

donna hay magazine online opportunities

hello from donna

I am very excited to introduce our newly refreshed website – www.donnahay.com

This new and improved site has fantastic recipes, seasonal menus and our signature styling ideas and tips. There's also an extensive online shopping component along with content from the magazine and books.

The site will be a window into the donna hay world. It's a place where the many loyal donna hay fans and newcomers can go to find and share recipes, purchase from the online general store and read about the latest news from donna hay HQ.

We have developed a unique sponsorship opportunity offering what we believe will achieve real cut-through to a captive audience. Enjoy!



Donna

exclusive sponsorship opportunity

Donnahay.com embodies all elements of donna hay; the magazine, books, recipes, seasonal menus, style ideas, food range, homewares, retail store and online shopping.

The site also has the unique style elements of the donna hay brand and features over 600 recipes for all occasions, styling tips and a virtual presence of Donna's flagship general store.

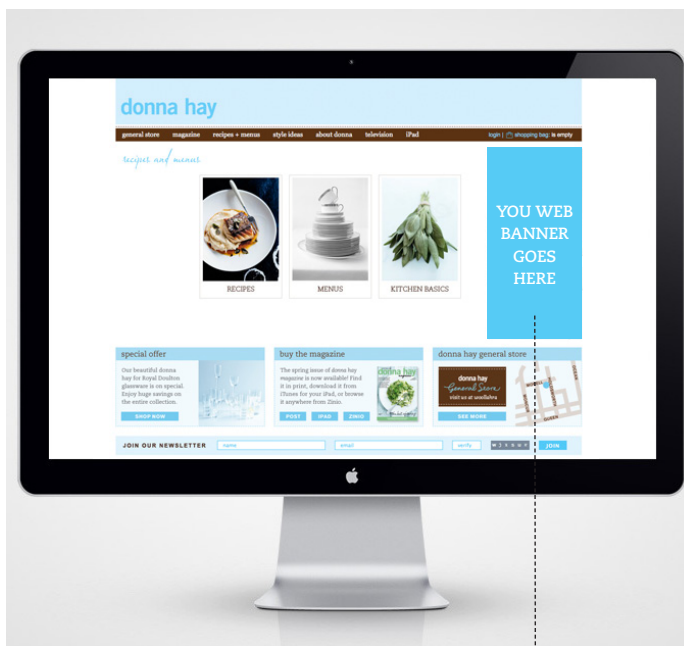


all the details...

- + Target & reach active shoppers
- + Share dhm recipes with friends
- + Interact with donna hay's loyal community

donnahay.com visitors are

- + 97% female
- + 57% aged 25–39
- + 52% work full-time
- + 77% main food prepared in the household
- + 51% spend between \$100–\$199 per week on groceries
- + spend between 5–15 hours per week on the internet mainly banking, mail, news and shopping



client creative

monthly advertising options

- + **Standard banner ad**
\$8,000 + gst
- + **Banner plus competition**
\$12,000 + gst
- + **Banner plus video**
\$12,000 + gst
- + **Banner plus competition plus video**
\$15,000 + gst
- + **Banner plus DPS in *donna hay* magazine**
\$28,986
- + **Online newsletter**
\$5,000

Visits: 374K+ visits (over 50% unique) **Average duration spent on site:** 3 minutes+*

Pages on average viewed: 8 **Online newsletter receivers:** 64K+

*donnahay.com (Sep–Oct 2012)

Specifications – File formats include JPG, GIF and SWF

Combined banner: 200px wide x 408px high – Max file size is 50kb for JPG and GIF, 100kb for SWF

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