

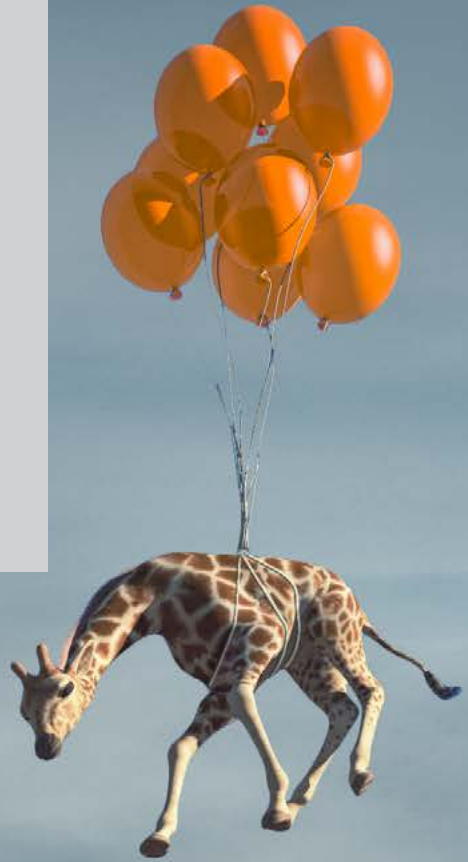


WILD HEALTH

2021 MEDIA KIT

Contents

- Webinars
- Newsletter
- Events
- Content Marketing
- Podcasts





WILD HEALTH WEBINARS

Engage **With Our Community**

With a data base of 15,000 fully engaged digital health professionals Wild Health is the perfect channel to communicate your message, solution, and brand to the industry

Why Wild Health?

Wild Health was launched in 2017 as a media organisation to drive and challenge the digital health agenda in Australia. Since then Wild Health has gone on to establish itself as the preeminent brand creating discussion, debate and challenging the status quo.

Best known for its annual conference series, Wild Health has access to the Healthcare Industry's elite executives. With a database of over 15,000 digital, IT CxO's and leading executives – Wild Health is your partner of choice in the **digital health sector**.

Webinars - Measurable Outcomes and a Clear ROI

Key benefits of the Wild Health webinar channel:

- Lead generation
- Thought Leadership
- Measurable ROI
- Engage and communicate with the people who matter
- Top level branding
- Creating market awareness

Wild Health Webinars provide a unique opportunity to showcase your product or services while making a personal connection with an engaged audience of motivated prospects.

Wild Health's experienced editorial and content team can collaborate with you to create relevant and compelling webinar content. Webinars are a fantastic way to educate the healthcare sector on your expertise, brand and solution – and of course a fantastic lead generation mechanism.

Wild Health – Your Digital Health Media Partner

Wild Health's direct access to the most senior executives, combined with its innovative provisioning of first-class content across its specialist events and digital assets, makes it the premiere partner of choice.

The team at Wild Health welcome the opportunity to discuss additional 'blue sky' initiatives that will see your organisation fulfill its marketing objectives.



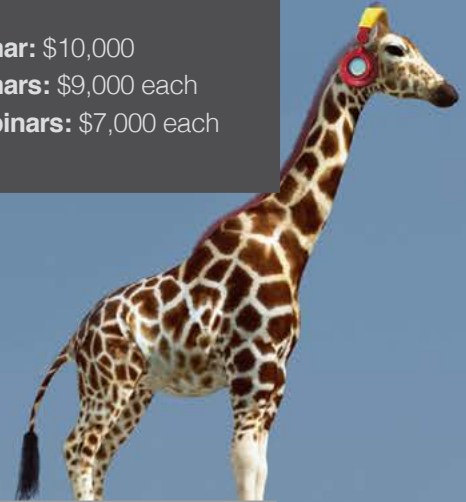
Webinar Packages

Complete Webinar Package

- 6-Week Newsletter Promotion
- 1 – Email Promoting the Event Directly to Your Target Audience
- Banner Advertisements Running on Wild Health Newsletter + Website
- 1 – Pre-Event Articles on Webinar Topic
- 1 – Post-Event Article
- Wild Health Will Provide Moderator for the Event
- All Technology and Event Management

Prices

- 1 Webinar:** \$10,000
- 2 Webinars:** \$9,000 each
- 3 + Webinars:** \$7,000 each



Promotion Only Package

- 3-Week Newsletter Promotion
- 2 – Promotional Emails Sent to Target Audience
- Banner Advertisements Running on Wild Health Newsletter
- 1 – Pre-Event Article
- Client provides all materials (HTML, Banners)

Price

- 1 Webinar:** \$3,900
- 2 Webinar:** \$3,500 each

Modified Promotion Only Package

- 2-Week Promotion Cycle
- 1 – Promotional Emails Sent to Target Audience
- Banner Advertisements Running on Wild Health Newsletter
- Client provides all materials (HTML, Banners)

Price

- 1 Webinar:** \$2,500

**all pricing is ex GST*



WILD HEALTH

IRREGULAR INSIGHTS NEWSLETTER

Frequency:

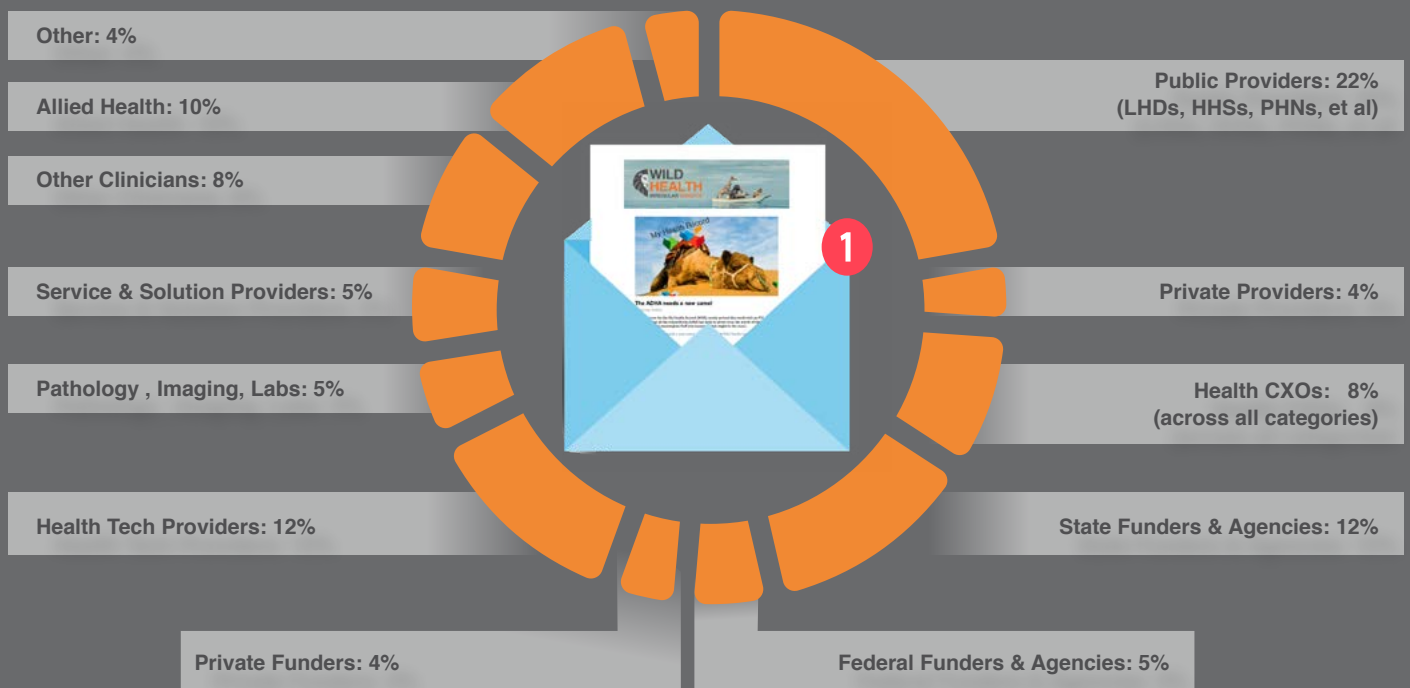
- Fortnightly on Thursdays

Circulation: **16,192**

Average Open Rate in 2020: **23.2%**
(and growing)



Demographics:



Irregular Insights **Newsletter**

Media Option	Rate	Distribution	Other
HTML Newsletter MREC 1	\$600	Full Distribution	Minimum 3 Editions
HTML Newsletter MREC 2	\$600	Full Distribution	Minimum 3 Editions
Website MREC	\$1000	n/a	per month
Native Content (supplied)	\$1800	Full Distribution	In line content position
Native Content (Produced)	\$1800	Full Distribution	Production POA
Podcast	\$3,500	Full Distribution	5 minutes Q&A format
Summit/Newsletter Content Package	POA	Full Distribution	In line content position

Specifications

Enews MREC – W300 x H250 pixels

Web MREC - W300 x H250 pixels

Max 3 frame GIF

One URL per MREC



**all pricing is ex GST*



WILD HEALTH EVENTS



Event Solutions that Work

- Have Dialogue with the Clients that Matter

Our content and editorial team have unprecedented access to healthcare's key executives and decision makers, collaborate with our content team to exclusively engage with the clients of your choice. Any event can be editorialised to further communicate your organisation as a thought leader in the healthcare industry.



Customised Roundtables - Engage with the Decision Makers

The fully inclusive cost includes IP, event management, participant acquisition, venue, AV, food and beverage, on site management, venue and client liaison. Pricing is dependent on PAX and scope of work. Typically 8-12 C level attendees. Your organisation moderates, we provide MC.



Customised Events - Tailored to Suit Your Audience and Message

The fully inclusive cost includes IP, event management, participant acquisition, venue, AV, food and beverage, on site management, venue and client liaison. Pricing is dependent on PAX and scope of work. The Wild Health Team collaborates on every aspect of the event and manages the process end to end.

Contacts

Content & Summit Program

Jeremy Knibbs
jeremy@medicalrepublic.com.au
0405 128 867

Production Editor & Program Producer

Talia Meyerowitz-Katz
talia@medicalrepublic.com.au

Sales, Sponsorship & Content Marketing

John Todd
john@wildhealth.net.au
0414 666 132

Client Services & Support (Summits & Roundtables)

Maureen Ryan
maureen@wildhealth.net.au