



JULY 2023



AUDIENCE STATS

CONTACT is a ‘media empire’ using weekly newsletters and daily news web site to attract and entertain subscribers. We also use Facebook, Twitter, Pinterest and LinkedIn as ‘embassies’ to bring audiences back to our HQ (web site). We also run a very active YouTube Channel with more than 3000 subscribers and 500 videos uploaded.

Subscribers:
As of 1 July 2023, CONTACT had **13,710** double-opt-in email subscribers.

CONTACT newsletters:
Our subscribers receive our two weekly newsletters (‘news’ every second week and ‘people’ every other)
• average open rate is above 30%
• average click-through rate is above 10%

CONTACT web site:
Our web site (aka HQ) is an active, daily news and entertainment platform, supported and promoted by our Facebook, Pinterest, Twitter and LinkedIn accounts.

Over the past six years, our web site has recorded some remarkable statistics...

- **Total pages viewed** – 2.8million (2017) – 3.8mil (‘18) – 4.2mil (‘19) – 5.7mil (‘20) – 4.7mil* (‘21) – 5.1mil (‘22)
- **Total unique visitors** – 545k (2017) – 555k (‘18) – 217k* (‘19) – 508k (‘20) – 427k* (‘21) – 431k (‘22)
- **Average visits per visitor** – 1.62 (2017) – 1.59 (‘18) – 1.85 (‘19) – 1.63 (‘20) – 1.79 (‘21) – 1.74 (‘22)
- **Average page views per visit** – 3.2 (2017) – 4.2 (‘18) – 6.1 (‘19) – 6.9 (‘20) – 6.2 (‘21) – 6.8 (‘22)
- **Average visit duration** – 166seconds (2017) – 164sec (‘18) – 274sec (‘19) – 195sec (‘20) – 238sec (‘21) – 289sec (‘22)

**Coincides with changes to Facebook algorithms*

ADVERTISING RATES

WEBSITE ADVERTISING			
Ad Size	per week	per month	per year
300w x 300h pixels height only can be doubled, trippled etc (doing same to price) <i>Appears in the right sidebar on every post on our web site</i>	\$200	\$600	\$6000
728w x 90h pixels <i>Appears after 5th paragraph in every post on our web site</i>	\$175	\$500	\$5000
728w x 90h pixels <i>Appears at the foot of every post on our web site (before the next ads, social-media-share buttons etc)</i>	\$150	\$400	\$4000
350w x 175h pixels <i>Appears at the foot of every story on our web site (after the above 728x90 ad, but before social-media-share buttons etc)</i>	\$75	\$200	\$2000
728w x 90h pixels <i>Appears at the very bottom of every post on our web site</i>	\$30	\$100	\$1000
<i>Other sizes and positions by negotiation. Prices include GST and hyperlinking. Art and hyperlinks can be changed as often as desired.</i>			

NEWSLETTER ADVERTISING					
Ad Size	1 entry	6 entries	13 entries	26 entries	52 entries
600w x 150h pixels height can be doubled (doing same to price)	\$400	\$2000 (=1 free entry)	\$3600 (=4 free entries)	\$6800 (=9 free entries)	\$12,000 (=22 free entries)
Pay in full in advance —>		\$1900	\$3000	\$5500	\$10,000
<i>All prices include GST and hyperlinking. Art and hyperlink can be changed as often as desired.</i>					

WEB SITE ART

SIZE: 728w x 90h pixels
3 placement options (see price list)

SIZE: 350w x 175h pixels
Appears at the foot of every story on our web site

SIZE:
300 x 300 pixels

Appears in the right sidebar on every post plus the homepage on our web site

All web site and newsletter adds can be doubled, trippled etc in height (but not width) – applying the same increase to the price (i.e. double height = double price)

NEWSLETTER ART

SIZE: 600w x 150h pixels

Included in our Sunday newsletters, emailed to all subscribers – ‘news’ every second Sunday, ‘people’ every other Sunday

ADVERTISING DEADLINES

Web-site advertising has no deadlines – can start within hours of art delivery.
Newsletters are sent every Sunday. Art can be delivered up to CoB on the Friday before intended publication.

MEDIA KIT – RATE CARD

ENQUIRIES

Brian Hartigan – advertising@militarycontact.com

Invoices are sent upon booking, for payment in advance (by negotiation). Full **Terms and Conditions** on [our web site](#)