

AUSTRALASIAN  
**Waste &  
Recycling Expo**



**BESPOKE  
DIGITAL  
OPPORTUNITIES**



# MORE

# THAN

## Digital Opportunities

# AN

# EVENT

AWRE produces a host of year-round communications through digital channels, facilitating industry connections 365 days a year.

### WHAT?

AWRE is the most respected platform where industry professionals come together to join forces for a world of solutions towards a cleaner, more sustainable future. Beyond a yearly event, AWRE's digital opportunities are a platform for advertisers to create new conversations with a dedicated audience of 10,000+ waste professionals.

### WHY?

As the industry and broader population faces increased screen time, AWRE remains a digital nexus for brands to promote the latest sustainable solutions to collect, process and recycle waste more smartly. Our digital content reflects the industry trends, innovations and technological advances that demonstrate how the Australian waste industry remains at the forefront of sustainability.

### WHO?

Waste professionals consume AWRE's content to source connections, create networking opportunities or product updates. Editorial contributions, freelance writers and exhibiting/ sponsoring brands.

# Our Audience

Over the past decade, AWRE has built a qualified audience of key decision-makers from across the Asia Pacific region. AWRE connects this audience to new markets via communications channels including the Unearthed newsletter, website and new customised digital opportunities.

From sustainability and environmental managers to government, waste officers and manufacturers, AWRE is where the waste community converges.

6,500<sup>+</sup>

UNEARTHED  
SUBSCRIBERS

(including national & international)

143,000<sup>+</sup>

WEBSITE VIEWS  
PER YEAR

40,000<sup>+</sup>

WEB USERS PER YEAR

56,000<sup>+</sup>

WEB SESSIONS PER YEAR

## PRODUCT INTERESTS

- Waste & Environmental Management
- Alternative Waste Technologies
- Food & Organics
- eWaste
- Food Packaging
- Machinery & Equipment
- Bins
- Vehicles
- Software & Technology

Our Audience spans the following sectors:



Recycling



Manufacturing



Waste  
Collection



Environmental  
/ Sustainability  
Services



Government  
(Federal, Local, State)



Waste  
Processing



Building  
& Construction



Education  
& Training



eWaste



Food &  
Organics

# Website Opportunities

## BANNER ADVERTISING

AWRE's digital platforms offer year-round engagement. Our website alone receives over 143,000 views each year.

Cut through the noise - take advantage of this premium exposure to your target market while they are online more than ever before.

### Premium Leaderboard

For premium exposure, this leaderboard offers branding on the top visited pages of the AWRE website.

Your banner will appear as 1 of up to 3 banners prominently displayed on the home page as well as various inner pages.

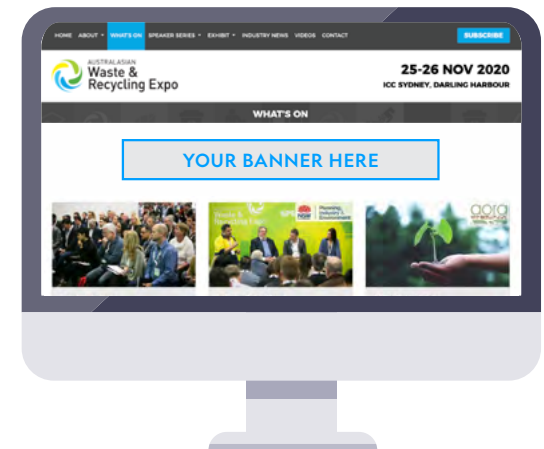
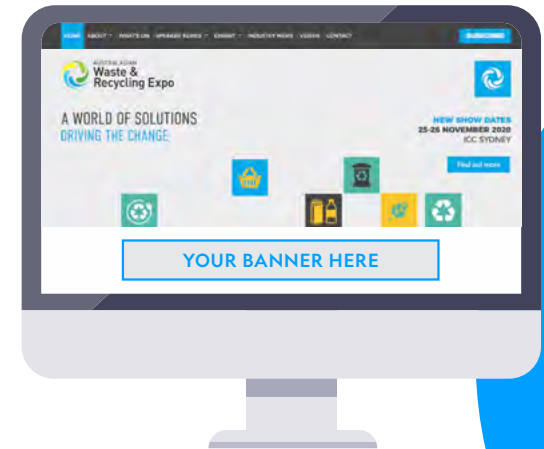
**\$1,000** + GST

### Standard Leaderboard

For prominent exposure, this leaderboard offers branding on the top visited pages of the AWRE website, with the exception of the home page.

Your banner will appear as 1 of up to 3 banners prominently displayed on various inner pages, including the Industry News section.

**\$750** + GST



*All content to be provided by client*

# Newsletter Opportunities

## BANNER ADVERTISING

'Unearthed' is AWRE's official monthly e-newsletter, presenting the latest industry news, unique editorial, partner and association announcements and industry product highlights.

Delivered directly to 6,500+ industry professionals around Australasia and beyond, it is a proven industry source of quality waste news.

**Average Email Open Rate** 27%

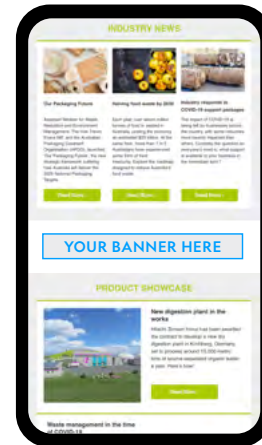
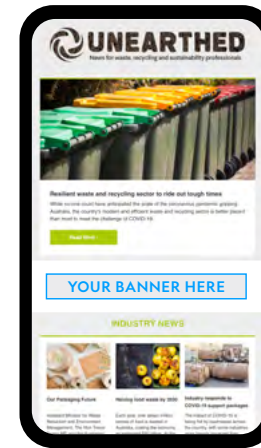
### Location

Australia: 73% US: 4% NZ: 3%  
 Rest of the World: 20%

### Premium Leaderboard

Your artwork will be the first leaderboard banner advertisement in one selected Unearthed monthly newsletter, linking to your provided URL.

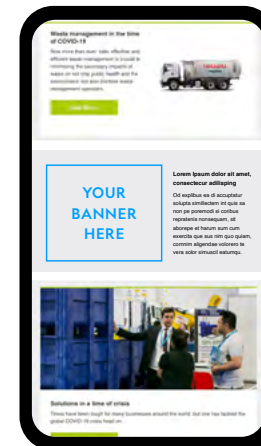
**\$550** + GST



### Standard Leaderboard

Your artwork will be the second leaderboard banner advertisement in one selected Unearthed monthly newsletter, linking to your provided URL.

**\$350** + GST



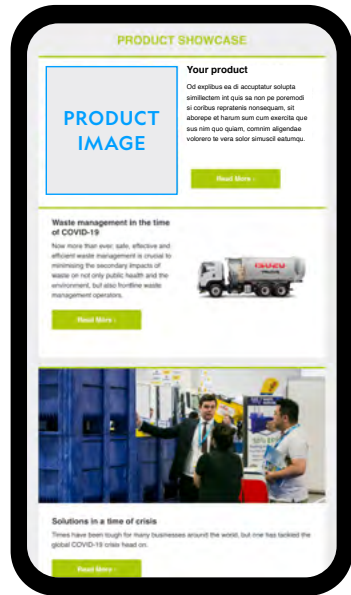
### MREC Advert

Your MREC banner advertisement in one selected Unearthed monthly newsletter, linking to your provided URL

**\$250** + GST

*All content to be provided by client*

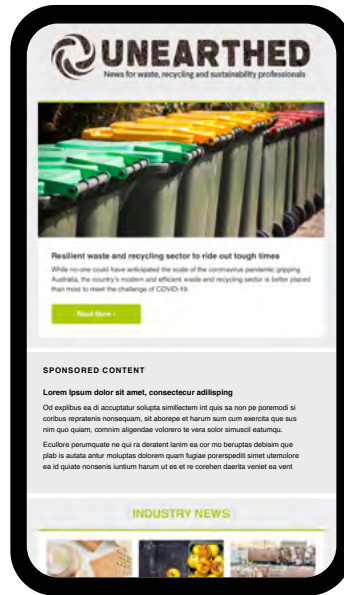
# CONTENT ADVERTISING



## Featured Product Highlight

Your product (new or existing) will feature as 1 of 3 products highlighted in a selected edition of Uneathed , linking to further detail hosted as Industry News on AWRE's website, including a URL of your choice.

**\$550** + GST  
 (limited per issue)

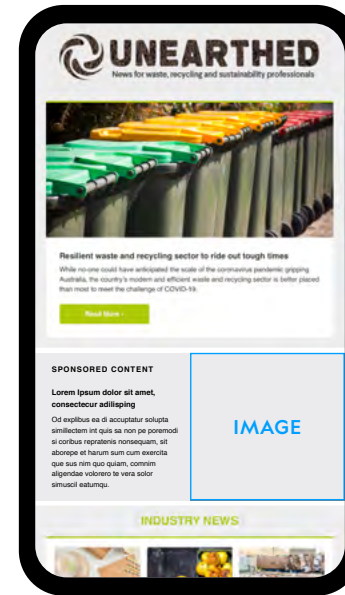


## Sponsored Article (Editorial or Advertorial) No image in newsletter

Your content piece will be featured as a sponsored article in one selected edition of Uneathed .

The newsletter will feature an article teaser, linking through to the full content hosted as Industry News on AWRE's website, including a URL of your choice.

**\$700** + GST  
 (limited per issue)



## Sponsored Article (Editorial or Advertorial) Inc. image in newsletter

Your content piece will be featured as a sponsored article in one selected edition of Uneathed .

The newsletter will feature an article teaser with an image of your choosing, linking to the full content hosted as Industry News on AWRE's website, including a URL of your choice.

**\$800** + GST  
 (limited per issue)

*All content to be provided by client*

# NEWSLETTER PACKAGES

Takeover Unearthed!!  
Catch your target audience's  
attention with multiple touchpoints.

Choose to run your banner and  
article/product highlight in  
the same newsletter edition,  
or separate them into different  
months for sustained branding.

Premium Leaderboard  
+ Sponsored Article

**\$1,150** + GST

Standard Leaderboard  
+ Sponsored Article

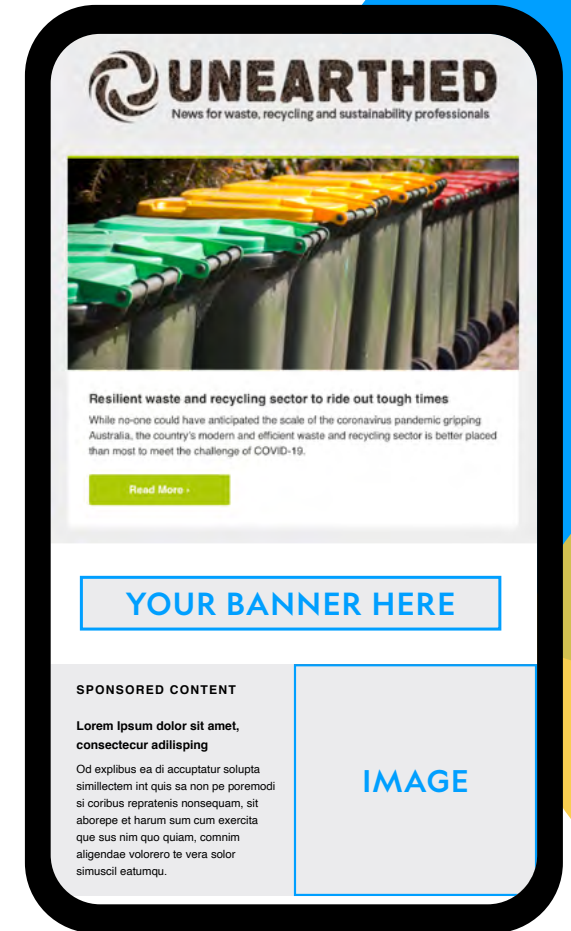
**\$980** + GST

Premium Leaderboard  
+ Featured Product Highlight

**\$935** + GST

Standard Leaderboard  
+ Featured Product Highlight

**\$765** + GST



*All content to be provided by client*

# Solus eDM

Solus emails are a great way to expand your marketing reach outside your own list and connect with our highly qualified, highly engaged waste and recycling audience.

Send your message without interruption to the AWRE reader database via a solus eDM blast, with your branding included.

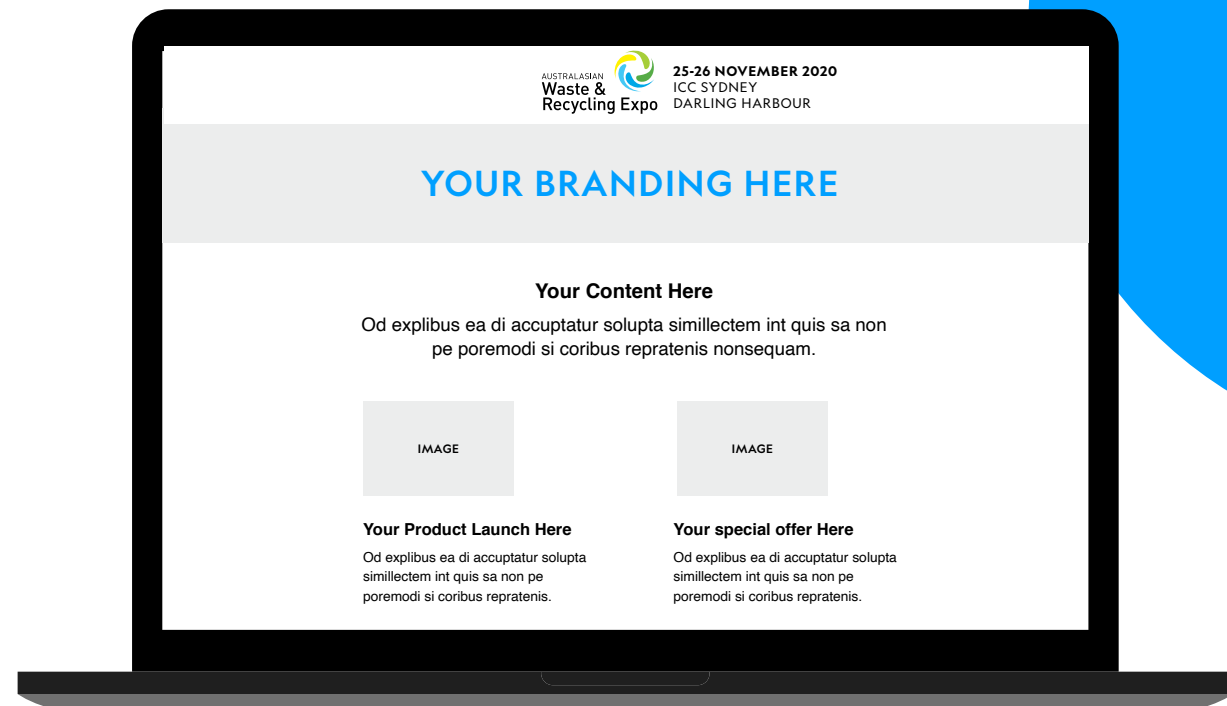
## BESPOKE AUDIENCES

This opportunity includes the option to segment and send to specific audiences based on your brand's needs, including specific product verticals, job titles or geographical locations.

### Suggested topics to promote via solus eDMs include:

- Product Launches
- Special Deals
- Content Pieces
- Topical Advertorial
- Promote your online event or training

**\$2,500** + GST





# Tailor a Package

Can't quite find what you are looking for?

Or would like to combine activity to give your brand maximum exposure?

Our team is available to walk you through the options that best fit your business objectives.

**GET IN TOUCH TODAY.**

**Tommy McDonald**

E: [tmcdonald@divcom.net.au](mailto:tmcdonald@divcom.net.au)

P: +61 3 9261 4514

**[AWRE.COM.AU](http://AWRE.COM.AU)**



AWRE is brought to you by Diversified Communications Australia, the brand powering several industry-leading media and event brands. ©Diversified Communications Australia. All rights reserved.

