

# brilliant

ONLINE

## Brilliant tips for Advertisers

ADVERTISE BRILLIANTLY



ADS  
LAYOUTS  
PREVIEW

brilliant  
ONLINE

RATES  
AND  
SIZES

**WE BRING BUSINESSES  
TO COMMUNITIES**

It's a modern, magical experience in advertising so you can reach out to more audiences and grow your business.



# Brilliant Tips for Advertisers

## 1. Share your Brilliant Story

Stories featured on our Brilliant blog or Brilliant magazine are shared across our social media channels and email subscribers via a link. This link connects your story to readers. Brilliant-Online has a broad subscriber base which expands your exposure to new markets, and takes your business deeper into a new audience. These engaging stories will provide extensive outreach for customers to hear your story.

Share the same link with your followers from your social channels, website, emails and digital signature. This way, you increase visibility while building positive brand perceptions.

## 2. How to Share Content Across Platforms

Our Brilliant stories are SEO-rich and packed with content. We tell valuable, accurate stories that people want to hear.

Extract relevant snippets from your Brilliant story and share them on your website, news, blogs, social channels and emails.

Ensure the content is consistent, cohesive and aligned with your brand messaging. With this constant flow of positive brand perception, you attract customers who know that a publication is talking about you.

## 3. How to Engage with Consumers Across Platforms

Sharing snippets on your channels helps you to open up a connection with your customers, engage their curiosity about you and encourage a Call To Action.

This creates a highly responsive space for you to be with your customers. You can build a long-lasting, sustainable relationship with them by tagging key customers' social profiles, commenting on your stories, encouraging others to join in and share your stories.

This keeps your customers constantly engaged and wanting to build a strong and more long-lasting relationship with your brand.

Our Brilliant monthly online multimedia magazine contains advertorials and videos which allow audiences to engage immediately and directly from there. We have banner ads and feature stories on our website. eMail snippets are also sent to more than 15,000 subscribers.

## 4. How to Nurture the Interests

Prompt responses engage customers. Acknowledge comments and follow up with leads immediately.

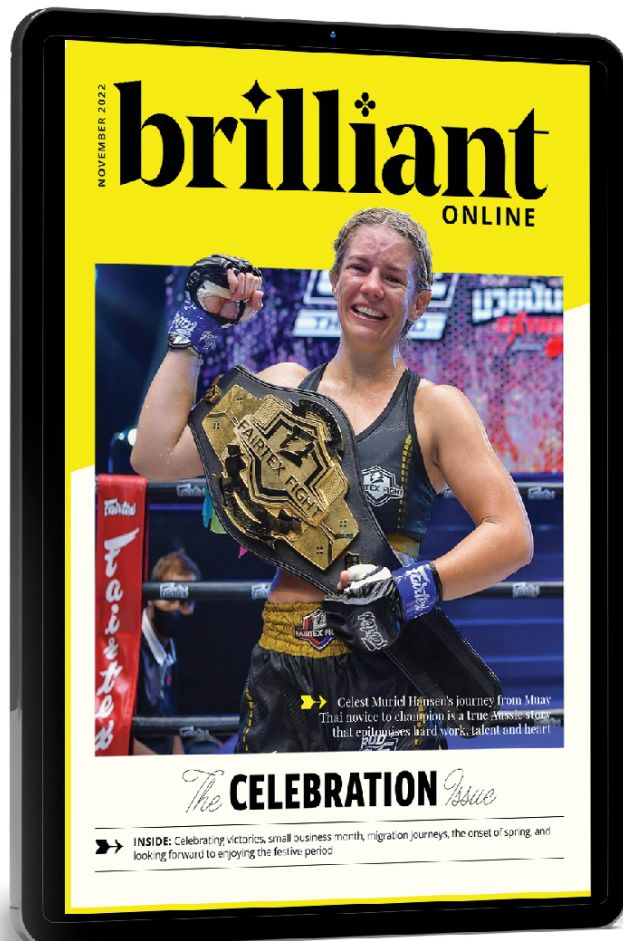
In a Harvard Business Review study, it was found that brands that respond to leads within the first couple of hours are more than 60 times as likely to qualify them as potential customers than those who wait 24 hours or longer.

Brilliant advertising helps you leverage all your leads and contacts and nurtures them to convert them into actual paying customers. Do this right and your prospects-turned-buyers can become references when selling your products or services in the future.

## 5. Data analysis to boost Returns on Investment (RoI)

We collect and analyse data across all platforms which provides insights to show how successful your strategy is. By connecting data to business goals, you can identify and optimise for the best ROI.

Our Brilliant ads are trackable across all modern online and social channels. If you need a modern marketing consultation, please do not hesitate to email [editor@brilliant-online.com](mailto:editor@brilliant-online.com)



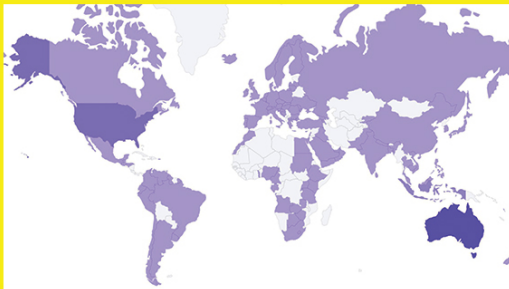
**BOOK A BRILLIANT DEMO**

[vermillionpinstripes.com/meetings/veronica6](https://vermillionpinstripes.com/meetings/veronica6)

Overview of

# Brilliant-Online Multichannel Advertising Reach

Brilliant-Online Stories are read everywhere



- ❖ Brilliant-Online magazine and feature blog stories are read worldwide with 70% of our readers in Australia.
- ❖ Total 70,000 magazine and blog readers
- ❖ Over 15,000 email subscribers
- ❖ Facebook Group has 23,366 members and growing fast
- ❖ Age group - mostly 25-55 years
- ❖ 87% of readers are business executives
- ❖ 13% marketing and communications professionals
- ❖ Average 350,000 impressions
- ❖ Post views increase by 16% each month
- ❖ On some days there are about 250 page views
- ❖ Social media increases reach by 60% each month
- ❖ Average reading time per session (11 minutes)

# brilliant ONLINE

## BRILLIANT TOPICS SHOWCASING:

- 01** **BUSINESSES**, unique stories, innovation, launches, products and services.
- 02** **INVESTMENTS**, lead by Noel Ong, CEO of Samsco interviewing CEOs of ASX companies.
- 03** **HEALTH**, healthcare and mental health
- 04** **SPORTS**, sports and fitness
- 05** **COMMUNITY & LIFESTYLE**, stories that impact our lives and inspire us including topics like fashion, travel, gardening and recipes.

## BRILLIANT-ONLINE CONSISTS OF

Advertorials in Brilliant-Online monthly magazine

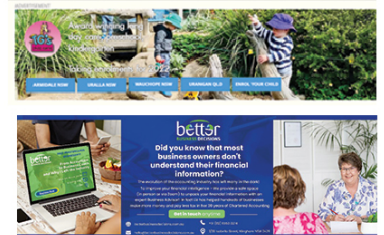


Email snippets

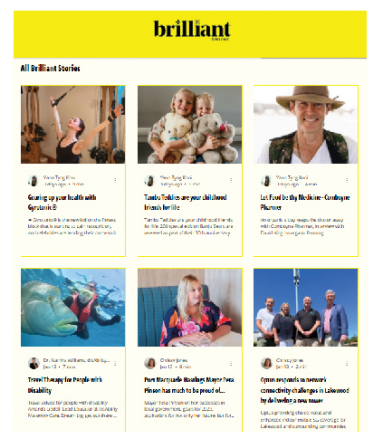
Read Brilliantly  
Port Macquarie-Hastings Mayor Peta Pinson inspire you and me this January  
Check out Brilliant-Online-Magazine-January-2023



Baner Ads

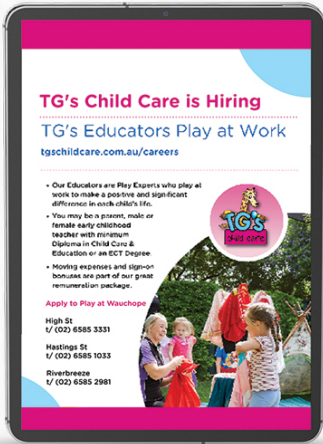


Feature Stories





# AD LAYOUTS



**FULL PAGE AD :**  
W 297mm x H 420mm



\$1100



**FULL PAGE ADVERTORIAL & HALF PAGE AD :**  
W 297mm x H 420mm



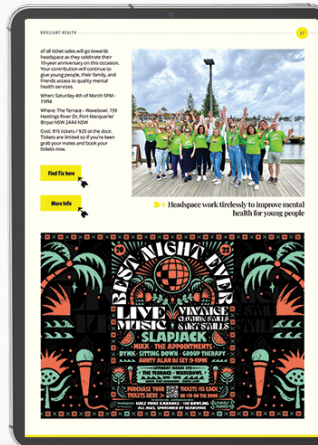
\$1210



**FULL PAGE MAGAZINE EDITORIAL :**  
W 297mm x H 420mm



\$1210



**HALF PAGE AD :**  
W 297mm x H 210mm



\$880



**STRIP ADS**  
W 252mm x H 88mm



\$550



**1/4 page:**  
W 172mm x H 90mm



\$440

\* All prices include GST

## DESIGN

Brilliant is happy to design your advert for you, for FREE. Alternatively, if you want to design and submit your own - then just ask us for detailed design specifications.

Our Brilliant Marketing Team can guide you on how you can position your advertorials to attract the right audience and grow your business.

\* Maximum 2 design changes allowed

## PHOTOS

We are pleased to provide you with a FREE professional photography service for your images in Brilliant-Online.

\* Provided you are based in Port Macquarie and Wauchope Regions, NSW



# PERFORMANCE

## Increase your reach by advertising on Brilliant-Online

Multichannel ads have been proven to deliver 90% ROI by Digital Brand Effect. *Scan to read more :*



## TESTIMONIALS

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**Thomas Line,**  
**CEO Taruga Minerals Limited (ASX:TIE)**

**"Brilliant-Online looks like a good way** to get your magazine fix wherever you go. Brilliant-Online will give us exposure to new markets, such as the broad Brilliant-Online subscriber base which will be valuable for the company. Its strong marketing package is highly effective in taking us deeper into a new audience.

Stories featured are fully engaged on social media, so companies can be exposed to new markets and investors. Getting featured on Brilliant's SEO rich blogs offers overall good value in getting our stories out there.

***In less than a week we had 3,529 views. That's brilliant!"***



**Kim Staples,**  
**Art of Life**

**"I can highly recommend to use Brilliant** on-line magazine for your business. They showed professionalism and certainly met my needs to make my article look brilliant. With more than 100 views of my profile and video in the local area in a day! ***I believe Brilliant-Online has lifted my profile as an artist and art therapist!***



Brilliant-Online opens new investors for our clients. As a lifestyle interactive magazine, Brilliant-Online allows enhanced engagements as it employs "standing out from the crowd" concept.

Samsco is about creating content to look for engagement with a new and broader audience for investment. The nature of Brilliant-Online is the perfect platform to discover fresh and new communities. It gives us a multi-dimensional digital canvas on which to portray an extended scope of our industry insights right across the investment landscape. Since our partnership, we are observing an increase in engagement directed from Brilliant Online.

**Noel Ong  
Samsco**



I have been advertising in Brilliant-online for over 12 months. The integrated approach has lifted my google rankings. People see my articles and ads on other social media they use. I believe the advertising has been cost-effective for me. They're great people to work with.

**John Clarke**



Success Tax Professionals




# BRILLIANT AD RATES AND SIZES

Type of Ad Package	What's Included On Brilliant-Online Magazine	Ad Dimension	STANDARD Run of press Price includes GST
1/2 Page Vertical	1/2 Page Ad Only	w 146mm x h 420mm	\$880
	<b>Advertorial</b> - 1/4 page ad - 1/4 page editorial - Max. 200 words		
1/2 Page Horizontal	1/2 page Ad only	w 297mm x h 210mm	\$880
Full Page	Full page Ad only	w 297mm x h 420mm	\$1100
	<b>Advertorial:</b> - 1/2 page ad - 1/2 page editorial - Max. 1000 words		\$1210
Double Page	Double page Ad only	w 594mm x h 420mm	\$2420
	Combination of Ad and Editorial		
1/4 Page	1/4 page ad	w 90mm x h 172mm	\$440
Strip Ads	Strip Ad	w 172mm x h 90mm	\$550

## BOOK A BRILLIANT DEMO

[vermillionpinstripes.com/meetings/veronica6](http://vermillionpinstripes.com/meetings/veronica6)

 [www.brilliant-online.com/advertise](http://www.brilliant-online.com/advertise)

 [editor@brilliant-online.com](mailto:editor@brilliant-online.com)

 P.O.Box 9339, Port Macquarie, NSW 24444

## YOU GET MORE

**included with all ads except for 1/4 page ads**

- Web Banner Ads
- Feature blog story with strong SEO
- Links to advertisers website and socials
- Banner ad and feature story included on Brilliant-Online website
- Content shared across Brilliant's social platforms
- Email snippets sent to subscribers





## ADVERTISE BRILLIANTLY

Your only single price interactive, multi-channel advertising



**Chrissy Jones**

+61 412 137 621

chrisjones@brilliant-online.com

**Veronica Lind**



+61 407 779 828

editor@brilliant-online.com

**Edgard Lopez**



+61 459 094 081

edgard@brilliant-online.com

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