

The Chaser Media Kit

Our Audience

1,200 print subscribers

8,000 highly engaged email subscribers

42% of our online readers are millennials*

47% of readers have an annual HHI over \$95,000*

34% of readers have an annual HHI over \$120,000, 13% over \$200,000*

12,500 quarterly print circulation

150,000+ Unique Browsers per month on website with Peak traffic of 400,000 UBs

11% of readers intend to make a major purchase like a car or home in the next 90 days*

109,000 highly engaged Facebook fans

Social media posts organically reach over 1.5 million people per month

*Source: Chaser Audience Survey, February 2017

Display Advertising

We can offer you prominent placement across our homepage and articles with standard IAB ad units including MREC, HP and Billboard units.

Should you want exclusivity of the site or a particular category, we can offer you a site takeover or a roadblock giving you all available impressions for an additional fee.

See our digital rate card for more details.

National

Commissioner making \$10,000 a week pretty sure retail workers have it too easy



FEBRUARY 23, 2017

WRITTEN BY
CARI SMITH
@CARI_SMITH



Bellroy - Free Shipping



Get Free Shipping On Bellroy. 100 Day Returns + Fast Shipping!



The Australia Fair Work Commission has today declared that penalty rates for retail and hospitality workers will be reduced, in a move that is seen as a much needed hand up to the struggling retail giant Woolworth and Coles who made a mere \$2.5 billion in profit last year. Seeking to justify the move, the Commission has explained that it was the only possible option to reign in the growing inequality between the average Australian and the obscenely wealthy Woolies shelf packer demographic.

"Retail workers have had it too good for too long," said the President of the Commission Iain Ross at a press conference today. "With their luxurious working conditions and their much envied position in society, it's only fair that their pay should be garnished, lest more people start quitting their low-paid jobs in sectors like finance and communications to work in cushy retail jobs. I just dream that one day I too may be able to become a retail worker who makes \$380 every Sunday, instead of being stuck sitting at this desk in this air-conditioned high rise office working the hideous five day a week cycle while making a mere \$10,000 a week. Hell, it'd be in it just for the slime-green shirt and the name tag."

Fly Emirates from Sydney to Singapore

Enjoy 2,500 channels of entertainment, gourmet meals and free Wi-Fi in the air...

Emirates Airline

The Commissioner went on to explain that there was also a need to balance out the Australian economy. "Traditionally, these fatcat shelf packers have been young Australians, the same young Australians who are planning to one day ruin our economy by attempting to purchase property, thereby depriving our older generations of rental income, which is a much needed source of holiday cash. With these penalty rate reductions we will be redistributing our

More News

Howard slams Reserve Bank for breaking interest rate election promise

2005 General News Archive

Disenchanted fan watches 'Matrix Revolutions' only twelve times

2003 General News Archive

Marauding Mongols slowed by complex visa requirements

2011 World

eDM

Our email subscriber list is highly engaged and consistently delivers strong open and clickthrough rates.

We offer two ways of reaching this audience:

- Sponsorship of our weekly content eDM “The Chaser Weekly” with an MREC and a Leaderboard ad unit
- A dedicated sponsored eDM with content tailored to your brand

See our digital rate card for more details.

This Chaser Weekly contains 100% fake news.

[View this email in your browser](#)

The Chaser Weekly

Issue [14 - 9th December 2016](#)

Please do not read any further.

Here at the Chaser, we've decided to run an experiment.

Instead of doing a hard sell by telling you it's the last chance to order your [Chaser Shop](#) merchandise before Christmas, we're going to **urge you to not even read this email**, and then see how many people still open it.

Are you a sheep? Or are you an independent thinker?

If you're just someone who obeys the rules then you won't have even read this. You would have obeyed our request and moved on.

But if you're an **independent thinker, a rebel, a go-getter. A good-looking person who knows what they want and are prepared to break the rules to get it**, then you're still reading.

The only way for us to be truly sure who the real rebels and independent thinkers are is for you to buy something from our store, so that we separate you from all the terrible Sheeple on our list.

Native Content

We're known for our incredibly engaging content and we'll work with you to understand your business objectives, who you're trying to reach and develop content that is both engaging and on-brand.

We offer a number of formats for this, including:

- Written articles on chaser.com.au
- Videos (hosted on chaser.com.au and natively on Facebook)
- Offline activations, which we will also film and provide to you as a piece of content – talk to us about tailoring something for you.

Social Media Promotion

As part of our native content offering, we can promote the content we develop for you to our highly engaged Facebook audience.

Our content regularly reaches over 1 million people per month on Facebook, with posts getting up to 12,000 shares.

We recommend a series of posts to get the maximum value from this audience.

A screenshot of a Facebook post from 'The Chaser'. The post features a video thumbnail showing Mike Pence in a dark suit and blue tie, looking towards a bathroom. In the background, a white toilet is visible in a room with light blue walls. The post text reads: 'Mike Pence horrified to discover unisex toilet in own house' followed by a quote: '"This guest room en-suite is an affront to God"'. The source is listed as 'CHASER.COM.AU'. The post has 11,983 shares and 160 comments. The interaction bar shows 'Like', 'Comment', and 'Share' buttons, and a notification that 'Qu Faraday and 7.2K others' reacted with a thumbs-up, a grimacing face, and a heart icon. A 'Top Comments' dropdown menu is also visible.

 **The Chaser**  shared a link.
February 23 at 9:08pm · 



Mike Pence horrified to discover unisex toilet in own house
"This guest room en-suite is an affront to God"
CHASER.COM.AU

 Like  Comment  Share 

   Qu Faraday and 7.2K others Top Comments ▾

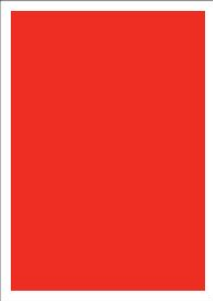
11,983 shares 160 Comments

Digital Rate Card

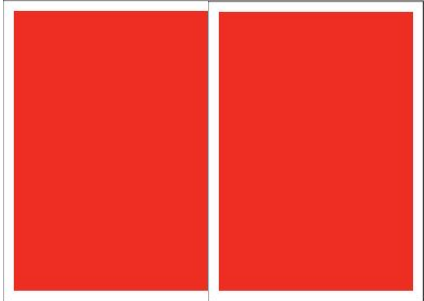
Unit	CPM / Cost	Min. Spend
MREC	\$10	\$2,000
Billboard	\$15	
Half Page	\$20	
Site takeover (24 hours)	-	\$5,000
Category Roadblock	-	\$2,500
Weekly eDM sponsorship (MREC, Leaderboard)	\$1,500 per send	\$1,500 per send
Native Content	\$2,500 per article, \$12,000 per video	For native content we will propose a package of content and distribution for you
Dedicated eDM	\$5,000 per send	
Social Media Post	\$4,000 per post	

Print Advertising (The Chaser Quarterly)

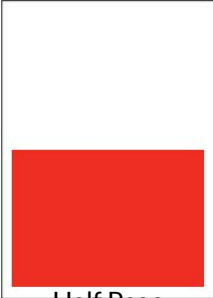
Unit	Size	Cost
Full Page	210 x 297	\$3,750
Double Page Spread	420 x 594	\$6,000
Half Page	210 x 198.5	\$2,000
Quarter Page	210 x 99.25	\$800
Mini Strip	210 x 50	\$500



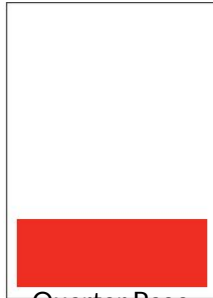
Full Page
(210x297)



Double Page
Spread
(420x594)



Half Page
(210x198.5)



Quarter Page
(210x99.25)



Mini Page Strip
(210x50)

Contact:

advertising@chaser.com.au