

eMag Digital Advertising

Westwick-Farrow Media has launched digital editions (eMags) of all magazine titles which offer marketers a unique and **EXCLUSIVE** opportunity to extend your investment in standard print advertising, or as an alternative digital-only option.

The eMags are web based and require no login or software downloads. An email alert is sent to opt-in subscribers, featuring highlights of each issue and live links to the eMag.

The eMag features live links from all URLs listed in ads and editorial, plus each product item and case study links back to full details on that item on the magazine's sister website. Each edition has search, print and share capability, as well as an archive of back issues.

Digital Issue Sponsorship - \$1850

This premium (and exclusive) eMag marketing option delivers your company **THREE** touchpoints with our eMag audience.

1. Base of page coloured strip panel with your company name and live url link on every page in the eMag, except where full-page ads are placed.



2. Your logo and url listed as eMag Sponsor on the Contents page of the print edition, which also appears in the digital edition.

3. Your logo, 25-word promo and live link in the Alert Email sent twice (initial send and reminder) to subscribers.



Digital inserts – \$800

Placed at the back of the eMag, this option allows you to distribute digital versions of your brochures or promotional flyers with the eMag. Can be a reproduction of a print/magazine insert or a digital-only version. Supply as high-resolution pdfs – no multimedia accepted. Maximum 4 pages.