

CAMPUS MORNING MAIL MEDIA KIT 2022



THE MAIL FOR EDUCATION LEADERS



WHERE LEADERS GET THEIR HIGHER EDUCATION NEWS...

Campus Morning Mail has greater engagement with the leaders of Higher Education in Australia than any other digital news service.



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20,000
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FACILITIES, STUDENT
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- Compelling content that leaders actually read with an extraordinary open rate; on a daily basis the mail is opened by 50% of subscribers, significantly above average rates for electronic mail.
- Great subscriber engagement with over 100,000 opens each month, growing at 4% per month.
- Website highly active: visited by 80% of subscribers each month.

ABOUT US

Creator and editor, **Stephen Matchett**, has delivered Campus Morning Mail since 2013 and formerly spent over a decade as a journalist and editor for *'The Australian'*, focusing on Higher Education news. His knowledge and network are vast, encompassing government, industry, unions and university executives.



Stephen combines insightful analysis with wry observational humour, ensuring daily digestion of CMM is an addiction for all in the sector.

THE NO.1 PROVIDER

of breaking news/topics to Education Leaders and Industry Providers.

CAMPUS MORNING MAIL (CMM)

offers readers a daily intelligence briefing of the Higher Education industry in Australia.

OVER 75% OF AUSTRALIAN HIGHER EDUCATION LEADERS

read this email every day because...
...in one email we deliver the 6-10 most important late breaking news, stories or insights.

CAMPUS MORNING MAIL

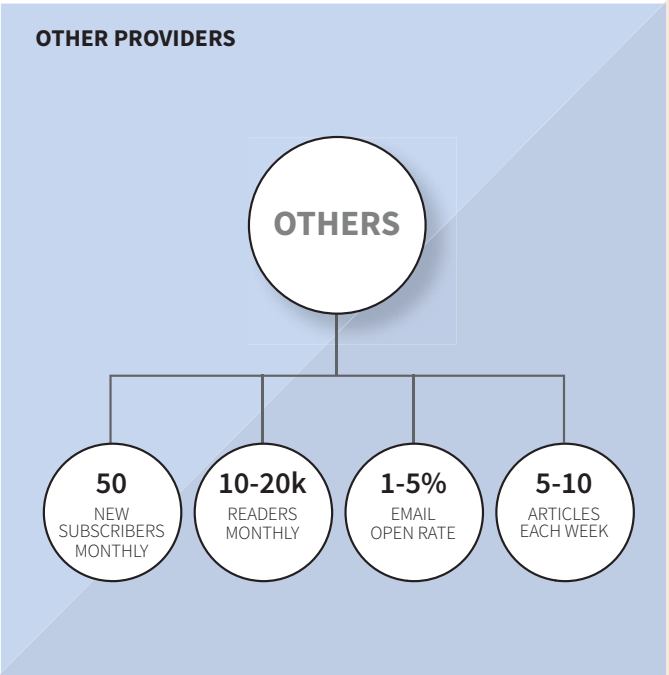
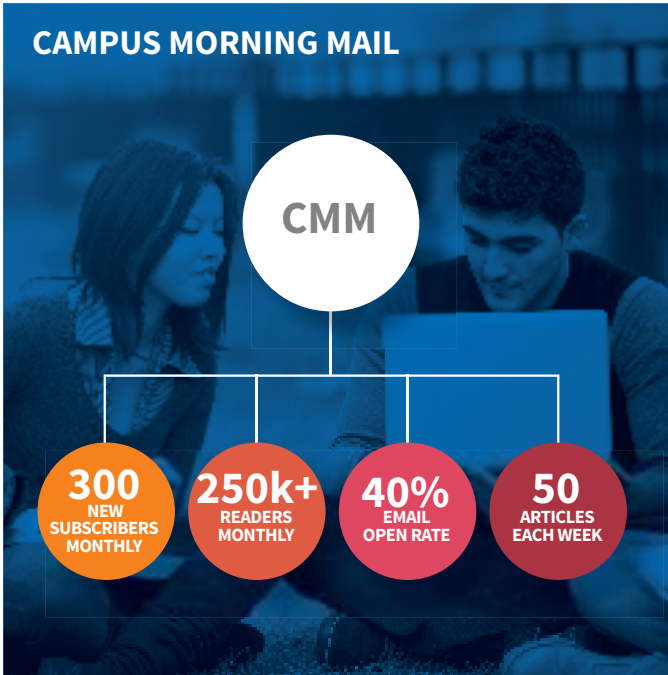
reports on major policy announcements and changes, significant university initiatives, industrial relations, marketing and procurement projects and senior staff movements.

EVERY MORNING IN CMM,

creator and editor, Stephen Matchett writes about the politics, people and policy that shape Australian higher education and VET.

IN A NUTSHELL...CAMPUS MORNING MAIL PROVIDES THE NEWS UNIVERSITY EXECUTIVES NEED BUT CAN'T GET ANYWHERE ELSE.

TWICE THE ENGAGEMENT
WITH HIGHER EDUCATION LEADERS...



OUR REACH

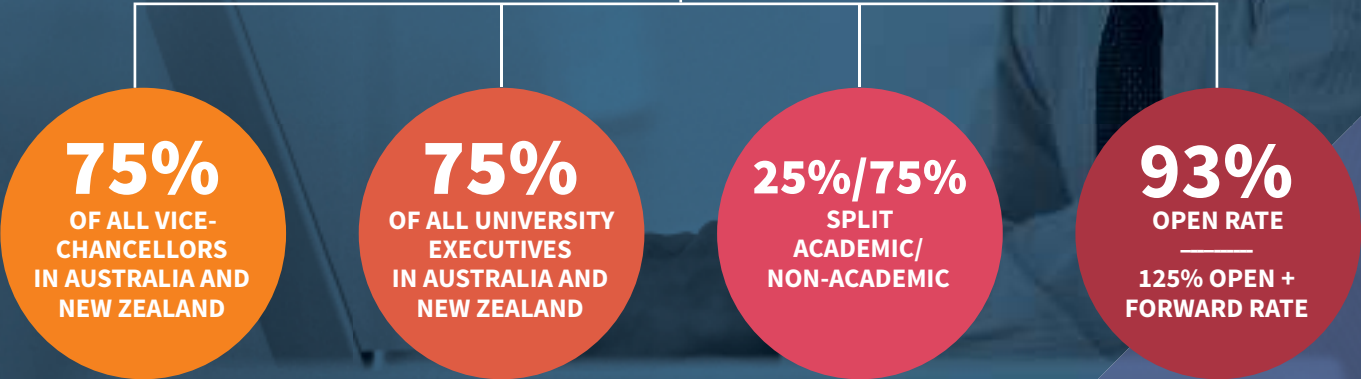
250,000+
AUDIENCE REACH
EACH MONTH

Great news and analysis delivered directly
Every Day means much Greater Engagement than other means.



THE CMM READER

The Leaders in Higher Education in Australia and New Zealand read **Campus Morning Mail** every day.



CMM RATE CARD

EMAIL ADVERTISING CMM ACHIEVES OVER 60,000 EMAIL OPENS PER MONTH	3 emails per week weekly rate	5 emails per week Weekly rate	3 emails per week monthly rate	5 emails per week monthly rate
Leaderboard (600px by 173px)	\$1,075	\$1,800	\$3,875	\$6,450
Banner In Content (600px by 173px)	\$650	\$1,075	\$2,300	\$3,850

WEBSITE CMM ACHIEVES OVER 25,000 PAGE VIEWS PER MONTH	3 days per week weekly rate	5 days per week weekly rate	3 days per week monthly rate	5 days per week monthly rate
Home Page Leaderboard (728 px by 210px)	\$500	\$825	\$1,775	\$2,950
Home Page Banner In Content (728 px by 210px)	\$425	\$675	\$1,450	\$2,400
News Item Leaderboard / Features Page Leaderboard / Feature Item Leaderboard / Feature Item After Content / Archive Page Leaderboard / Search Page Leaderboard --> 1 Ad will appear in multiple locations (728 px by 210px)	\$925	\$1,550	\$3,300	\$5,500
Home Page Sidebar 1 300px by 300px	\$300	\$475	\$1,025	\$1,675
Home Page Sidebar 2 300px by 900px	\$425	\$675	\$1,450	\$2,400
News Item Sidebar 1/ Features Page Sidebar 1/ Feature Item Sidebar 1/ Archives Page Sidebar 1/ Search Page Sidebar 1 --> 1 Ad will appear in multiple locations (300px by 300px)	\$300	\$475	\$1,025	\$1,675
News Item Sidebar 2/ Features Page Sidebar 2/ Feature Item Sidebar 2/ Archives Page Sidebar 2/ Search Page Sidebar 2 --> 1 Ad will appear in multiple locations (300px by 900px)	\$425	\$675	\$1,450	\$2,400

Notes:
1. Prices exclude GST 2. Bookings of 3 or more months receive 10% discount 3. Banners, sidebars and leaderboards can be designed to specifications for an additional fee.
4. Changing banners more than once per week will incur a 10% surcharge.

ENQUIRIES

EDITORIAL

STEPHEN MATCHETT

Writer and Editor

News Editor

E: stephen@noggincrowd.com

ADVERTISING AND SPONSORSHIPS

CUSTOMER ENQUIRIES

E: cmm_enquiries@noggincrowd.com

SHARON BIRRELL

Client Account Manager

E: sharon@noggincrowd.com

T: 0407 496 497