



A holiday snap of Jo and Dale

ABOUT JO & DALE REARDON FOUNDERS OF THE MOVE TO TASMANIA BLOG

We are both born and bred Tasmanians who have lived interstate and overseas, but the time came to return home to Tasmania.

We love Tasmania and the lifestyle that we have created since arriving back in 2011. We now live by the beach just 10 minutes outside Hobart.

Over the years in this business we have loved meeting and helping hundreds of people as they plan the life of their dreams in Tasmania.

ABOUT SETTLED IN & MOVE TO TASMANIA

movetotasmania.com.au

Settled In Pty Ltd is a home search and relocations services company that helps people make the move to Tasmania.

We provide services to people moving independently as well as to organisations who have new employees moving to Tasmania. Services include Personal Planning Consultations, Home Inspections, Home Rental Searches and Orientation Tours.

The *Move to Tasmania* blog is provided as a free service to all readers and has a strong library of resources available.

The blog also homes the *Move to Tasmania Membership*. This is a paid membership site, launched in 2016, that provides detailed and current information on 'how-to' make the move, including member only podcasts, video guides, checklists and a private discussion forum for personal assistance.

WEBSITE & SOCIAL MEDIA

Settled In and the *Move to Tasmania* blog have been operating since 2011. The blog ranks #1 in Google search results for key terms, including 'move to Tasmania'. Specific posts rank highly for their subject matter.

Web visitors, article and social media numbers are correct as at May 2018.

10,000+

Unique Visitors
per month

20,000+

Page Views
per month

380+

Number of
articles/pages

390+



230+



2,000+



SERVICES AND RATES

We welcome brand partnerships that will provide our readers with excellent products and services to suit their diverse needs. All advertising is accepted at our discretion.

Text Links for one month: \$100-\$200 (excl. GST)

Placement options

1. Text link: A link to your preferred webpage will be added to an existing article where the subject matter is related to your products and services (\$100/month)
2. Resources page: be featured on our resources page with your logo, text link and up to 50 words (\$200/month)

Image advertisement for one month: \$125-\$175 (excl. GST)

Size and placement options

1. Large Rectangle: 336x280px in the mid to lower section of the sidebar on all articles (\$125/month)
2. Leaderboard: 728x90px at the end of all articles (\$195/month)
3. Home page Leaderboard: 728x90px at the beginning of blog section (\$195/month)

Sponsored Post: \$650 (excl. GST)

We will write an article on a mutually-beneficial and agreed topic. You will provide brand information, features and benefits, and images.

The sponsorship will be declared and Google Search no-follow guidelines will be adhered to.

The article will be featured on the home page, be included in a newsletter and promoted through social media.

Advertorial: \$350 (excl. GST)

You will provide an article and images on an agreed topic, profiling your product, service or brand.

The sponsorship will be declared and Google Search no-follow guidelines will be adhered to.

The article will be featured on the home page, be included in a newsletter and promoted through social media.

Partnership: by negotiation

Your product or service will be featured and promoted at no upfront cost. Payment will be made by commission for sales made to readers of *Move to Tasmania*. Please contact us to talk about this option.

Reciprocal Promotional Opportunities

For websites and brands operating in the Tasmanian market, we are open to discussing how we can work together to ensure success for all parties, as well as enhanced benefits for our readers and customers.

Please contact us to talk about this opportunity.

CONTACT

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