



MEDIA KIT 2021

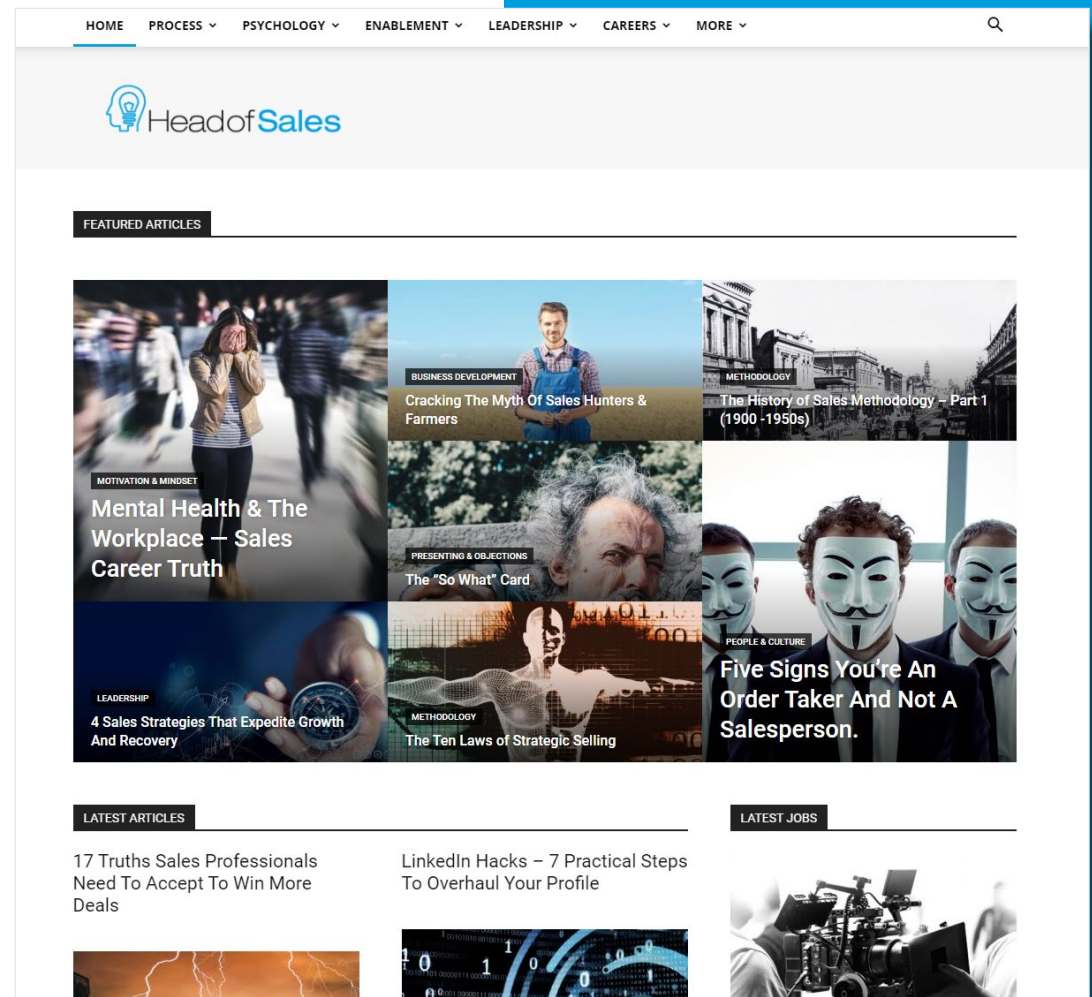
headofsales.com.au



Australia's #1 B2B magazine for sales professionals

headofsales.com.au (HOS) is Australia's leading industry publication for news, opinion and advice on sales psychology, sales methodology, sales process, sales enablement and sales leadership.

Over 19,033 sales professionals (as of June 2021) receive the Head Of Sales newsletter to their inbox and in addition, 15,000 professionals from the sales community visit the website each month.



Demographics > seniority

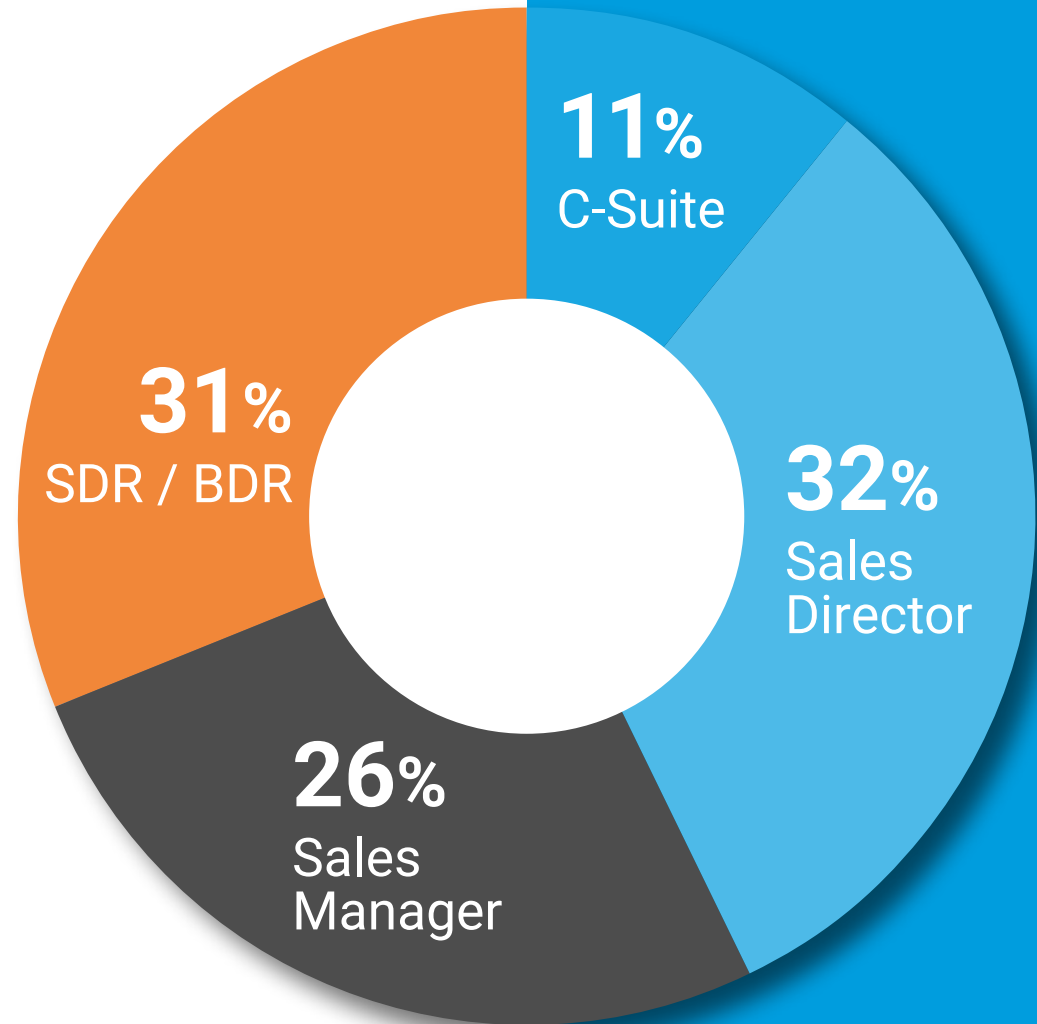
Total Subscribers

19,033

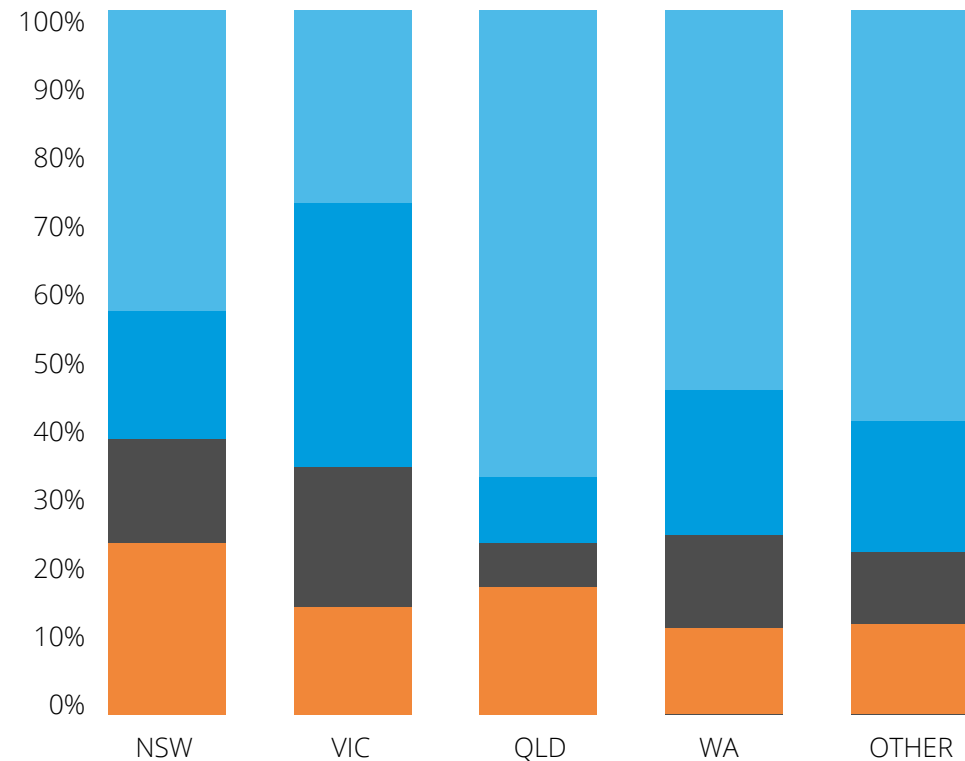
(June 2021)

Annual Income

\$139,000



Demographics > state and company size by number of employees



Content & audience Focus



AUDIENCE

Chief Sales Officers (CSO), Sales Directors, Sales Managers, Inside Sales, Sales Development Representatives (SDR), Business Development Representatives (BDR), Account & Relationship Managers, Sponsorship & Partnership Managers, Business Owners and Start-Ups.

CONTENT

LEADERSHIP PSYCHOLOGY

(Buyer Behaviour, Communication, Emotional Intelligence, Motivation and Mindset)

PROCESS & METHODOLOGY

(Business Development, Methodology, Negotiation & Closing, Presenting & Objections, Prospecting & Leads)

SALES ENABLEMENT & OPERATIONS

(Attraction & Retention, Coaching & Training, People & Culture, Sales Management)

CAREERS

(Jobs, Leadership Q&A, Recruitment)

INNOVATION & TECHNOLOGY

(Tech Powered Sales, Social Selling, AI & Automation, Social/Network Intelligence, Data & Analytics)

3 keys for success > >

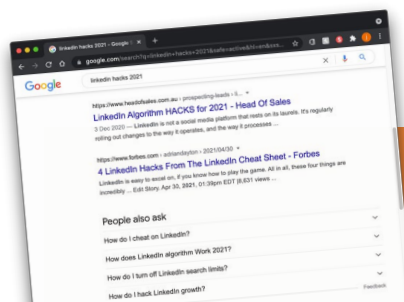


COMMUNITY

HOS is Australia only independent online platform focused purely on the sales profession. HOS' primary purpose is to build an independent community for sales profession to access relevant news, opinions and advise to help them achieve greater results.

ENGAGEMENT

Returning browsers read more than 3 pages per visit. Desktop users account for 60% of all devices. Traffic sources - direct/email (40%), search engines (35%) and social media (20%).



PLATFORM & UX

- Modern design and navigation
- Interactive menus with live previews
- SEO score of 92 (Forbes.com is 79)*

* Source <https://seositecheckup.com/>

HOS ranks #1 globally and on page 1 for relevant keywords. For example, search "LinkedIn Hacks 2021" – HOS ranks #1 globally above established brands like forbes.com.

Email newsletter advertising

The email edition reaches subscribers on a fortnightly basis and includes 4-8 pieces of editorial content depending upon the number of advertisements there are to include. Each edition allows up to three (3) static banner adverts.

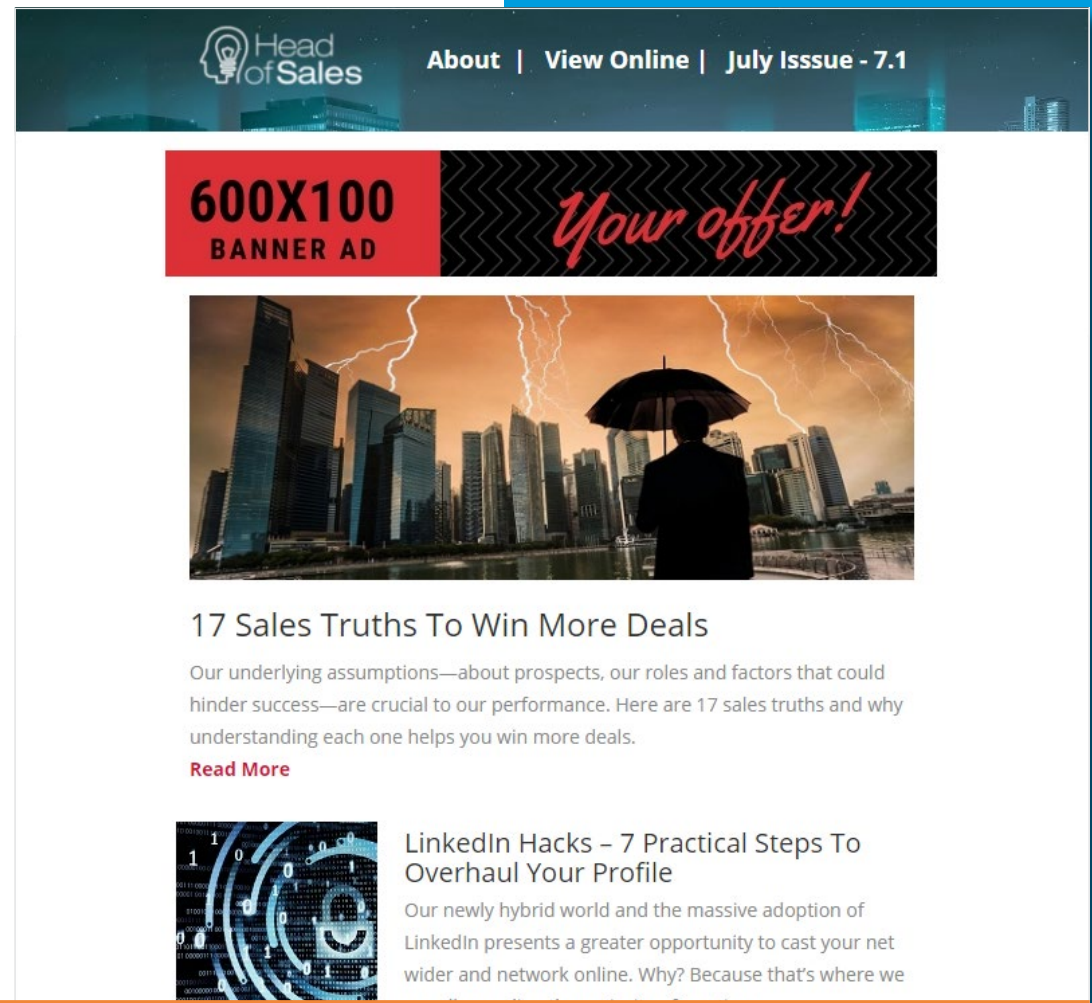
EMAIL NEWSLETTER

Frequency	Fortnightly
Subscribers*	19,033
Open rate*	45%

*Average for May and June 2021

BANNER ADVERTISING (600x100)

Masthead Banner	\$1,500 + GST
Centre Banner	\$1,100 + GST
Footer Banner	\$700 + GST



The screenshot shows the top of an email newsletter. At the top is a dark blue header with the 'Head of Sales' logo on the left and navigation links 'About | View Online | July Issue - 7.1' on the right. Below the header is a large red banner with the text '600X100 BANNER AD' on the left and 'Your offer!' in a stylized red font on the right. Underneath the banner is a large image of a city skyline at night with a person holding an umbrella in the foreground. Below the image is the title '17 Sales Truths To Win More Deals' followed by a short paragraph and a 'Read More' link. At the bottom, there is a small graphic of a clock face with binary code and the title 'LinkedIn Hacks – 7 Practical Steps To Overhaul Your Profile' followed by another short paragraph.

Website advertising > 100% share of voice

Advertisers who require a large volume of views can take a 100% share of voice in which their banner adverts appear on all pages across the website.

Advertiser with multiple products or solutions, can supply and rotate different adverts simultaneously. When the page is refreshed or when a browser reads another article, the next banner is displayed. We accept up to 3 advertisements at any time.

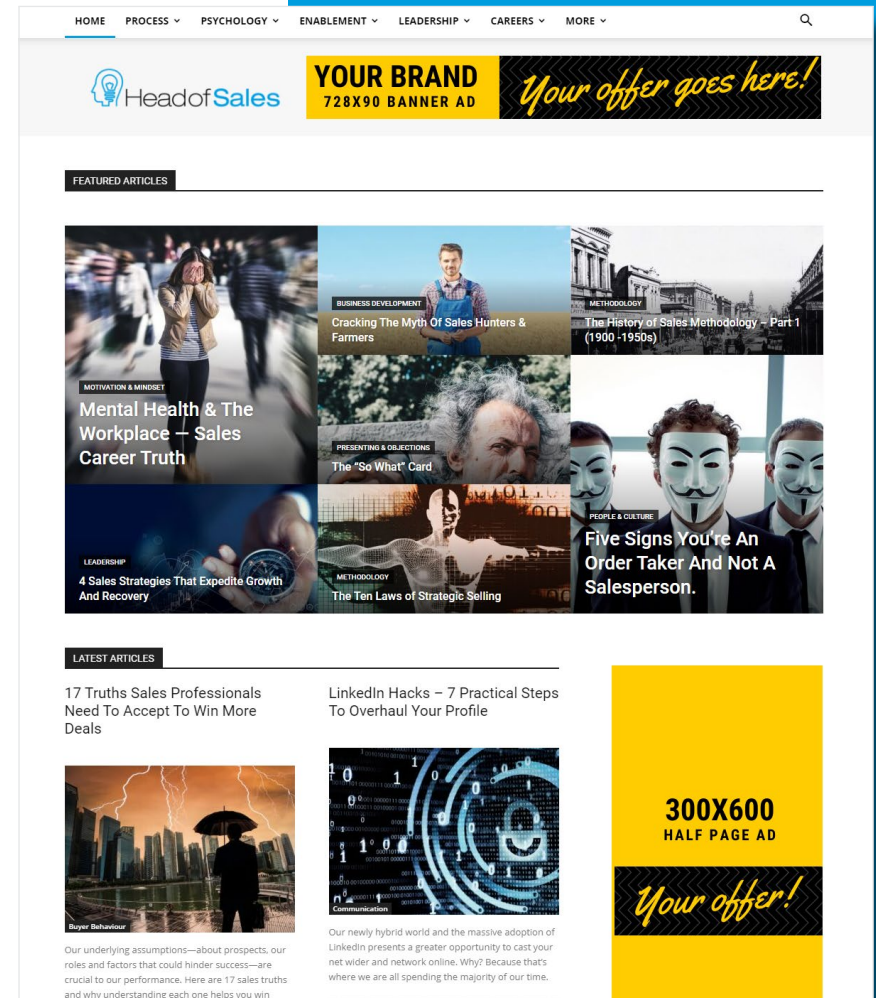
TRAFFIC

Total visits*	13,000
Page views*	29,000

*Average for May and June 2021

SIZES & RATES (per week, + GST)

Leaderboard (728x90)	\$1,600
Half Page (600x250)	\$1,800
Medium Rectangle (300x250)	\$1,400



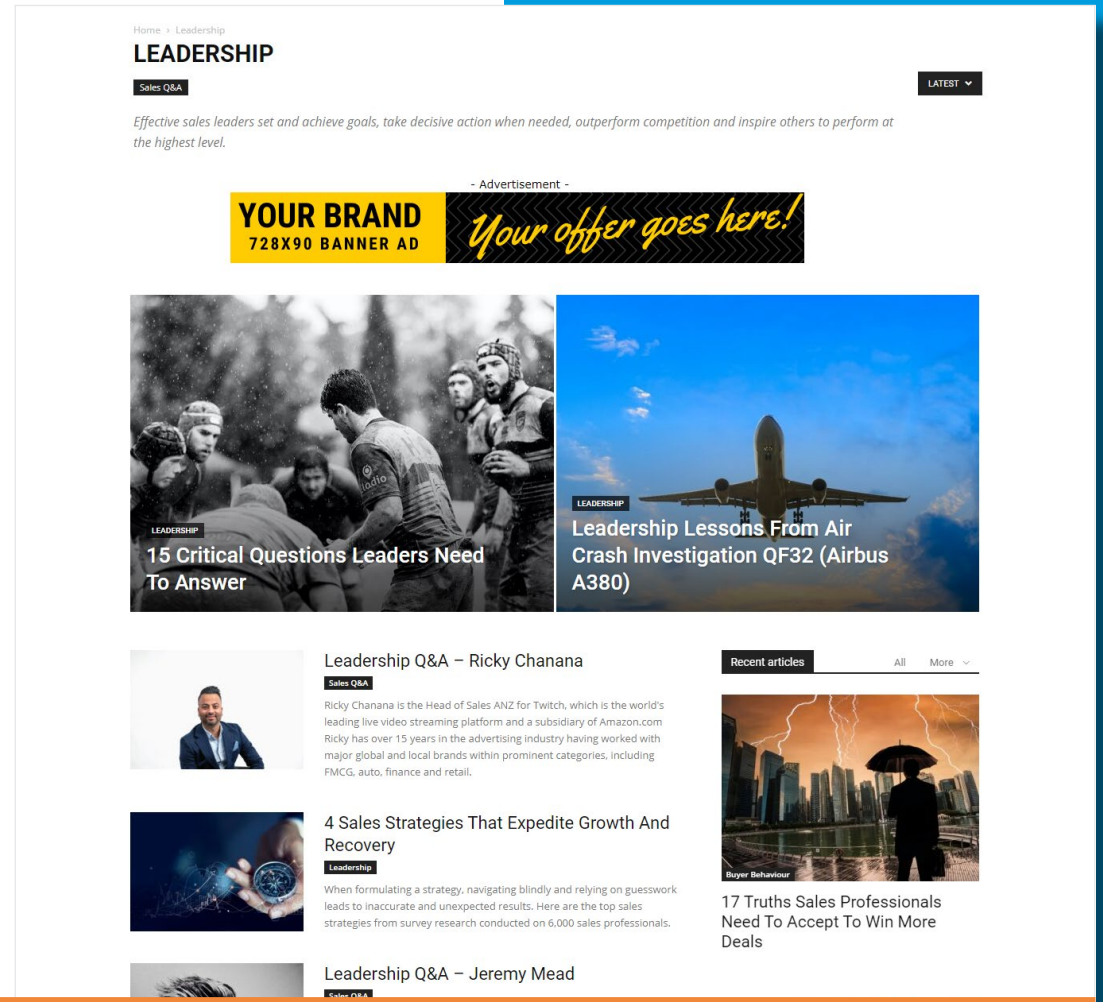
Website advertising > landing pages

Advertisers who have a highly targeted product or service can select sections of the website. Animated advertisements (728x90) are positioned on the landing page and the advertising rates are based the overall popularity of that section

Advertisers can supply and rotate up to 3 different adverts simultaneously.

DESIGNATE POSITIONS (per month, + GST)

Home page	\$1,200
Careers landing page	\$1,000
Leadership landing page	\$900
Other landing pages	\$500



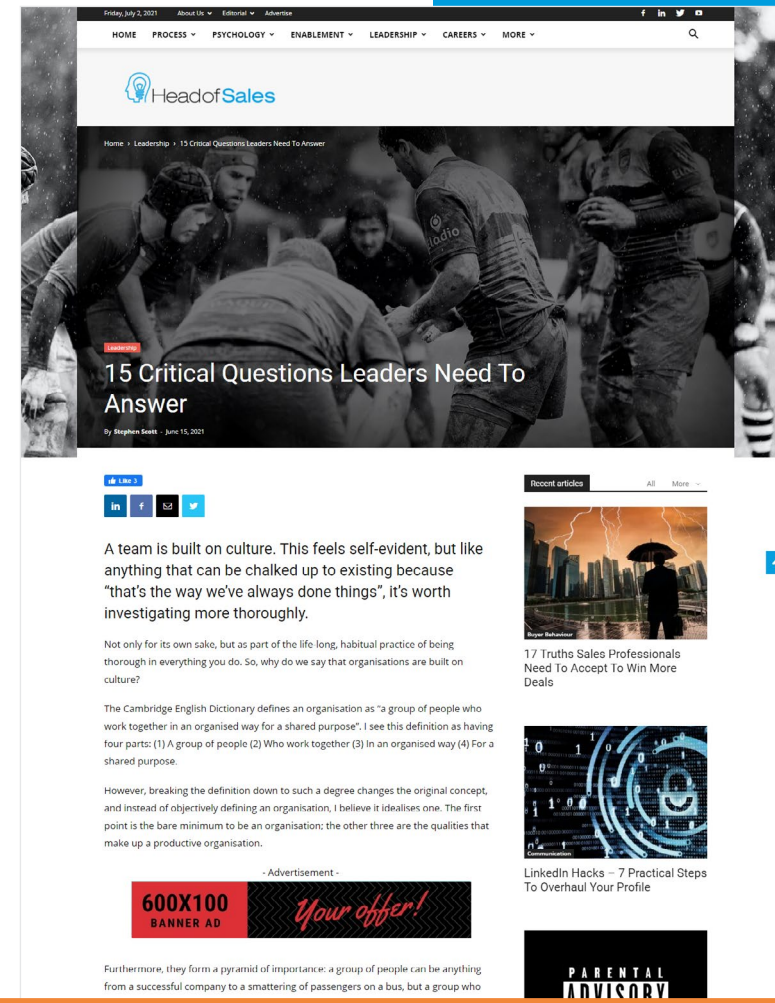
The screenshot displays the 'LEADERSHIP' section of the website. At the top, there's a navigation bar with 'Home > Leadership' and a 'Sales Q&A' button. A 'LATEST' dropdown menu is also visible. Below the header, a banner ad for 'YOUR BRAND' (728x90) is shown with the text 'Your offer goes here!'. The main content area features two large articles: '15 Critical Questions Leaders Need To Answer' (with a photo of a group of people) and 'Leadership Lessons From Air Crash Investigation QF32 (Airbus A380)' (with a photo of an airplane). Below these, there are three smaller articles: 'Leadership Q&A – Ricky Chanana' (with a photo of Ricky Chanana), '4 Sales Strategies That Expedite Growth And Recovery' (with a photo of a hand holding a globe), and 'Leadership Q&A – Jeremy Mead' (with a photo of Jeremy Mead). On the right side, there's a 'Recent articles' section with a photo of a person holding an umbrella and the title '17 Truths Sales Professionals Need To Accept To Win More Deals'.

Website advertising > contextual banners

Advertisers who have a highly targeted product can choose topics of relevance and segment editorial content. Animated adverts (600x100) are positioned within the first three paragraphs within every article for that category.

Advertising rates are formulated based the popularity and total number of articles of a category. Advertisers can supply and rotate up to 3 different adverts simultaneously.

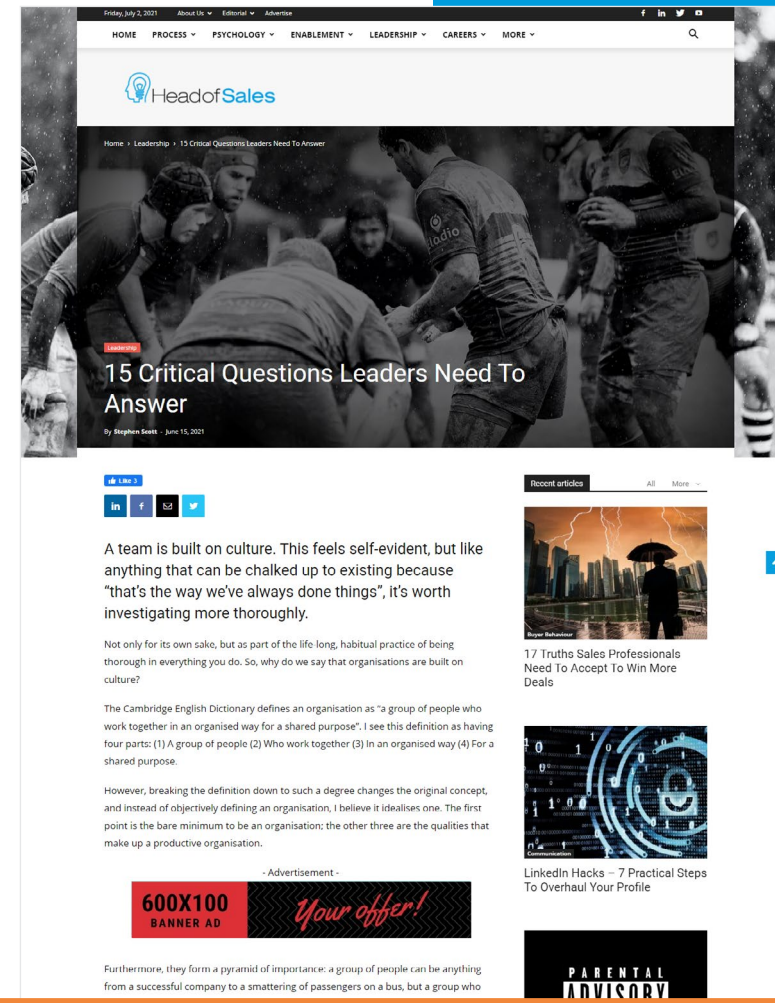
Categories are priced at \$750 (plus GST) per month for Tier 1 and \$500 (plus GST) for Tier 2.



Website advertising > contextual banners

CONTENT CATEGORIES (rates per month)

Leadership	Tier 1
Process & Method	
Business Development	Tier 1
Methodology	Tier 2
Negotiation & closing	Tier 1
Presenting & objections	Tier 1
Prospecting & leads	Tier 2
Psychology	
Buyer Behaviour	Tier 1
Communication	Tier 1
Emotional Intelligence	Tier 2
Motivation & mindset	Tier 1
Enablement & Operations	
Attraction & Retention	Tier 2
Coaching & Training	Tier 2
People & Culture	Tier 1
Sales Management	Tier 2



Sponsored content

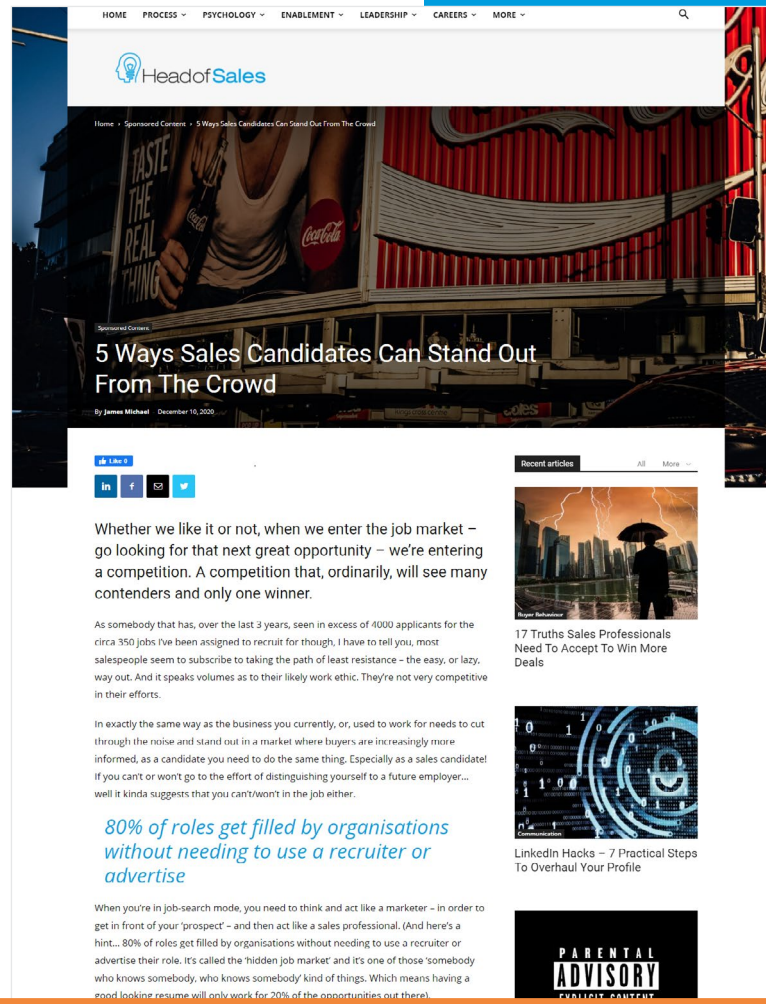
Sponsored content is an intuitive way to educate prospective customers and it is ideal for lead generation and data capture. Advertisers can promote product launches, seminars, events, courses, white paper downloads and market research projects.

SPONSORED CONTENT PLACEMENTS INCLUDE:

- Positioning on home page
- Positioning on related landing pages
- Inclusion on email newsletter edition
- A dedicated profile page with company links
- Publishing on website for 3, 6 or 12 months

RATES (+ GST)

- | | |
|----------------------|---------|
| • Three (3) months | \$750 |
| • Six (6) months | \$950 |
| • Twelve (12) months | \$1,050 |



Get in touch > > > >

TO SPEAK WITH THE TEAM

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