



Advertise with IICT

Connect with Australia's Largest
Community of Natural Therapists
and Practitioners with a
Combined Reach of 146,000+



124,000+ Visitor
Sessions (2017 FY)



11,000+ Facebook
Followers



10,000+ Email
Subscribers



1,277+ Instagram
Followers

Audience Profile:

- 73% aged between 25 – 54
- 75% female
- Interests include:
 - Lifestyle and hobbies
 - Green living
 - News and politics
 - Sports and fitness
 - Travel
 - Real estate
 - Professional with a high disposable income
 - Mainly live in the major capital cities

Combined Reach of 146,000+

Gain access to our large and rapidly growing
national and international targeted list of
subscribers, website visitors, social media
followers and loyal members.

**With a world of advertising
possibilities, get your
business found and choose
to increase your leads, brand
engagement, SEO or drive
website traffic.**



Social Media Advertising Options

(select from our two budget options below)

Let's Get Social

IICT has an influential and loyal community of social media followers. Promote your business to our 12K+ social media community across Facebook and Instagram.

1 11k Facebook Fans - \$250 per post ex GST:

- Dedicated Facebook post
- Your Facebook business page tagged
- Includes a web link

[START HERE](#) 

2 Social Media Blast - \$330 per campaign ex GST:

- Dedicated social media post to all IICT social platforms
- Facebook, Facebook Closed Group, Instagram

[START HERE](#) 

IICT Newsletter Advertising Options

(select from our three options below)

Go for Engagement

Our monthly newsletter is received by 10,000+ opt-in subscribers, professionally designed and costs as little as \$0.07 per email sent. Advertising options

1 Budget: \$280 per ad ex GST

- Perfect for budget conscious businesses
- Includes a 150x150 pixel image, heading, web link

[START HERE](#) 

2 Standard: \$440 per ad ex GST

- Double your branding and exposure
- Includes a 300x300 pixel image, heading, one sentence of text, web link

[START HERE](#) 

3 Premium: \$880 per ad ex GST

- Only 12 positions available throughout the year!
- Includes a 600x300 pixel image, heading, paragraph of text, call-to-action button

[START HERE](#) 

Paid Editorial and Advertising Package Options

Get some Industry Authority

Tap into our blog readership by promoting your quality content for natural therapy professionals. The great thing about using content marketing is that customers are highly engaged, leading to stronger leads and conversions.

Online Editorial - **\$440** per article ex GST

- Full page article with up to three images or one video
- Home page presence including an image, article heading and link
- Contact details including business, phone, email, website, social media links

Please note: We're unable to publish articles that simply 'advertise' a product. But we will consider content that is useful, interesting, valuable and relevant to our members. You can view examples by visiting our articles page here: <https://iict.com.au/articles>

START HERE 

Exclusive Advertising Packages

Every three months we make available **SIX EXCLUSIVE ADVERTISING** packages. These packages utilise the full range of IICT advertising options at a discounted price.

Exclusive Advertising Package - **\$2,900** per package ex GST (Valued at \$3,860. **SAVE \$960**):

- FREE IICT home page featured banner (only available as part of this package)
- 3 x Full page blog post (one a month for three months)
- 3 x Social media blast x 3 (one a month for three months)
- 1 x Premium newsletter ad (first month of the package)
- 2 x Standard newsletter ad (consecutive months)

START HERE 

Please call our friendly team on **1300 653 981** or email support@myiict.com