

ADVERTISING & MEDIA KIT

www.newchapter.com.au



Anne
Johnson

I'm an Australian blogger with a growing audience and presence across multiple social media platforms. I have worked in small and large children's ministries as children's pastor, director, coordinator, leader and volunteer.

Before becoming a blogger and family ministry writer, I worked full-time in children's ministry. On top of being a mother and grandmother, I am a qualified, registered teacher & tutor with a Cert. IV in Training & Assessment.

About New Chapter

In 2011, I founded my ministry blog, New Chapter, and since then have continued to develop and grow my readership.

New Chapter is an outlet for sharing ministry ideas, programs, resources, tips, tutorials, inspiration with a large dose of family fun. Most of my articles, reviews and ideas come straight from personal experience.

With a teaching background and years of involvement in hands-on ministry, New Chapter is not filled with vague theories- it's overflowing with understanding and experience. I regularly post book, curriculum and/or product reviews.

My readers are your consumers.

My demographic is largely female and predominantly between the ages of 24 and 44.



36,200

Monthly
Web
views

4,900

Monthly
Unique
Visitors

7.3

Pages/
visit

91



55



55



44



272



256



256



Ad Prices & Services

Thanks for your interest in New Chapter. I can't wait to partner with you.

I offer a number of services: sidebar ads, sponsored posts, reviews, social media promotions, giveaways, project sponsorship, brand ambassadorship.

- Sponsorship begins on the first of the month. Ads are placed in a prominent position in the sidebar, and throughout the website.
- Sponsors are billed via invoice. Payment of invoice will indicate a continuation of the sponsorship period; non-payment will indicate an end to the sponsorship period. Payment must be made 5 days before the sponsored month begins. Sponsorship is non-refundable and no guarantees can be made regarding the success of the placed ads.
- Ad and corresponding link must be provided within 3 days of start date in JPG format.
- New sponsors are introduced within a 1st of the month *Meet the Sponsors* post in addition to the sidebar ad which will remain throughout the sponsorship period.

Size	125x125 pixels	250x125
Rate	\$10/month	\$20/month static \$15/month rotating

Rotating ads have a maximum of 6 ads per widget and are displayed in a random order for each page view so all sponsors get top billing equally.

Want New Chapter to review your product?

.... love to!

Reviews will always have honest feedback. A product is required in order for a review to be produced. No product will be returned to the sender. Sending a product for review also gives you the option to host a giveaway at no charge. Cost of a review of your product? **\$40** .. Includes blog post and promoting your product on social media platforms.

Contact

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Facebook:

www.facebook.com/pages/New-Chapter-Ministries