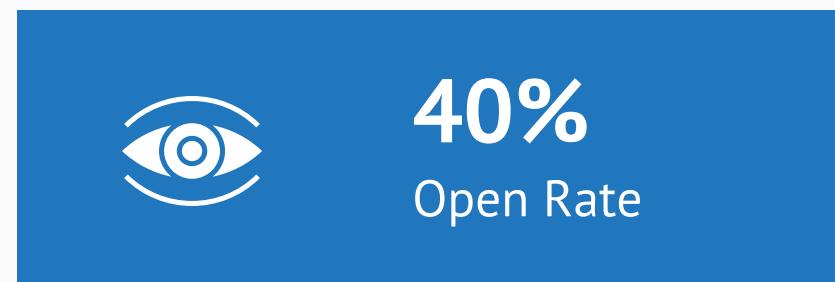




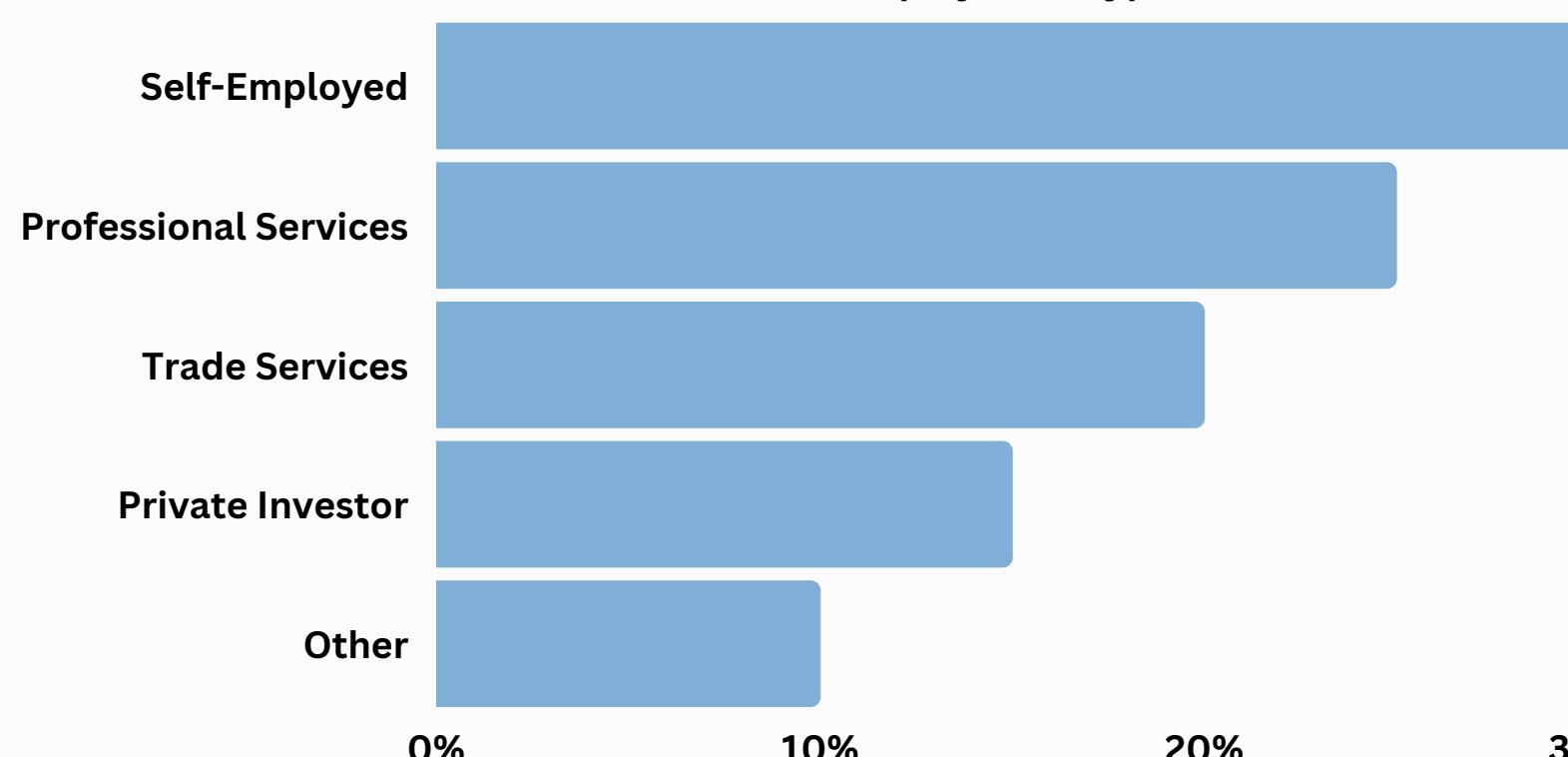
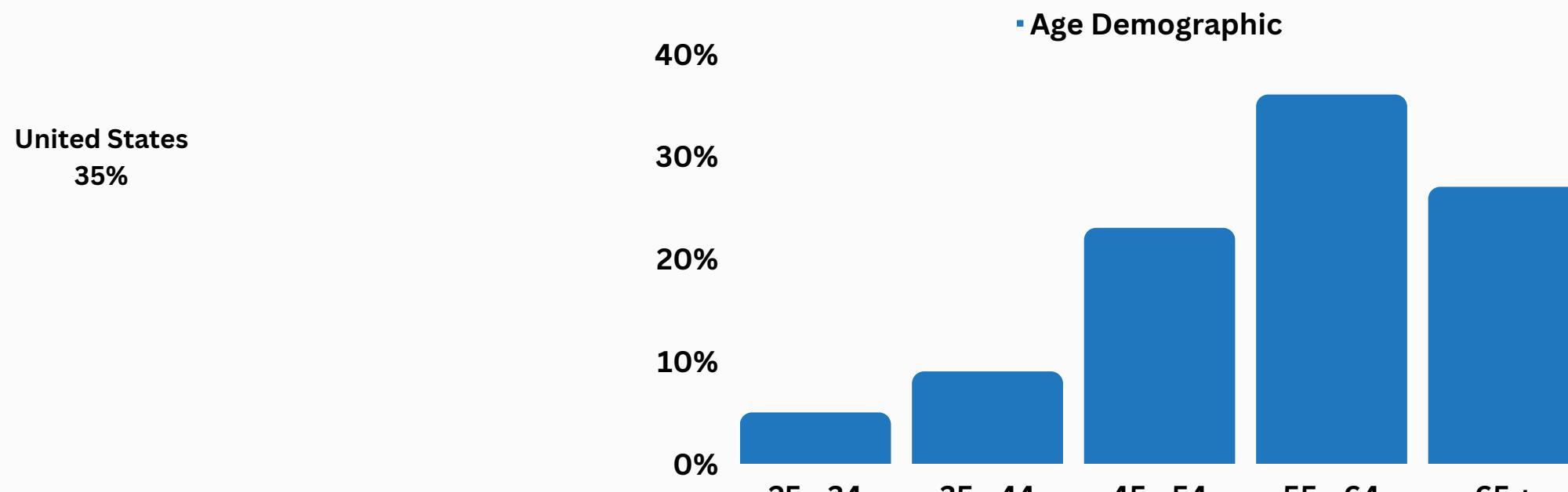
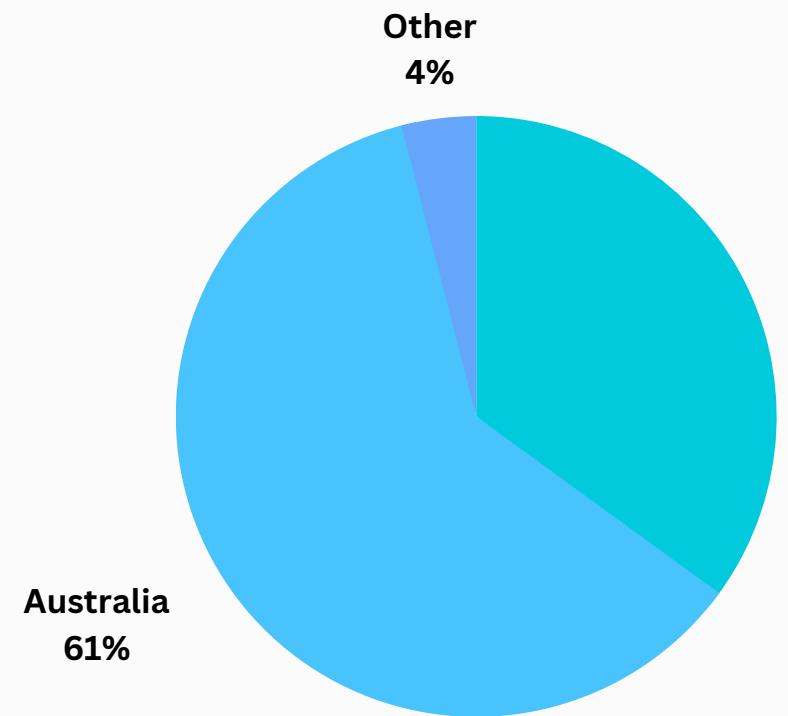
About Us

Equity Espresso delivers your daily shot of stock market insights and business news.

The only recap newsletter you need to read to stay informed on stock market news



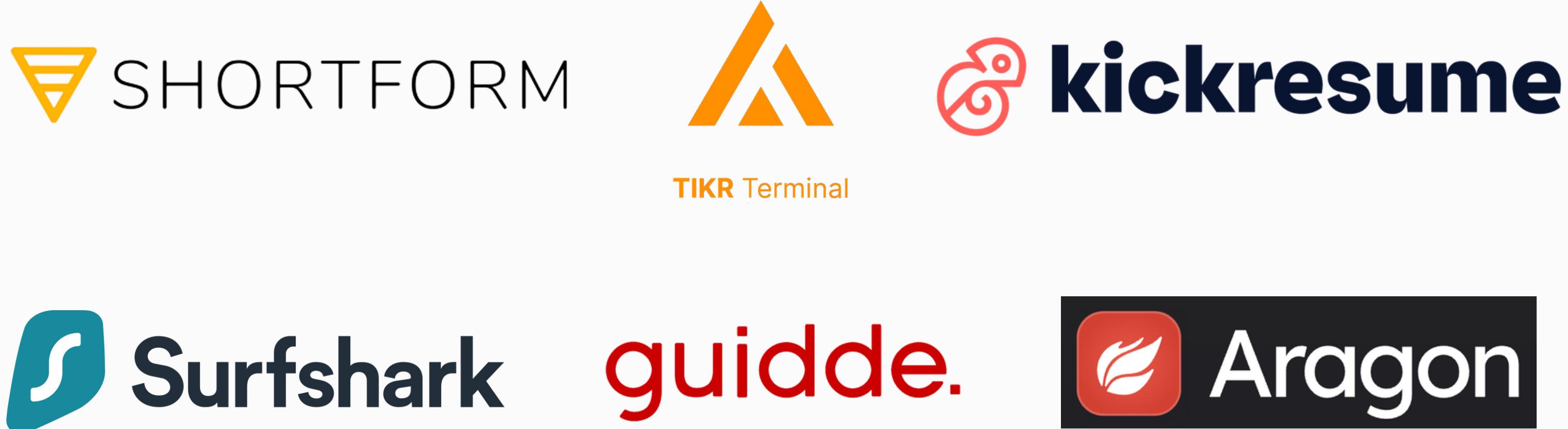
Audience Demographics





Companies Who Have Sponsored Us

A shortlist of some of the companies we have worked with.



Reader Testimonials



elseyr@gmail.com

Selected and wrote

"This was a surprisingly useful, well summarised and comprehensive read."



wendy.tran229@gmail.com

Selected and wrote

"Great format and I actually read the emails"



f.c.manser@gmail.com

Selected and wrote

"I want to know how to and when to invest and this is a good information starting point. I just need to grow enough money to start investing! This is encouraging information that it may yet be possible..."



crxinvestments@gmail.com

Selected and wrote

"As a private investor who follows the market closely, I reckon this is the best market summary"



william.ly84@gmail.com

Selected and wrote

"Hey guys this is refreshing news. Facts without the bs commentary"



leskeadylegal@gmail.com

Selected and wrote

"It keeps me informed"



johannssonaxel@gmail.com

Selected and wrote

"Concise key data & opinions"



william.ly84@gmail.com

Selected and wrote

"Hey guys this is refreshing news. Facts without the bs commentary"



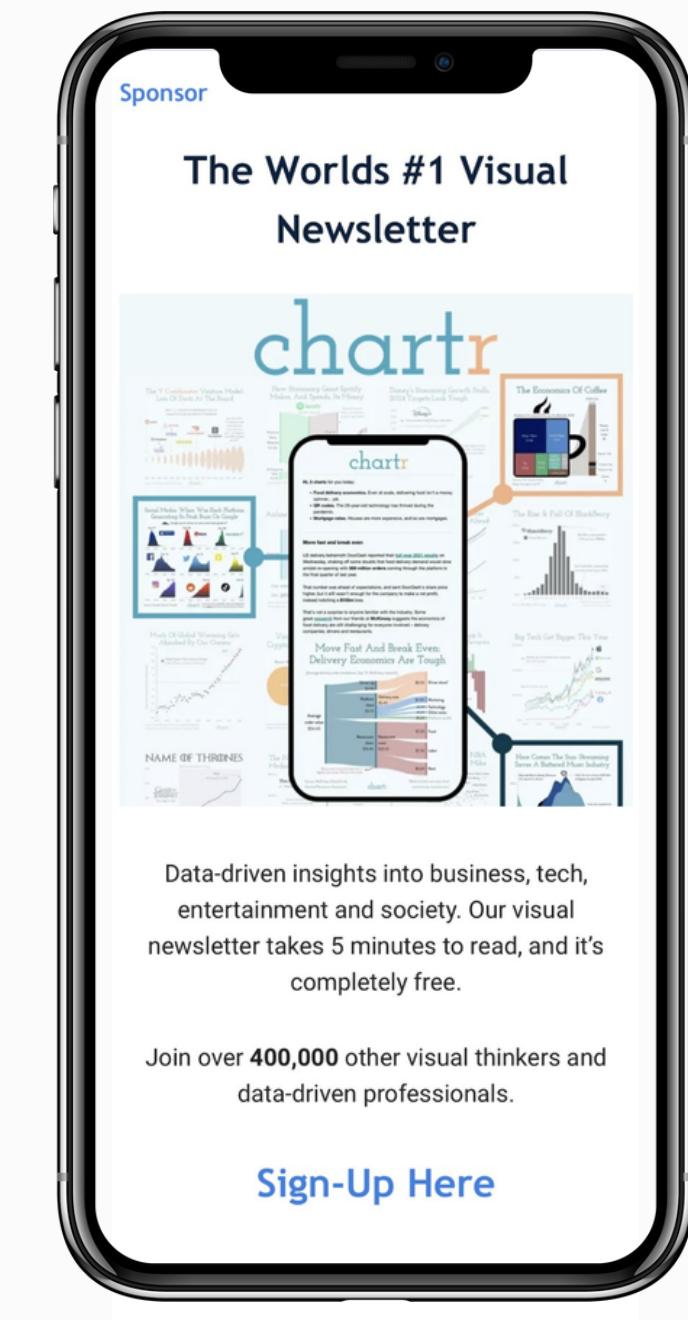
Why Partner With Us

- **Targeted Exposure:** Our readership comprises investors, professional services and self-employed individuals looking to gain new investing ideas and stay up-to-date with business news
- **Maximise Visibility:** With a readership of over 14,000 individuals and a regularly high open rate, your message will reach a wide audience.
- **Brand Enhancement:** Position your brand at the forefront of our readers by showcasing your service or product offering to our engaged and influential audience.

Ad Placements

Body Sponsorship

- Get direct placement within the main content and prominently feature your brand with a 100-word content piece accompanied by an attractive image and CTA.
- Organically placed as the second section of the newsletter after Recap. The copy will be written in the same tone to increase engagement.
- Perfect for conveying your brand's message along with a creative image.
- We can support you with creating an image if needed.

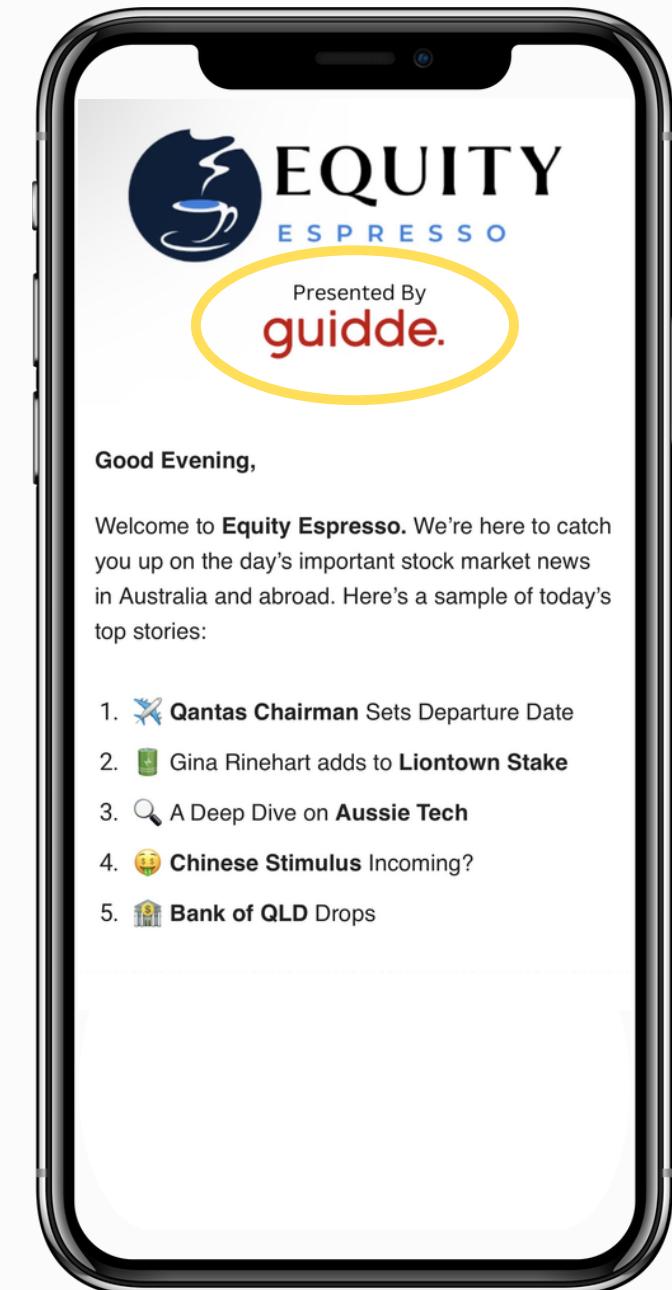




Ad Placements

Header Sponsorship

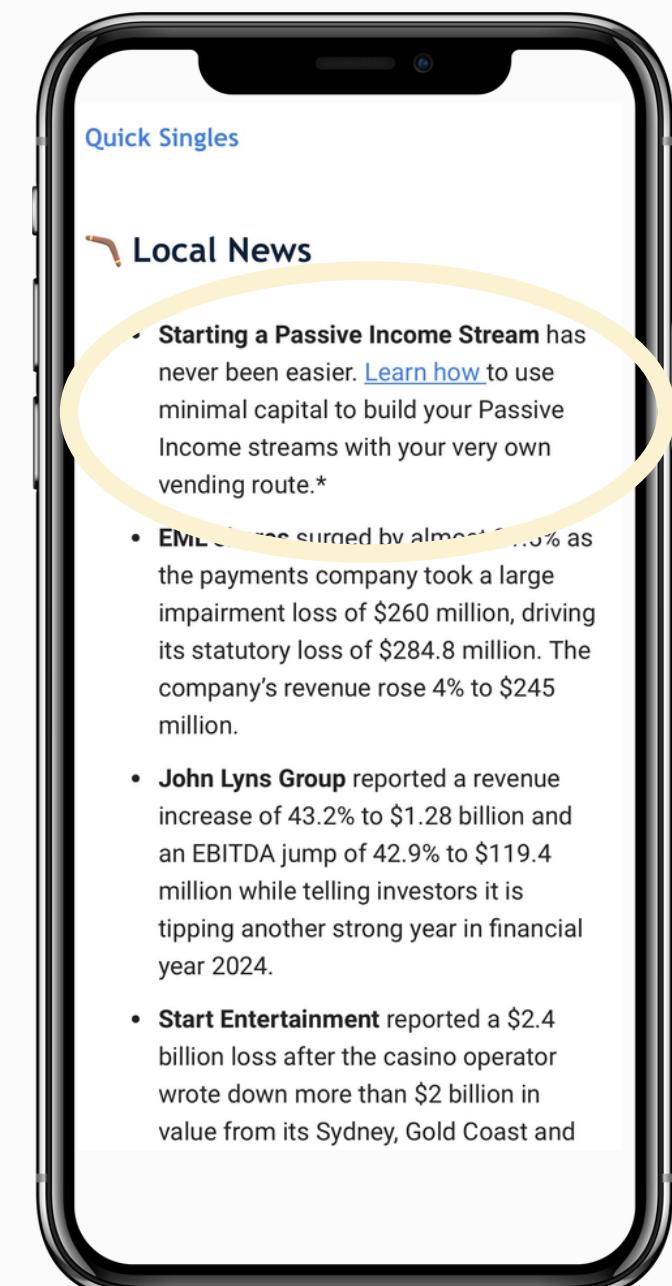
- Capture immediate attention as readers engage with the day's news by securing premium visibility.
- Ideal for brands looking forward to making a strong impression.
- Will include 'Presented By' text next to your brand's logo with a link to your landing page.



Ad Placements

Snippet Sponsorship

- Deliver a one-sentence concise message that captures attention while ensuring your brand stands out amongst newsletter content.
- Up to 35 words of content in the ‘Quick Singles’ section of the newsletter. This is the third section after Recap and Body Sponsorship.
- Ideal for announcements, promotions, or quick call-to-action.





Rate Card

Ad Placement	Cost (\$USD)	CPM	Estimated Clicks	Estimated CPC
Body & Header - 1 Placement	\$250	\$45	56 - 112	\$2.23 - \$4.46
Body & Header - 2 Placements	\$400	\$36	112 - 224	\$1.78 - \$3.57
Snippet - 1 Placement	\$150	\$27	42 - 84	\$1.50 - \$2.27

Package Deals available. 10% discount when booking **2 or more placements**



Want to Discuss?

If you would like to reserve a sponsorship or have any questions, you can get in touch at sales@equityespresso.com.au or [+61 403 536 577](tel:+61403536577)