + GST  
EMOTIONAL YOU ARTICLES \$550.00+ GST  
ALL ARTICLES \$1050 + GST

#### One Week Duration

PROFESSIONAL YOU ARTICLES \$250.50 + GST  
PERSONAL YOU ARTICLES \$250.50 + GST  
EMOTIONAL YOU ARTICLES \$250.50 + GST  
ALL ARTICLES \$450 + GST



# ADVERTISING FEES

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## NEWSLETTER

### 1. FULL PAGE DEDICATED NEWSLETTER

Including 200mm W x 120mm H Image, embedded hyperlink and 350 word supporting copy  
\$950.00 + GST

### 2. BOX AD AND SUPPORTING COPY

Including 46.25mm W x 60mm H Image, embedded hyperlink and 80 word supporting copy

One Month Duration

\$250.00 + GST

One Week Duration

\$95.00 +GST

### 3. SMALL BOX AD

Including 30mm W x 20mm H Image, embedded hyperlink and 80 word supporting copy

One Month Duration

\$195.00 + GST

One Week Duration

\$75.00 +GST

## CONTACT US

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