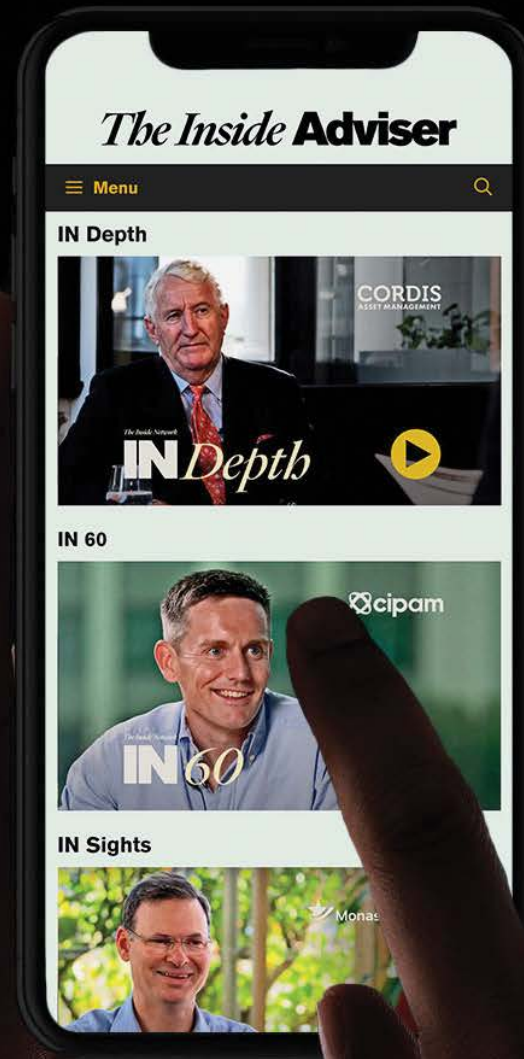


Media Kit

The Inside Network



Brilliant Investment Thinking. **Shared.**

Introduction

Why we exist

The Inside Network's primary objective is to support the sales and marketing teams of the world's leading funds managers. The Inside Network has a unique combination of products and services that all have been designed around generating positive outcomes. Each product and service has a unique way to engage with current or potential clients, that leads to obtaining (or retaining) a client/mandate.

The Inside Network does this by facilitating the sharing of knowledge, not only in each participant's sphere of the market, but across the three most important pools of capital in Australia and the world. The Inside Network has an extensive event program that introduces unique formats, and which challenges the conventional thinking on what makes investment industry events most impactful. These re-imagined event formats have proven successful in delivering greater educational value to attendees in many other sectors outside of finance.

This extensive program is complemented by The Inside Network's suite of journals (*The Inside Investor*, *The Inside Adviser* and *Investor Strategy News*), which support ongoing engagement.

SHARING INTELLECTUAL CAPITAL

The investment landscape is becoming more competitive and inter-connected, yet is being disrupted by constant change. In this environment, there is a tendency for participants to create silos and operate independently of one another. Yet it is in these extremely high-pressure conditions where the sharing of intellectual capital and collaboration actually becomes most valuable.

EVENTS, KNOWLEDGE AND TRAINING

The Inside Network is a dynamic member-based community of investment professionals, academics, researchers and thought leaders, developed to facilitate information-sharing, and drive better outcomes for all investors. The Inside Network delivers innovative thinking, through events (symposiums, presentations, training) and peer-to-peer networking that drives deep learning through collaboration.

WHAT WE OFFER

One-to-one

One-to-many

Lead generation

Brand exposure

Industry validation

Market feedback

Data analysis



'Insights for advisers, by advisers'

There is no shortage of content and daily news available for the financial advisory and investment industry. Inboxes are inundated with press releases, investment ideas and commentary, yet cut-through into this important sector remains difficult at best.

In an environment of immense regulatory and industry change, *The Inside Adviser* is a trusted resource that financial advisers turn to in search of actionable ideas and unique opportunities, and to keep up-to-date with their growing compliance obligations.

The Inside Adviser seeks to reverse the disruption occurring in traditional journalism, which is increasingly driven towards press releases and click-bait, replacing this with high-value opinion, as well as investigative and analytical reporting. Most importantly, it is published and contributed to by those with extensive first-hand market experience, ensuring a deeper understanding of pressing topics and industry issues.

Editor



Tahn Sharpe

Authors

Drew Meredith
Giselle Roux
Ishan Dan
Nicki Bourlioufas
Lisa Uhlman
James Dunn
Lachlan Maddock
Lachlan Buur-Jensen
Owen Raszkiewicz

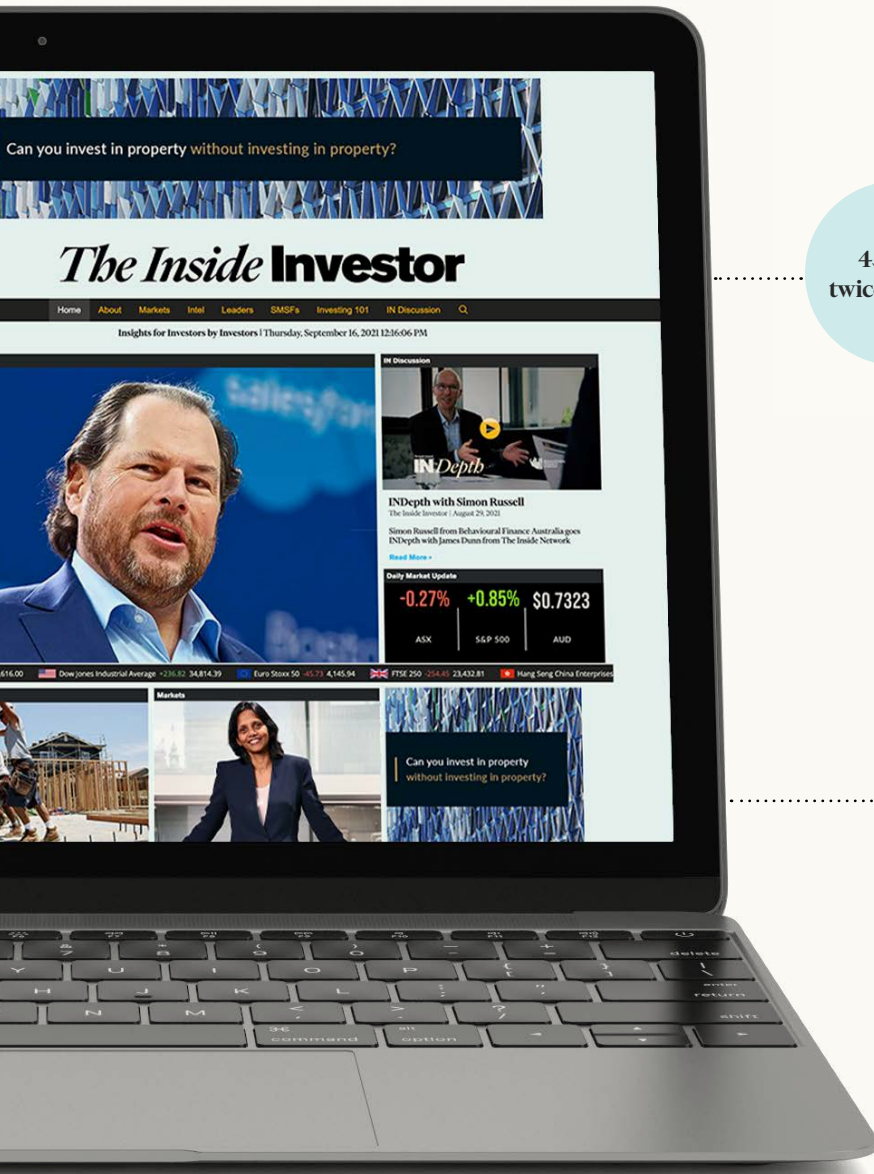
Themes

- Pressing issues facing advisers and the economy
- Macroeconomic themes
- Portfolio construction and asset allocation
- Regulation and licencing
- Superannuation and retirement
- IFA - Business, platforms
- Stock selection and managed funds
- Fund manager commentary



Trusted
Resource

20,000
twice weekly



45,000
twice weekly

Educate,
Inform,
Empower

'Insights for investors, by investors'

The internet has seen a proliferation of data and information which has completely changed the nature of investment. In the age of Reddit, Facebook and Robinhood, there is no shortage of investment ideas freely available for investors seeking them out. While the proliferation of information has delivered greater transparency into investment markets, evidence suggests it has made investing more difficult.

The Inside Investor provides investors with a single, trusted source of information and professional insights into the most important events occurring in financial and investment markets.

Published by advisers for the benefit of investors, *The Inside Investor* seeks to educate, inform and empower new and experienced investors to build and manage portfolios efficiently for the benefit of their families. There is a focus on bringing governance and process to the ad hoc nature of most investors with a focus on providing tools to assist with portfolio construction, investment selection and due diligence.

Editor



Lisa Uhlman

Authors

Drew Meredith
Tahn Sharpe
Giselle Roux
Ishan Dan
James Dunn
Lachlan Maddock
Lachlan Buur-Jensen
Owen Raszkievicz

Themes

- Stock selection - Small caps
- Macro themes
- Managed fund analysis
- Broker commentary
- IPO's
- Industry news, client updates
- Fund manager opinions
- Dividends
- Cryptocurrency
- ETFs

'News You Can Use for Institutional Investors and Advisers'

Investor Strategy News (ISN), launched in 2012, is a bi-weekly online publication dedicated to areas of interest for institutional investors, managers and their service providers. The publication aims to provide reliable and accurate news and information for institutional investors and advisers.

As part of our brief, ISN looks to go behind the scenes at what has been announced and to seek out news and information that hasn't. This philosophy takes us into what we believe are under-reported areas, such as investment operations, asset servicing and systems - front, middle and back-office - as well as delving into the figures behind investor trends.

We have pioneered coverage of ESG matters and, more recently, impact investing. We are not afraid to advise industry participants on what we think they should be doing, always supported by the available facts and figures. We are also not afraid to provide our own and readers' commentaries when and where we think they are appropriate.

We are passionate about the investment industry but aim to be objective in our reporting on it, all while considering the best interests of the readers and of what benefit they can gain from the publication.

Editor



Lachlan Maddock

Author

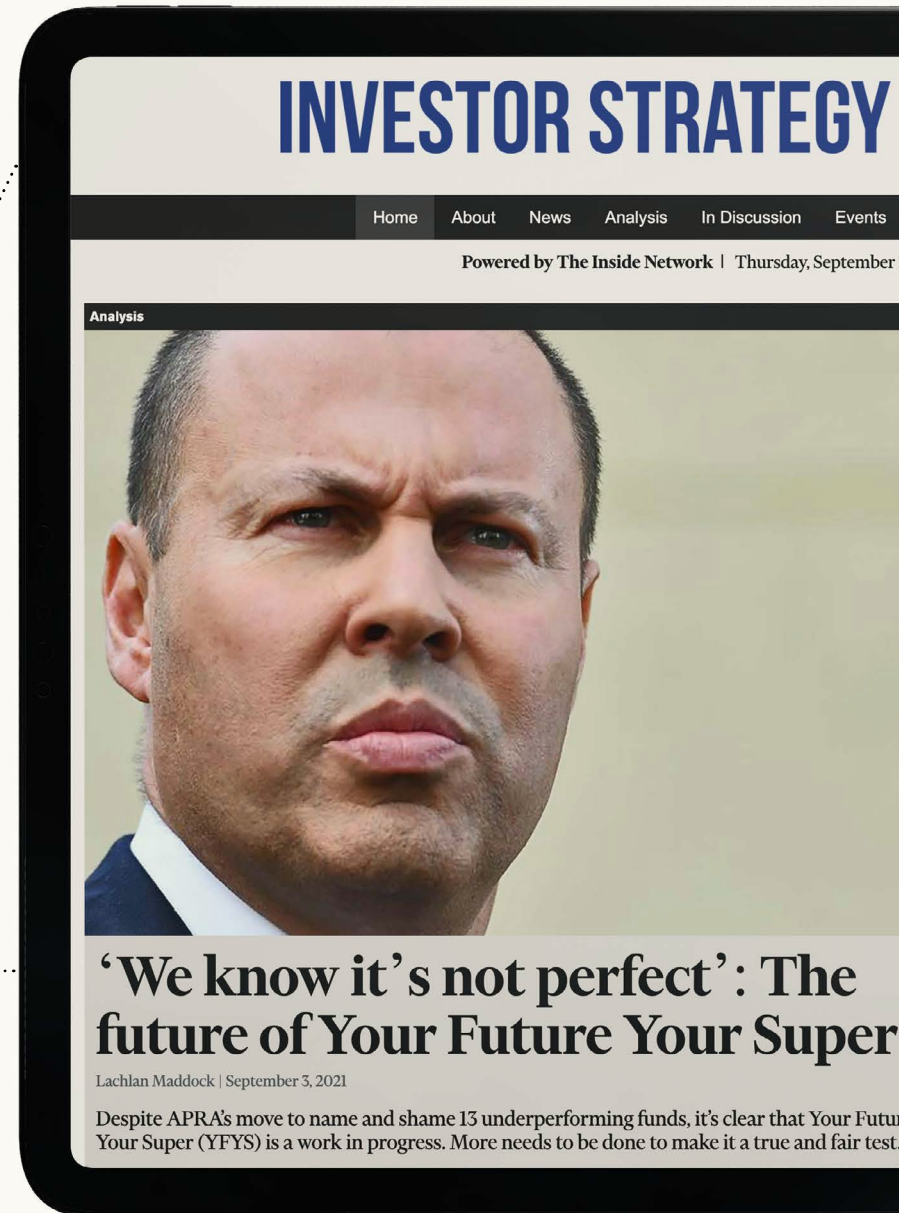
Tahn Sharpe
Lisa Uhlman

Themes

- Investment strategy trends
- Geopolitical trends
- Technology trends
- Investment industry structural trends
- Regulations and the regulators/ politics and the politicians
- Industry leaders
- Money flows - asset allocation and product design
- Operational dynamics

10,000
twice weekly

Sector
Leader



The data that The Inside Network captures through all our levels of engagement is the most valuable source of insights.

Our data-driven understanding of the financial services landscape can help fund managers better visualise their market. It can help fund managers target product marketing toward the most receptive areas of the market. It can help fund managers distil effort to precision. It can help fund managers apply knowledge to their business, to achieve the greatest efficiency – to inform business decisions and drive successful action.

Data is all about understanding the end-client, and what that end-client really wants. Product providers in financial services need that understanding; and The Inside Network has it.

	THE INSIDE ADVISER	THE INSIDE INVESTOR	INVESTOR STRATEGY NEWS
WEBSITE CTR BENCHMARK			
Billboard	0.19%	0.18%	0.14%
Halfpage	0.07%	0.14%	0.08%
Leaderboard	0.06%	0.19%	0.06%
Leaderboard 2	0.01%	0.00%	0.01%
MREC	0.05%	0.15%	0.05%
WEBSITE % VIEWABILITY BENCHMARK			
Billboard	56.78%	50.16%	59.22%
Halfpage	48.87%	49.02%	45.50%
Leaderboard	58.79%	57.28%	57.53%
Leaderboard 2	15.90%	16.46%	9.37%
MREC	49.79%	46.15%	56.93%

6k
26k
66k
2.94m

Institutional
Wholesale
Investor

Unique Data Points

*All data correct at time of going to press.

*Adviser, practice and retail asset consultants

^Wholesale investors as defined by Corporations Act 2001 (Cth)

†Institutional investors and asset consultants

25 October 2022

It has become almost a cliché, that data is the centre of all businesses. But that doesn't change the fact that it is true. A recent survey showed that 97.2% of organizations are investing in big data and AI in 2022.

	THE INSIDE ADVISER	THE INSIDE INVESTOR	INVESTOR STRATEGY NEWS
WEBSITE BENCHMARKS			
Monthly Page Views	15,696	26,316	25,619
Monthly Users	8,439	11,075	12,729
Monthly Sessions	12,396	19,608	18,830
NEWSLETTER BENCHMARKS			
Impressions (unique opens per issue)	6,697	18,659	4,793
Article CTR	2.61%	1.61%	3.76%
Banner Ad CTR - Top	0.33%	0.13%	0.71%
Banner Ad CTR - Middle	0.28%	0.11%	0.38%
Banner Ad CTR - End	0.16%	0.07%	0.25%
LIST PROPORTIONS BY TYPE[†]			
Financial Advisers	60%	3%	11%
Investment managers	10%	2%	15%
Industry Contacts	10%	1%	4%
Institutional contacts	10%	1%	60%
Other	15%	93%	10%

*All data correct at time of going to press.

25 October 2022

[†]Industry Contacts are platform, dealer, practice, asset consultants, researchers, mortgage brokers, family office etc.

Other is made up of media, investors, non-finance contacts, web sign-ups not yet classified.

We combine our extensive content creation and production capabilities with our extensive reach among investor audiences, through our email and digital media channels, *The Inside Adviser*, *The Inside Investor* and *Investor Strategy News* publications.

Our packages start with a basic creative and production option, aimed at supporting your own direct distribution, through to more extensive options that use a mix of creative content paired with a highly targeted distribution strategy, that target the specific audiences that engage with our publications.

Best Value

Our annual content package (table below) provides clients with the best value option, including content pieces, video and advertising across one, two or three of our publications.

ANNUAL CONTENT PACKAGE			
	PACKAGE ONE	PACKAGE TWO	PACKAGE THREE
Content Pieces[^]			
Native Content	6	9	12
Your Content or Quotes Within Topical Articles	6	9	12
Your Whitepapers	2	3	4
Video Sets[^]	Reflective of Platinum Filming Packages		
INDepth	2	3	4
IN60	2	3	4
INSights	8	12	16
Advertising	Reflective of Silver Advertising Package		
Silver Advertising Package	1	1	1
Price (ex GST) per month⁺	\$2,750	\$3,750	\$4,750

⁺All pricing correct at time of going to press.
25 October 2022

We can tailor a package that will maximise the impact of your message across our publications and through our annual media and content options.

Homepage Takeover

Own a publication website for a week including:	\$5,000 (ex GST) per week per publication website. ^
<ul style="list-style-type: none"> • Home page take over • Billboard run of site • 2 x banner (one rotating per publication newsletter; including one lead)* 	

Advertising Packages

Package	Includes	Price (ex GST) per fortnight per publication website. ^
Silver	Publication Newsletter <ul style="list-style-type: none"> • x4 banners (one rotating per publication newsletter; including one lead)* Publication Website <ul style="list-style-type: none"> • MREC • Leaderboard 	\$3,000
Gold	Publication Newsletter <ul style="list-style-type: none"> • x4 banners (one rotating per publication newsletter; including one lead)* Publication Website <ul style="list-style-type: none"> • MREC • Half Page • Leaderboard 	\$4,000

Extra Add Ons

Content	Price (ex GST) *
Solus eDM (distribution through one publication)	\$4,000
Native Article	\$4,000

* Subject to no public holidays falling on the day a publication newsletter is scheduled to go out.

^ All pricing correct at time of going to press.

25 October 2022

Our in house team has the capacity to create, script, and produce high end content under The Inside Network banner, or create bespoke content under your own brand.

Filming

Our in-house team has the capacity to create, script and produce highend short and long-form films under The Inside Network banner, or create bespoke filmed content under your own brand.

Podcasts

Our podcast series package presents an opportunity to add to your marketing mix by tapping into the fastest-growing medium in media.

FILMING PACKAGES				
Package	Includes	Content Pieces	Channels*	Price (ex GST)*
Silver	1 x video set (INDepth, IN60)	2	<ul style="list-style-type: none"> • Publication website 	\$4,500
Gold	1 x video set (INDepth, IN60)	2	<ul style="list-style-type: none"> • Publication website • Publication newsletter • Publication social 	\$6,300
Platinum	1 x video set (INDepth, IN60, INSights)	6	IN60 & INDepth <ul style="list-style-type: none"> • Publication website • Publication newsletter • The Inside Network social INSights <ul style="list-style-type: none"> • Publication website • Publication social 	\$8,500

PODCAST PACKAGES		
Package	Includes	Price (ex GST)*
Silver	3 podcast series	\$60,000 (\$20,000 each)
Gold	6 podcast series	\$105,000 (\$17,500 each)
Platinum	10 podcast series	\$150,000 (\$15,000 each)

*All pricing correct at time of going to press.
25 October 2022

Homepage Takeover

Visualisation

11/19

ADVERTISING UNITS

Billboard

Desktop: 970 (w) x 250px (h)
Mobile: 300 (w) x 100px (h)

Half Page

Desktop:
300 (w) x 600px (h)
Mobile:
300 (w) x 250px (h)

MREC

Desktop/Mobile:
300 (w) x 250px (h)

Leaderboard

Desktop: 728 (w) x 90px (h) Mobile: 300 (w) x 50px (h)

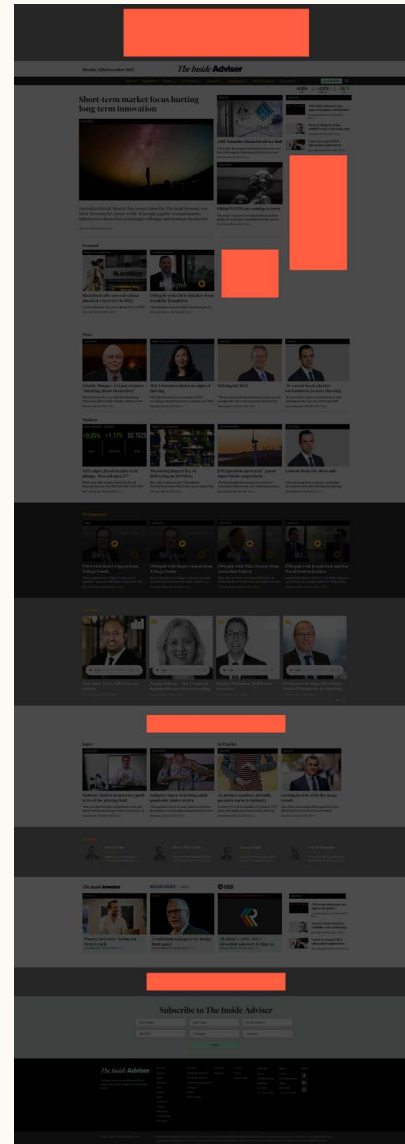
Leaderboard

Desktop: 728 (w) x 90px (h) Mobile: 300 (w) x 50px (h)

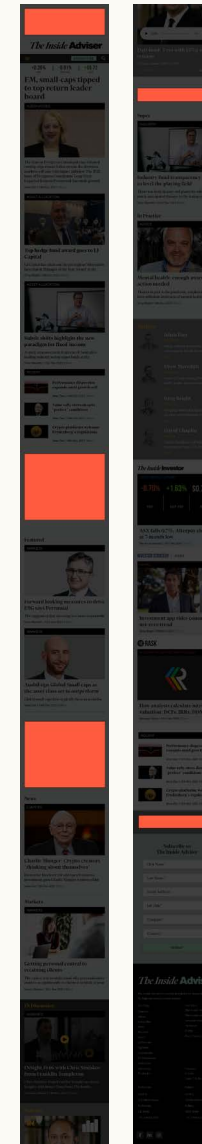
eDM Newsletter Banner

600 (w) x 150px (h)

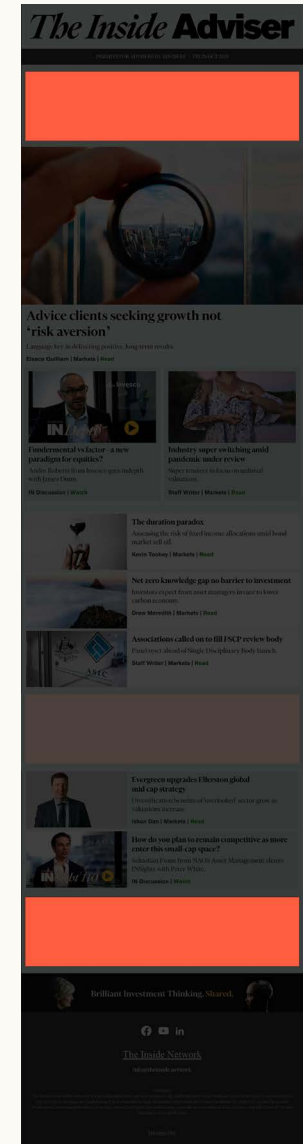
DESKTOP



MOBILE



EDM NEWSLETTER



POSITION	DIMENSION*	FILE SIZE	FILE TYPE	LEAD TIME
WEBSITE				
Billboard	Desktop: 970 (w) x 250px (h) Mobile: 300 (w) x 100px (h)	<150kb	JPG, PNG, GIF with click through URLs, HTML5 [†] with back up GIF and ClickTag	Material deadline 7 days prior to publish date
MREC	Desktop/Mobile: 300 (w) x 250px (h)			
Half Page	Desktop: 300 (w) x 600px (h) Mobile: 300 (w) x 250px (h)			
Leaderboard	Desktop: 728 (w) x 90px (h) Mobile: 300 (w) x 50px (h)			
EDM NEWLETTER				
Newsletter Banner	600 (w) x 150px (h)	<150kb	JPG, PNG, GIF^ with click through URLs	Material deadline 7 days prior to publish date

^{*} IAB industry standard dimensions.
[†] HTML [guidelines](#) for Ad Manager.
[^] Please note some email servers can have trouble reading GIFs and only the first frame will show.

Gold Advertising Package

Visualisation

13/19

ADVERTISING UNITS

Half Page
Desktop:
300 (w) x 600px (h)
Mobile:
300 (w) x 250px (h)

MREC
Desktop/Mobile:
300 (w) x 250px (h)

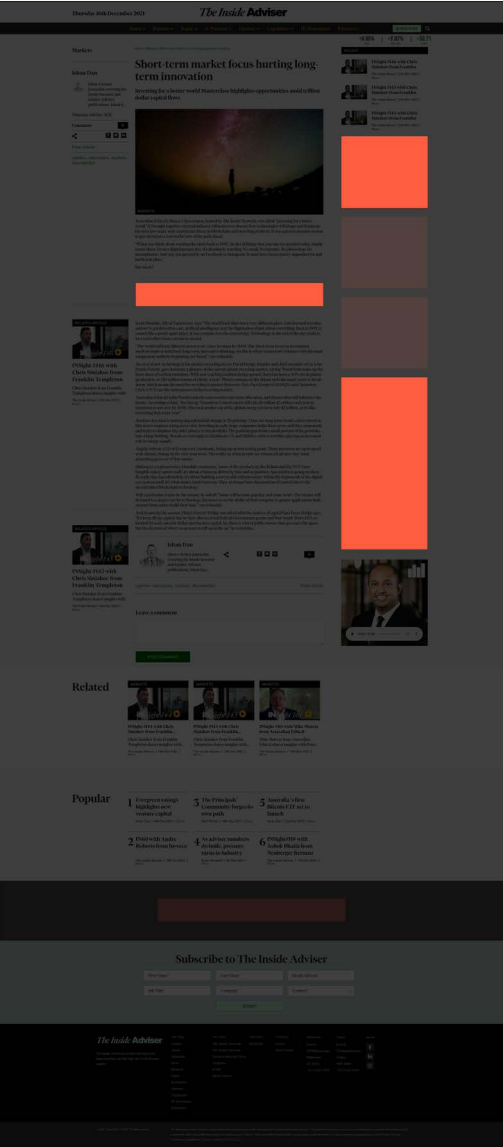
Leaderboard
Desktop: 728 (w) x 90px (h) Mobile: 300 (w) x 50px (h)

eDM Newsletter Banner
600 (w) x 150px (h)

Advertising units placement include:

- Banners on article pages only;
- Is shared realestate with the Silver Adversiting Package; and
- Includes the Homepage Takeover billboard at the top of the page.

DESKTOP

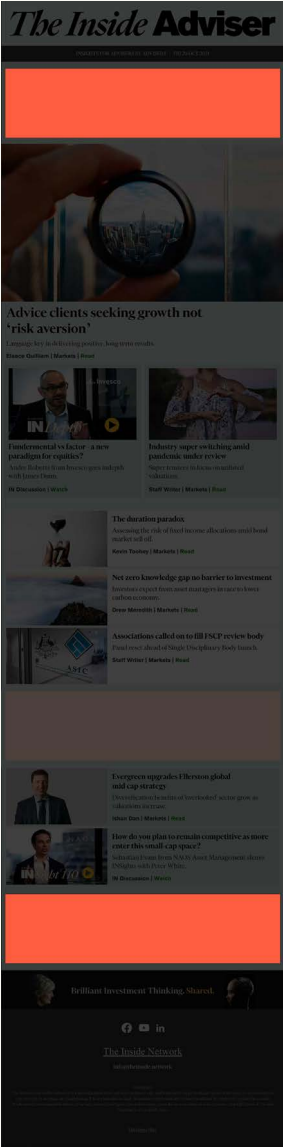


MOBILE

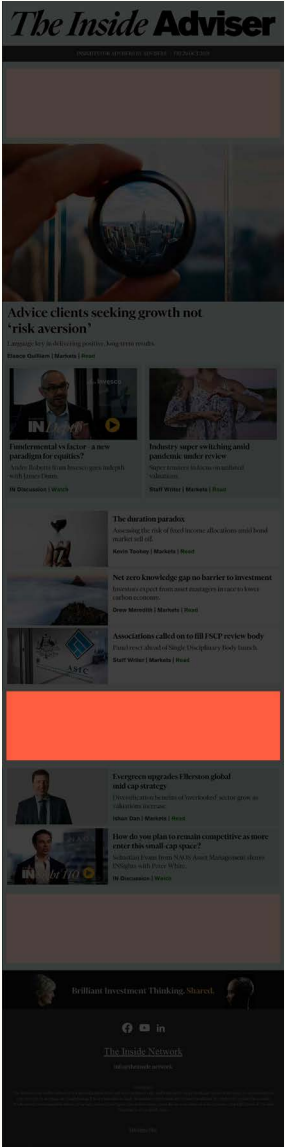


EDM NEWSLETTER

Week One



Week Two



POSITION	DIMENSION*	FILE SIZE	FILE TYPE	LEAD TIME
WEBSITE				
MREC	Desktop/Mobile: 300 (w) x 250px (h)	<150kb	JPG, PNG, GIF with click through URLs, HTML5 ⁺ with back up GIF and ClickTag	Material deadline 7 days prior to publish date
Half Page	Desktop: 300 (w) x 600px (h) Mobile: 300 (w) x 250px (h)			
Leaderboard	Desktop: 728 (w) x 90px (h) Mobile: 300 (w) x 50px (h)			
EDM NEWLETTER				
Banner	600 (w) x 150px (h)	<150kb	JPG, PNG, GIF^ with click through URLs	Material deadline 7 days prior to publish date

^{*} IAB industry standard dimensions.
[†] HTML [guidelines](#) for Ad Manager.
[^] Please note some email servers can have trouble reading GIFs and only the first frame will show.

Silver Advertising Package

Visualisation

15/19

ADVERTISING UNITS

MREC
Desktop/Mobile:
300 (w) x 250px (h)

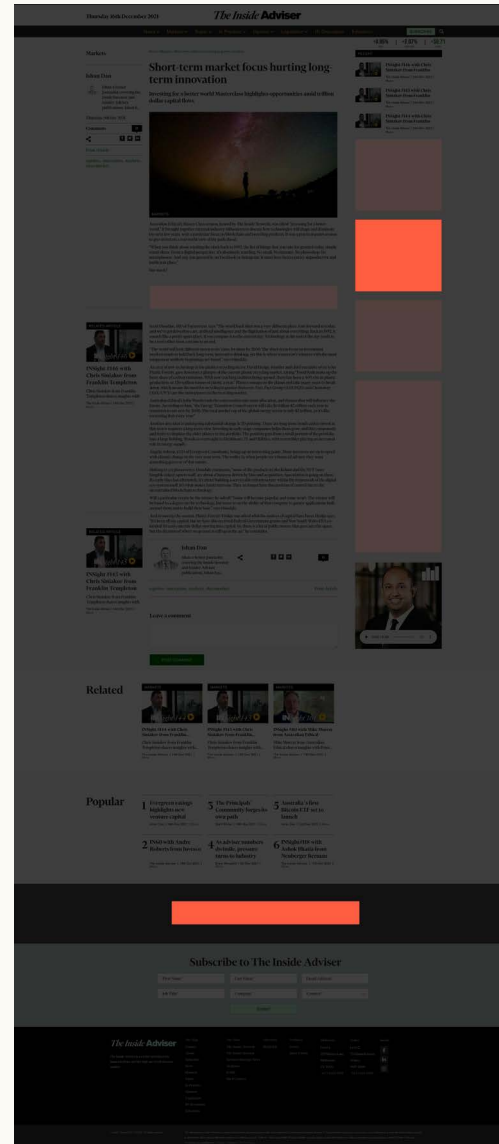
Leaderboard
Desktop: 728 (w) x 90px (h) Mobile: 300 (w) x 50px (h)

eDM Newsletter Banner
600 (w) x 150px (h)

Advertising units placement include:

- Banners on article pages only;
- Is shared real estate with the Gold Adversiting Package; and
- Includes the Homepage Takeover billboard at the top of the page.

DESKTOP

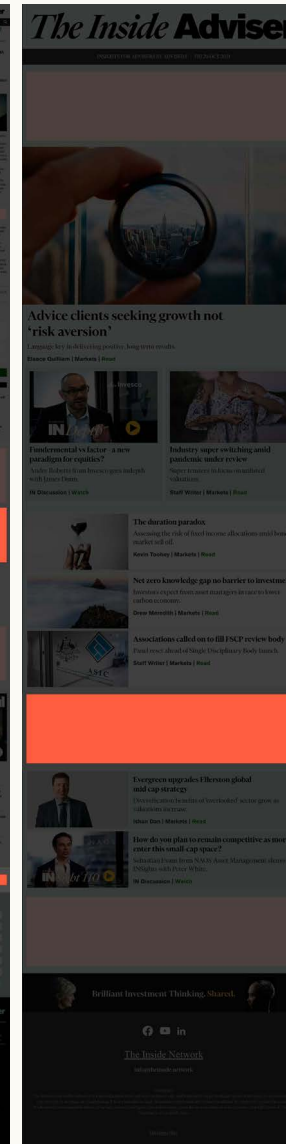


MOBILE

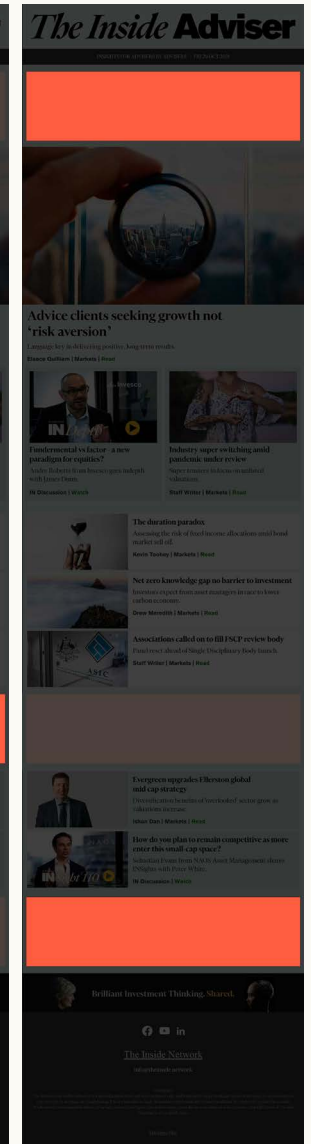


EDM NEWSLETTER

Week One



Week Two



POSITION	DIMENSION*	FILE SIZE	FILE TYPE	LEAD TIME
WEBSITE				
MREC	Desktop/Mobile: 300 (w) x 250px (h)	<150kb	JPG, PNG, GIF with click through URLs, HTML5 [†] with back up GIF and ClickTag	Material deadline 7 days prior to publish date
Leaderboard	Desktop: 728 (w) x 90px (h) Mobile: 300 (w) x 50px (h)			
EDM NEWLETTER				
Banner	600 (w) x 150px (h)	<150kb	JPG, PNG, GIF [^] with click through URLs	Material deadline 7 days prior to publish date

^{*} IAB industry standard dimensions.
[†] HTML [guidelines](#) for Ad Manager.
[^] Please note some email servers can have trouble reading GIFs and only the first frame will show.

Enhance your SMSF skills & expertise at the SMSF Association 2022 Technical Summit!

The SMSF sector is thriving and brimming with opportunity

Join us in the Gold Coast sunshine, for an **exclusively 'in-person' experience** and sharpen your SMSF technical knowledge at the highest calibre technical event of the year.

Earn up to **24 CPD hours** and extend your thinking with a program designed to unpack complex technical issues through collaboration with multi-disciplinary peers.

SMSF Association Technical Summit

When: Wednesday 27 - Thursday 28 July 2022
Where: RACV Royal Pines Resort, Gold Coast

[Register Here](#)

The SMSF Association Technical Summit 2022 will be home to some of the brightest SMSF minds across two days on the Gold Coast's sparkling shores. Take advantage of a highly technical SMSF program and kickstart your CPD in the new financial year with the opportunity to:

- Earn up to 24 CPD hours;
- Engage with multi-disciplinary professionals;
- Deep dive into popular SMSF topics such as:
 - Contribution strategies;
 - The dividing line between legal, tax and personal advice;
 - Planning for incapacity and estate planning, and much more.

Advisers Voice Films Series.

"It didn't screen out all weapons. Just controversial, chemical weapons!"

Rebecca Pritchard
Financial Adviser
Rising Tide Financial

More advisers than ever are adopting a responsible investing mindset. This is on the back of strong client demand for transparency and values in their investments.

Australian Ethical is highlighting the great work that financial advisers from around the country are doing in this space.

This week we are launching the first in a series of adviser voices through films that we hope will empower others to begin or continue their own journey towards responsible investing.

We are proud to highlight our first three advisers in the film below. We invite you to watch:

Farren Williams
Koda Capital

[Watch the film](#)

Brad Downes
Progressive Financial Planners

[Watch the film](#)

Rebecca Pritchard
Rising Tide Financial

[Watch the film](#)

Not thinking about climate and social

Real gold. Real power.

*Rush Gold – Series B closing soon
The New Gold Standard for the Modern Investor*

The world's most secure asset is now alive with possibility. We've taken gold, a US \$12 trillion market, and added both the utility of a digital currency and the customer experience of a neobank.

The case and market timing for a gold fintech unicorn has never been greater given inflation, sanctions and declining bond prices, overlaid with the acceleration of financial technology adoption.

Rush Gold is a real asset technology platform

Our world-first Gold-as-a-Service (GaaS) platform provides "plug-and-play" API services that embeds gold transactions inside third-party platforms in massive sectors, with zero customer acquisition fees, recurring revenues and transaction fees (with monthly minimums).

We also deliver to our own mobile app, where you can buy, sell, send and spend gold 24/7 in any amount. Rush is the world's first physical gold platform to pay with gold via the world's leading mobile wallets.

In addition, Rush Gold and the innovative team behind the Synthetix protocols and tokens are collaborating to extend Rush Gold to include the blockchain enabled direct ownership of precious metals and DeFi composability in a world first offer.

Series B Funding

We intend to raise up to A\$15m through this current offer from strategic investors who bring introductions to future partners and an appreciation for the value of gold and/or the new age of money.

If fully subscribed, we feel we can achieve breakeven monthly TTV of A\$25m. We have no

EXPLORE MORE FRONTIERS

Access six powerful tech themes in one ETF

The first of its kind in the Australian ETF market, **iShares Future Tech Innovators ETF (ITEK)** draws on our global iShares megatrend product range. The fund is made up of an evenly weighted portfolio of six complementary iShares thematic ETFs we believe are key drivers of future tech innovation globally:

Robotics and Automation

Electric Vehicles & Driving Technology

Digitalisation

Healthcare Breakthroughs

Clean Energy

Smart City Infrastructure

[Learn More](#)

Why iShares Future Tech Innovators ETF?

DISRUPTIVE INNOVATION
 Access to multiple disruptive tech themes shaping our future society in one fund.

GROWTH POTENTIAL
 Companies at the forefront of driving innovation could be well positioned to experience significant growth.

DIVERSIFICATION
 Return resilience through a well-diversified exposure across 35 countries, 11 sectors and over 900 stocks.

Invest in future-focused thematics with ITEK:

iShares Future Tech Innovators ETF
 Management Fee: 0.55%
[Learn more](#) | [Download brochure](#)

DIMENSION*	FILE SIZE	FILE TYPE	ADDITIONAL REQUIREMENTS	LEAD TIME
600px (w) x any (h)	<150kb	Client to provide HTML5 with accompanying image folder, or final design supplied as an Adobe InDesign or Illustrator file	Subject line: 43 characters max	Material deadline 7 days prior to publish date
		Images, text and style guide including, colour and typeface requirements provided and The Inside Network design team to create	Optional Preheader text: 30-80max characters recommended	Material deadline 10 days prior to publish date

* IAB industry standard dimensions.

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The Inside Network

