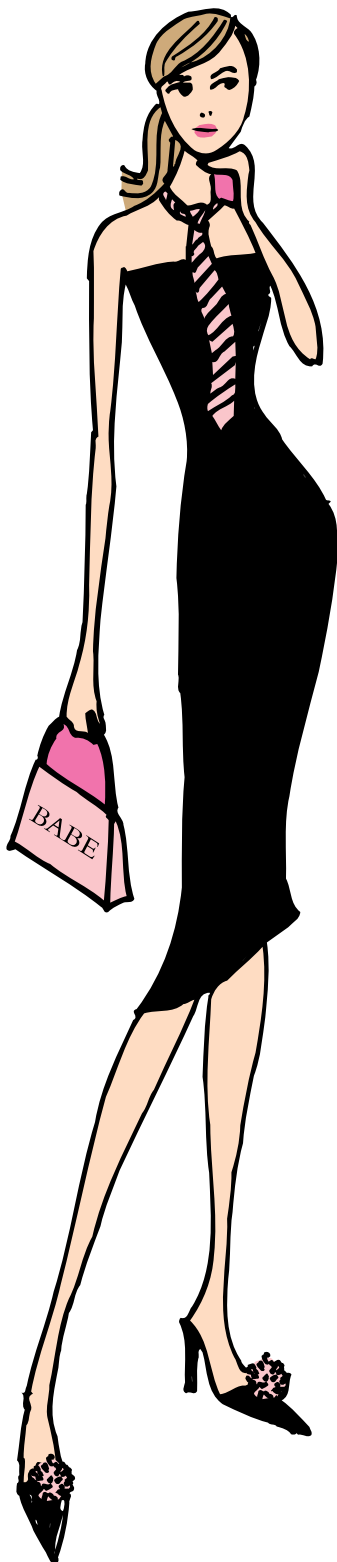


# **CAMPAIGN STRATEGIES & PACKAGES 2009**

# WHY BUILD YOUR BRAND, PRODUCT OR SERVICE WITH BABES IN BUSINESS?



Babes in Business is more than a networking organisation. It's a movement, a mindset and a mantra. Babes in Business is about supporting women in business, celebrating women's achievements both personally and professionally and connecting these fabulous women through events, information, learning and sharing common interests.

The Babes in Business brand resonates with our audience and is associated with quality and innovation. We're sophisticated, smart and savvy. This is what keeps our Babes coming back to do business with us.

## Who is a Babe?

A Babe is a woman who stands out from the crowd. She has a love of life and a desire to make a difference. She loves being a woman and relishes her femininity while believing in herself and her ability to be the best she possibly can be in her professional pursuits and all other aspects of her life.

Babes in Business are successful, sophisticated, informed, motivated and astute women. They are business owners, entrepreneurs and hold senior roles in a range of professions.

## Babe snapshot...

### AGE

Babes range in age from 18 – 50+.

75.8% of members are aged between 25-40 years of age.

### OCCUPATION

Babes can be found in almost all sectors of business.

9.5% own their own business.

31% work in professional service firms (i.e law, accounting, property, architecture etc)

34% work in marketing, public relations and media

8% work in fashion and beauty

17.5% other

### POSITION

Babes hold a range of senior roles within their organisations.

2% hold the position of CEO

18.6% hold the position of Director/Managing Director

33.5% hold the position of State Manager/Senior Manager/Manager

### TERTIARY QUALIFICATIONS

Babes are committed to learning and self improvement.

68.2% hold at least one tertiary qualification

15% hold 2 or more tertiary qualifications

5.1% hold Masters

2.5% hold MBAs

### LOCATION

Babes predominantly live, work and play in inner city hotspots.

76% list the inner city as their preferred contact address

OUR PHILOSOPHY TO **CONNECT WOMEN** ACROSS INDUSTRIES AND PROVIDE FORUMS WHERE **WOMEN** ARE ENCOURAGED TO **ACHIEVE THEIR BEST** IN BUSINESS, AND OUTSIDE THE OFFICE, IS SHARED BY BABES IN BUSINESS AND OUR CORPORATE PARTNERS ALIKE. WITH A **NETWORK** OF 1,500 AND GROWING, THE **BENEFITS** FOR BUSINESSES AND ORGANISATIONS TO ALIGN THEMSELVES WITH THE **BABES IN BUSINESS BRAND** AND MEMBERSHIP ARE MANY.

THE INFLUENCE, **PURCHASING POWER**, THOUGHT LEADERSHIP AND ENERGY OF THIS NETWORK OF LEADING WOMEN IS **SIGNIFICANT**. THROUGH WELL PLANNED STRATEGIES **WE WORK WITH** OUR PARTNERS TO **HARNESS** AND **MAXIMISE** THE ENERGY OF THIS GROUP OF **FEMALE POWERBROKERS**.

BENEFITS INCLUDE A TAILORED, VALUE ADDED PACKAGE WHICH OFFERS **HIGH PROFILE**, FRONT OF MIND **EXPOSURE** AND **ACCESS** TO THE BABES IN BUSINESS AUDIENCE AND ALIGNMENT WITH OUR BRAND.

WE ARE COMMITTED TO DEVELOPING A TAILORED PACKAGE FOR YOU SO THAT WE CAN **BEST ACHIEVE** YOUR **DESIRED OUTCOMES**.

# OPPORTUNITIES...

ONLINE MARKETING HAS NOW BECOME THE MOST COST EFFICIENT AND EFFECTIVE FORM OF ADVERTISING AVAILABLE.

OUR BABES IN BUSINESS MEMBERSHIP IS SUPPORTED AND ANCHORED BY OUR WEBSITE WHICH IS AVAILABLE FOR NOT ONLY OUR MEMBERS, BUT FOR ALL TO VIEW AND ENJOY. WHAT BETTER PLACE TO ADVERTISE YOUR PRODUCTS AND SERVICES TO A TARGETED MARKET OF WOMEN.

## Advertising (Campaigns & Brand Building)

The Babes in Business web site ([www.babesinbusiness.com](http://www.babesinbusiness.com)) is the anchor point for the Babes community, both members and friends, which includes a monthly online magazine and information on Babes in Business events and activities.

Promoted regularly to our ever-growing database of subscribers, the Babes in Business web site attracts on average 3,000 visitors per calendar month drawn from the premium Babes demographic.

We have a range of online advertising solutions to suit your organisation, each representing direct access to the purchasing power of the Babes in Business community.

**Please note: along with the many benefits and opportunities of Babes in Business membership, our members receive a saving of 15% on our online campaign packages.**

## Premium in-content ad

\$220 (incl GST)

\$187 (incl GST) for Babes in Business members

- Promote your product, service, special offer or other campaign strategy.
- Advertisement can link to any web site of your choosing.
- 10,000 impressions (views) of **300x250 pixel square full colour advertisement** across the duration of campaign. Premium in-content and side panel placement delivering concentrated exposure each time the advertisement is viewed.

### Specifications

Dimensions: 300(w) x 250(h) pixels

Format: GIF/JPG only **OR**

Flash with backup GIF/JPG

File size: Flash 30k

GIF/JPG 20k

Duration: 15 seconds



## Advertorial (including content clip)

**\$330 (incl GST)**

**\$280 (incl GST) for Babes in Business members**

- Promote your product, service, special offer or other campaign strategy.
- Advertorial is allocated a dedicated page on the Babes in Business site and can link to any web site of your choosing.
- Content clip includes end of column and side panel placement throughout site pages delivering concentrated exposure each time the content clip is viewed, and leading directly to further detailed information of advertorial
- Campaign runs for 2 editions of site (2 months)

### Specifications

Advertorial: Please supply text in Word doc with minimal formatting and images separately

Images: GIF/JPG only

File size: GIF/JPG 20k

Content clip: Please supply text in Word doc

Text: Heading - 25 characters

Body - 80 characters (inc. spaces)

Format: Text only



## Direct Marketing

**\$220 (incl GST)**

**\$187 (incl GST) for Babes in Business members**

- Promote your product, service, special offer or other campaign strategy.
- Your promotion is sent via email directly to the inboxes of the Babes in Business database
- Your campaign is included with Babes in Business announcements, news and updates so enjoys strong alignment with the Babes in Business brand
- Can either be advertisement style or advertorial style (text and graphics) to fit **580x200** pixel area



## Directors' Cut

**Submit your product or service for review! Examples of products or services could include**

- beauty and hair salon treatments
- beauty products
- fashion products and/or services
- health and well being products and/or services
- books, cds and movies
- restaurants, bars and hotels

**To submit your product or service for review (Australia & International).**

1. Email press release, product or service information, image, stockists and RRP to:  
jane@babesinbusiness.com.au  
Subject heading to include 'Review' and Product Name. Images preferred in jpeg or gif web resolution format.
2. Products and services will be included for review at Babes in Business discretion
3. Only products submitted or available for trial will be featured.

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## Competitions and prizedraws

**We run monthly prizedraws on the site! Expose your product or service to competition entrants.**

**To submit your product or service for a prizedraw**

1. Email press release, product or service information, image, stockists and RRP to:  
jane@babesinbusiness.com.au  
Subject heading to include 'WIN Prize' and Product Name. Images preferred in jpeg or gif web resolution format.
2. Products and services will be included for prize opportunities at Babes in Business discretion
3. Products or services should be valued at \$250+

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## 12 Week Better Babe Challenge Series

**Do you have a challenge you'd like to feature on the Babes in Business site? If so we'd love to hear your idea! Simply tell us about your business and the challenge you'd like to feature. The 12 Week Better Babe Challenge is promoted to the members as a competition with calls for entries.**

**The winning member will feature in the challenge and provide a diary of their journey as they work with you to achieve the outlined challenge!**

**To submit your product or service for a 12 Week Better Babe Challenge**

1. Email your outline/idea for the challenge with product or service information and RRP to:  
jane@babesinbusiness.com.au  
Subject heading to include '12 Week Challenge'
2. Products and services will be included for prize opportunities at Babes in Business discretion

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## For more information...

**For more information on any of our campaign packages and strategies, please contact**

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www.babesinbusiness.com