



**Seniors Discount  
Club**

Speak to

**The Wealthiest Generation**

in Australian history

**Over 325,000** active subscribers and  
**4.6 million** pageviews per month

- ✓ 28% of our audience are fully self funded retirees
- ✓ 24% are partly self funded
- ✓ 71% own their own home outright



**2026  
Media Kit**

# Ageing Redefined



Being a “Senior” isn’t  
what it used to be.

**It’s fun, flexible, and  
financially-free.**



As usual, I love opening my emails daily and seeing one from SDC. You share a range of topics, something for all members! And there's some great member comments too.



**David**

# Why the Seniors Discount Club?



A loyal and rapidly growing online community of highly engaged Australians over the age of sixty



A relatable, credible and respected voice that speaks transparently to seniors



A genuine and trusted advocate of products and services that are relevant to an audience that is sick of BS



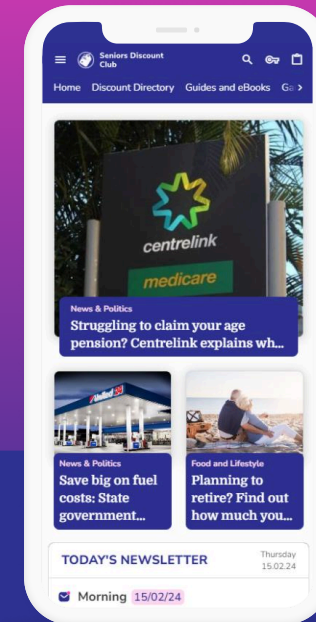
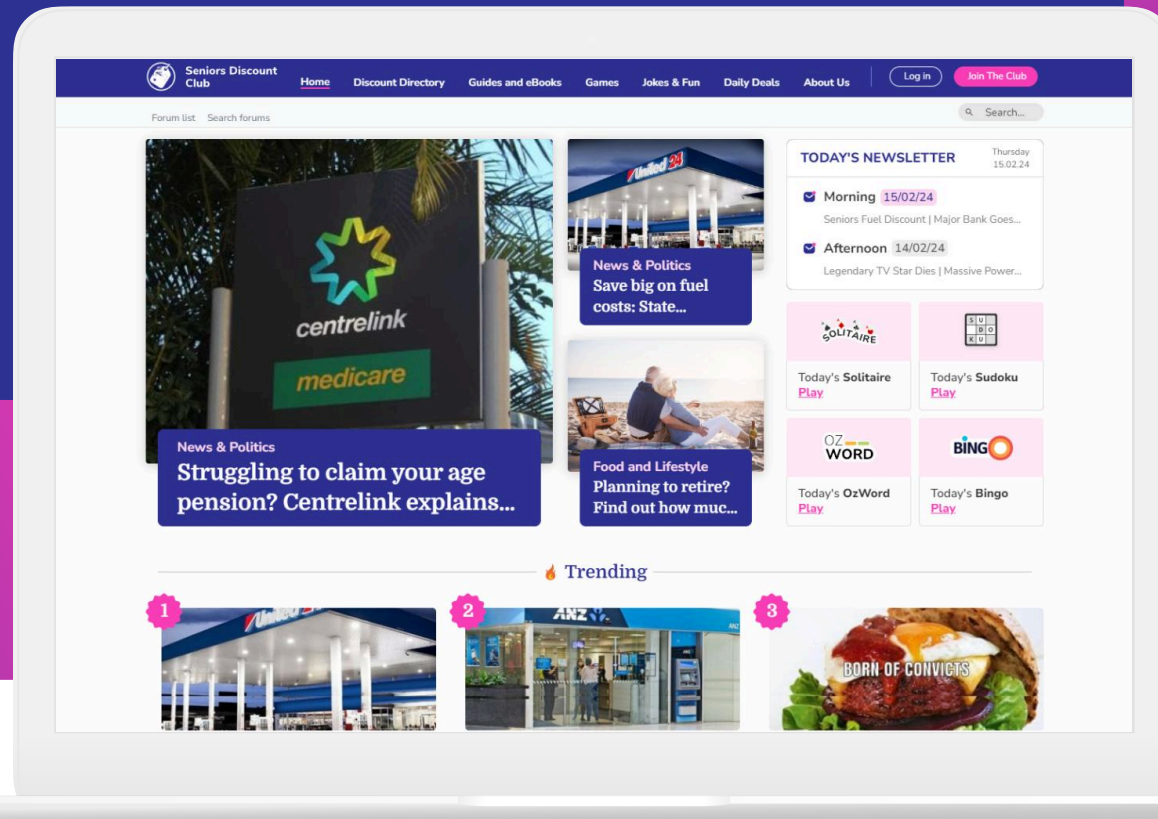
A community that creates its own authentic editorial in an easy-to-engage-with and access, online space



An audience and website traffic that is 100% Australian generated



An extremely trusted destination for Australian seniors offering transparency, honesty, fun, and quirkiness



# Seniors Discount Club Webpage

The SDC webpage receives over **3.7 million pageviews per month**. We publish new & original content daily created by our in-house editorial team.





**Seniors Discount Club**

Reaching 280,000 of Australia's  
Wise and Wonderful Every Day

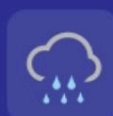
Wednesday Edition | AM

Today's Weather in 2030

Change

Updated

4th Jan 2024 02:59



**21.7 °C**  
Shower or  
two  
developing



Min Temp: **21.0°C**

Max Temp: **26.0°C**

Powered by  
WillyWeather

Partly cloudy. High chance of showers, most likely in the afternoon and early evening. The chance of a thunderstorm in the west, possibly severe. Light winds becoming southerly 25 to 35 km/h in the middle of the day.

⚙️ Prefer weekly emails? [Click here](#)



Reaching 280,000 of Australia's  
Wise and Wonderful Every Day

Wednesday Edition | AM

Today's Weather in 2030 [Change](#) Updated 4th Jan 2024 02:59

**21.7 °C**  
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Min Temp: **21.0°C**  
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Partly cloudy. High chance of showers, most likely in the afternoon and early evening. The chance of a thunderstorm in the west, possibly severe. Light winds becoming southerly 25 to 35 km/h in the middle of the day.

⚙️ Prefer weekly emails? [Click here](#)

#### Good morning

Hello there, members! How are you doing on this fine Wednesday morning? I (Maddie) am happy to be here with you! It's the third day of the year, and we're off to a great start. The team had a wonderful break over the holidays, and we all feel ready to be back at work. But we'd be lying if we said we weren't already looking at what holidays we could book for 2024. Of course, the website we are scrolling on the most is **Norwegian Cruise Line**, because they have offered us, and you, our beautiful members, the holiday of a lifetime this year! They are offering **incredible discounts of up to 50% off** their modern ship fleet sailing to over 450 destinations around the world—plus, you'll get a **bonus \$500 off your cruise if you book before tomorrow!** Did we mention Norwegian Cruise Line has been voted the World's Leading Cruise line for a whopping 8 years? So, you'll be getting bang for your buck and holidaying with the best of the best! **Don't miss your opportunity to save big on your dream cruise because this deal is only available for one more day!**

Of course, we know it's a Wednesday, so it's time to bring back our Riddle Masters! So, here's your first riddle of 2024:

**How do you make 'one' disappear?**

We're kick-starting the year with a tough one, eh? But if you think you have the answer, **post it on our forum here**. If you get the answer correct, you'll get a shout-out in tomorrow's newsletter.

# Daily Newsletter

The SDC newsletter is **read by over 325,000 Australians** over the age of 60 daily. Our open and clickthrough rates are far above industry averages.

**Open Rate: 53% | Clickthrough Rate: 8.1%**

Source: Campaign Monitor October 2025

# A snapshot of our members



**59%**

Female



**69 years old**

Average age



**3.7 million**

Pageviews



**4:51 min**

Avg. session duration

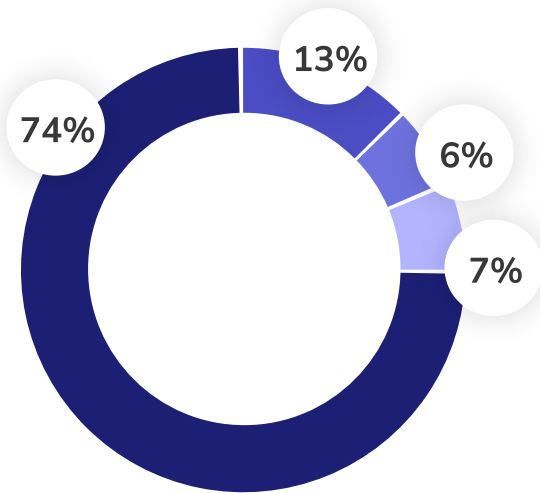


“Who needs to read a paper of doom and gloom when I can read your emails while I have breakfast?”



**Pam C.**

# Who are our Readers?



● **74%** Fully retired

● **13%** Semi-retired  
(working part-time)

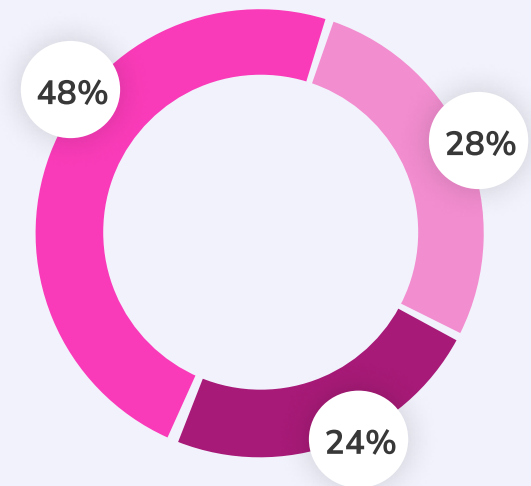
● **6%** Working full-time

● **7%** Volunteer regularly

● **48%** Full pension

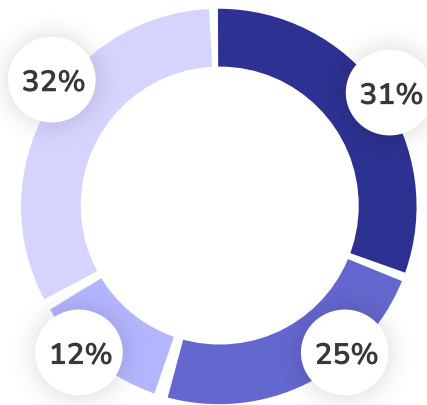
● **24%** Part pension

● **28%** Fully self funded

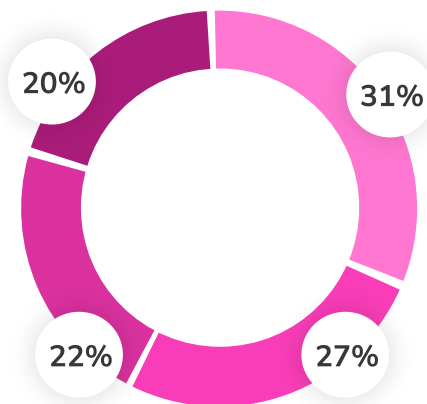
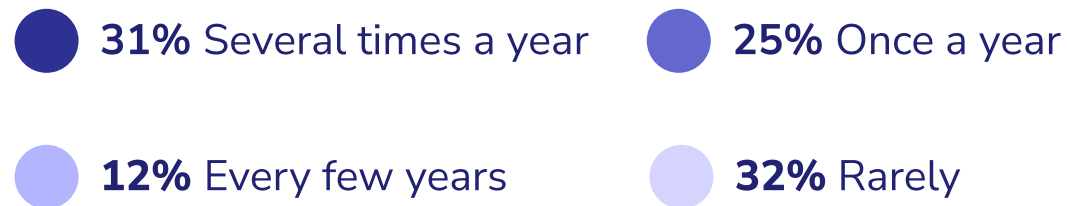




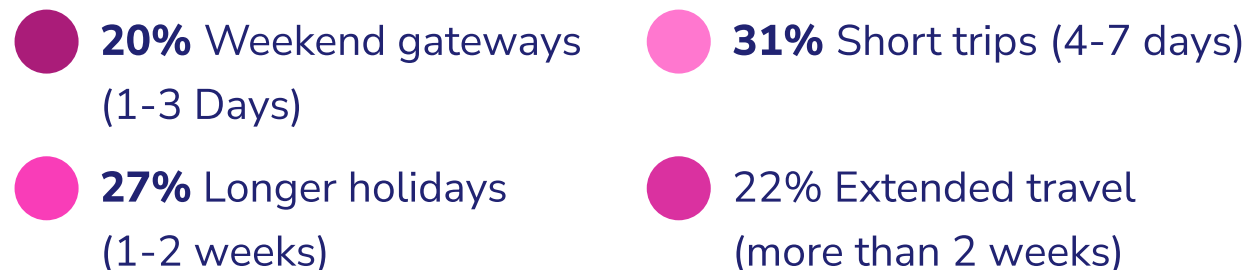
Over half of the SDC members travel for leisure each year, with a good spread of travel duration.



### Frequency of SDC members' travel



### SDC members' preferred travel duration

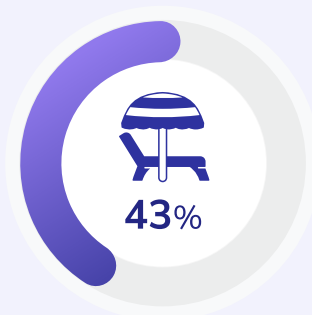




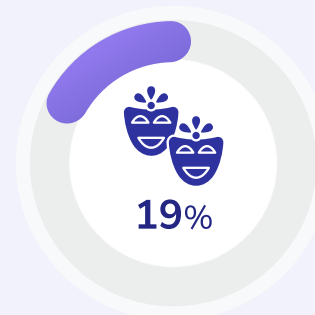
Two thirds of SDC readers are looking for budget-friendly travel options. Almost half of all readers are seeking relaxation, while 20% are seeking cultural or natural experiences.



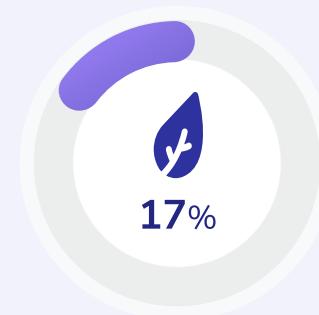
**Budget-conscious  
traveller**



**Relaxation  
focused**



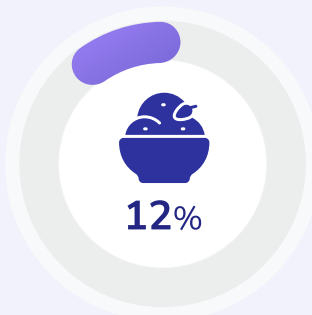
**Cultural  
explorer**



**Nature  
enthusiast**



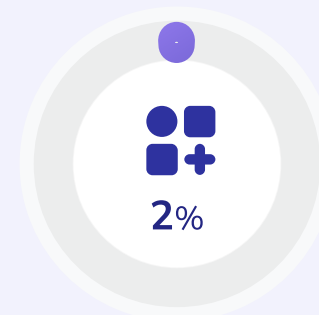
**Luxury  
traveller**



**Foodie  
traveller**



**Adventure  
seeker**



**Other**

The majority of our readers will look to book their travel themselves and are seeking travel deals, inspiration and content.



**69%**

of members plan to book travel themselves.



**31%**

of members plan to use a travel agent.

## SDC members are seeking travel-related content.



# Lifestyle & Leisure

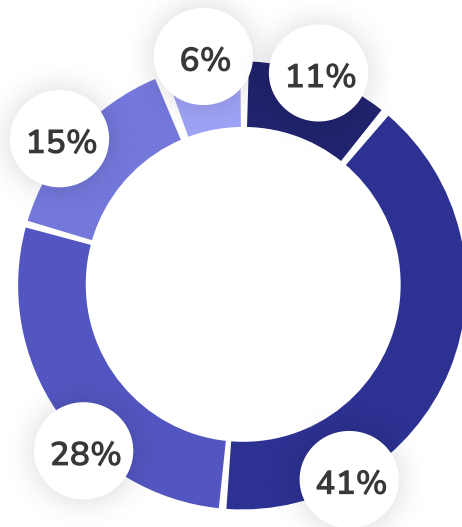
SDC members pursue varied hobbies and interests and are keen to explore more extra curricular activities.



Source: June/July 2022 customer survey, August 2024 Customer Survey

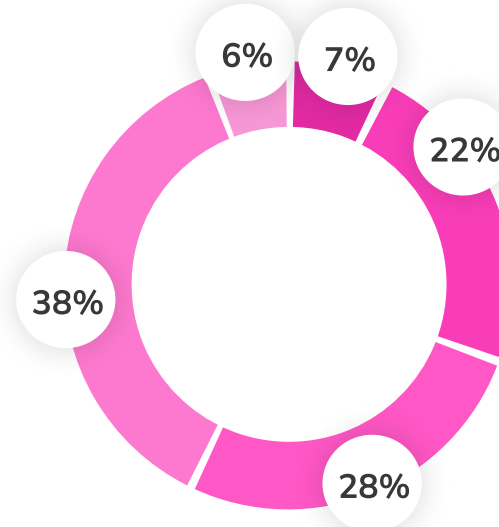
Over two-thirds of SDC readers spend over \$200 per week on groceries, while over half of readers regularly order takeaway.

### Weekly grocery expense



- 11% Less than \$200
- 41% \$200 - \$400
- 28% \$401 - \$600
- 15% \$601 - \$800
- 6% More than \$800

### Frequency of delivery meals



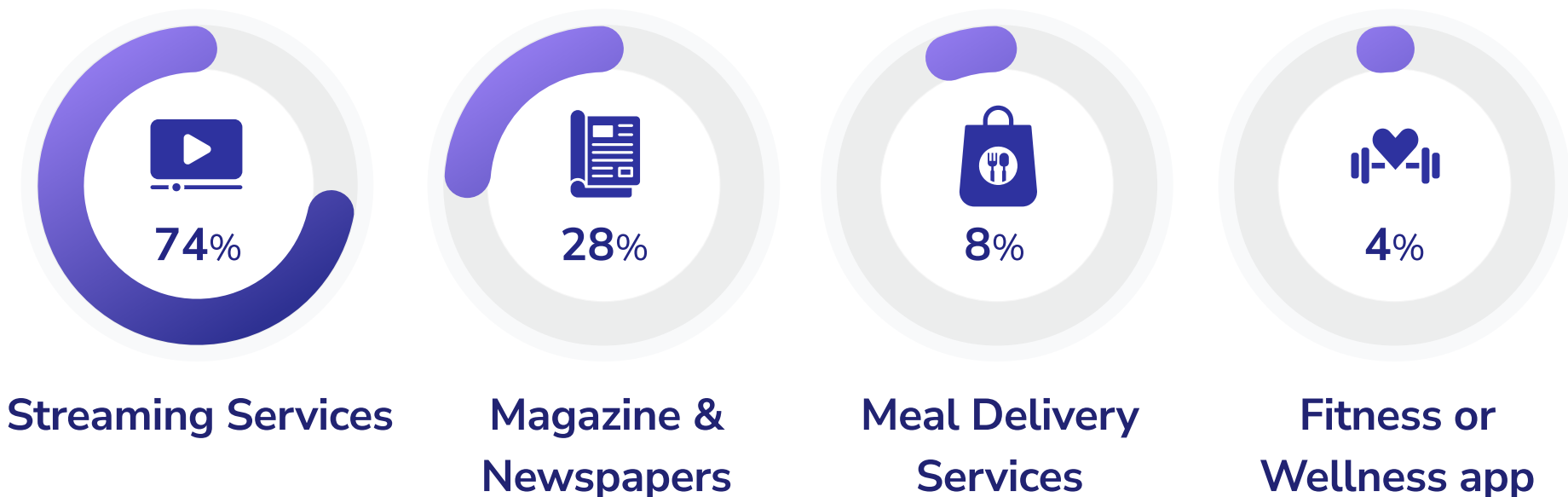
- 7% Several times a week
- 22% Once a week
- 28% A few times a month
- 38% Rarely
- 6% Never



When it comes to their leisure time and subscriptions, three-quarter pay for streaming services.

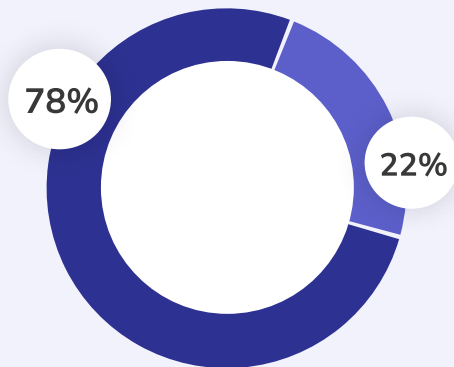
Given the frequency of takeaway foods, there is an opportunity to grow their subscription of meal delivery services.

## **SDC member subscription services:**



# Insurances & Finances

SDC members are far more affluent than the general population.



- **78%** Have private health insurance
- **22%** Don't have private health insurance



**68%**

Hospital



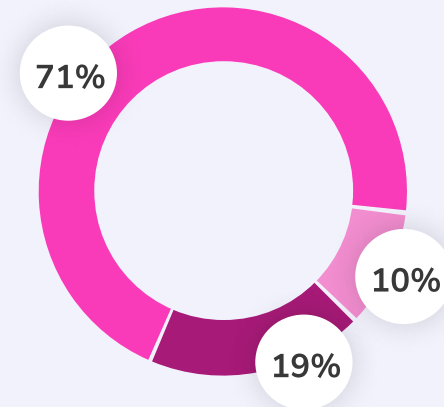
**78%**

Extras



**7%**

DVA Health  
Care



## SDC member home ownership status:

- **71%** Fully own their own home
- **10%** Partially own their home
- **19%** Rent

## A large chunk of our audience plans to make big purchasing decisions in the next 12 months



**8% of readers**

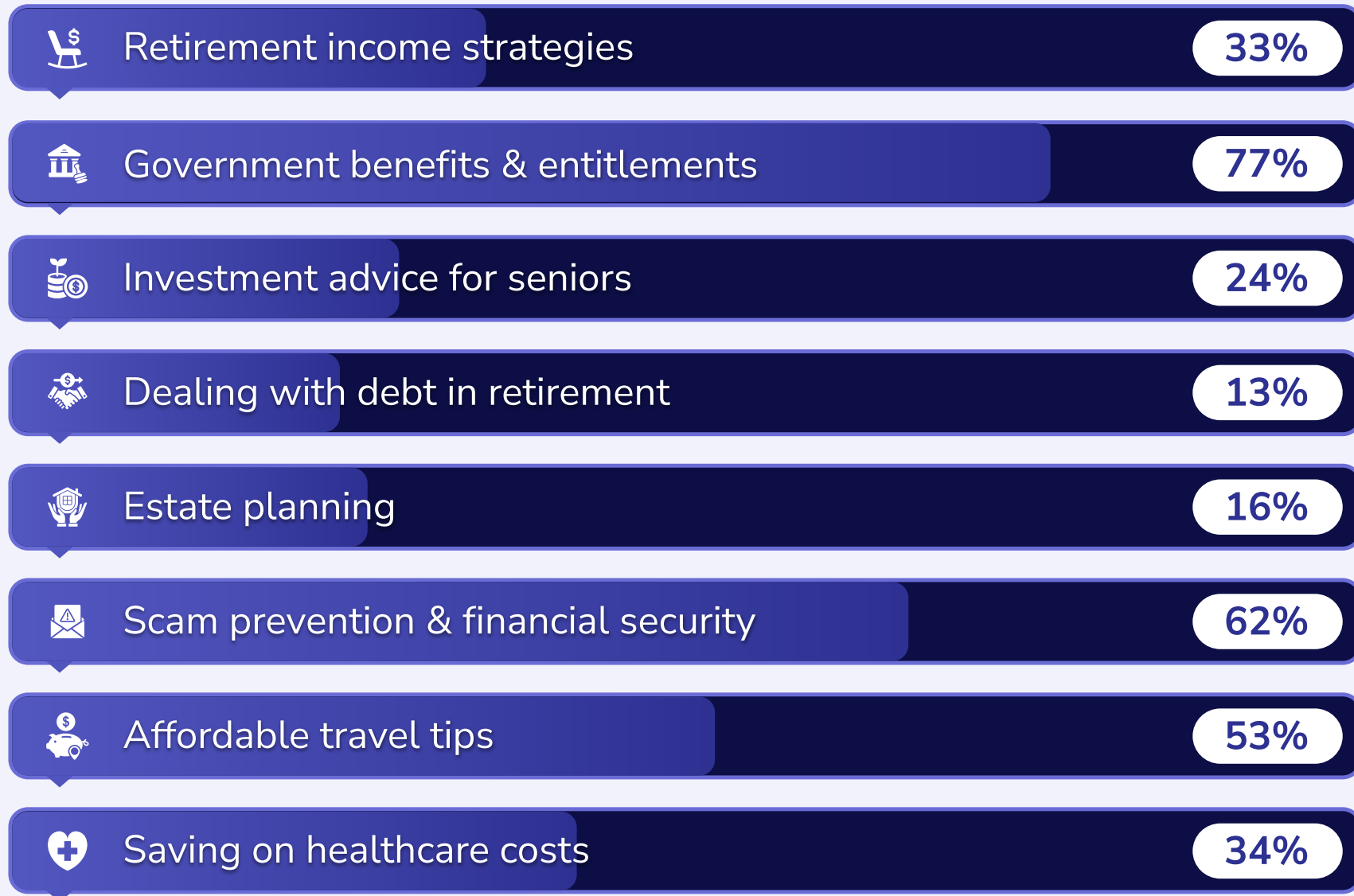
are planning to downsize  
in the next 12 months



**12% of readers**

are planning on buying a  
car in the next 12 months

# Financial interests





# Deals our audience is most interested in



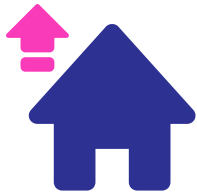
**Groceries**



**Travel**



**Electrical &  
Electronics**



**Home Improvement**



**Health**

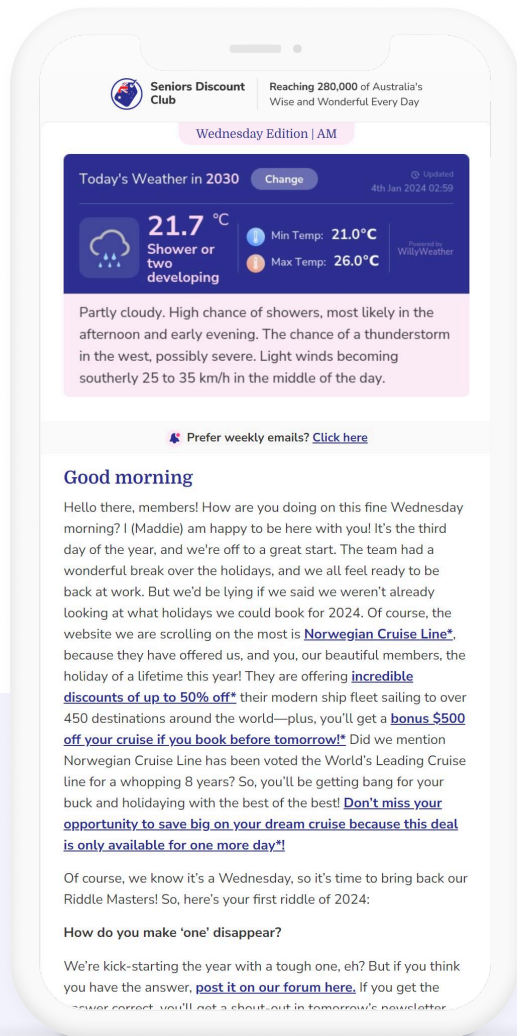
(vitamins, supplements, medical  
equipment, etc.)



**Fashion & Apparel**

# Based on last 90 days insights

June 2025 - September 2025



## 325,515

active subscribers

## 53%

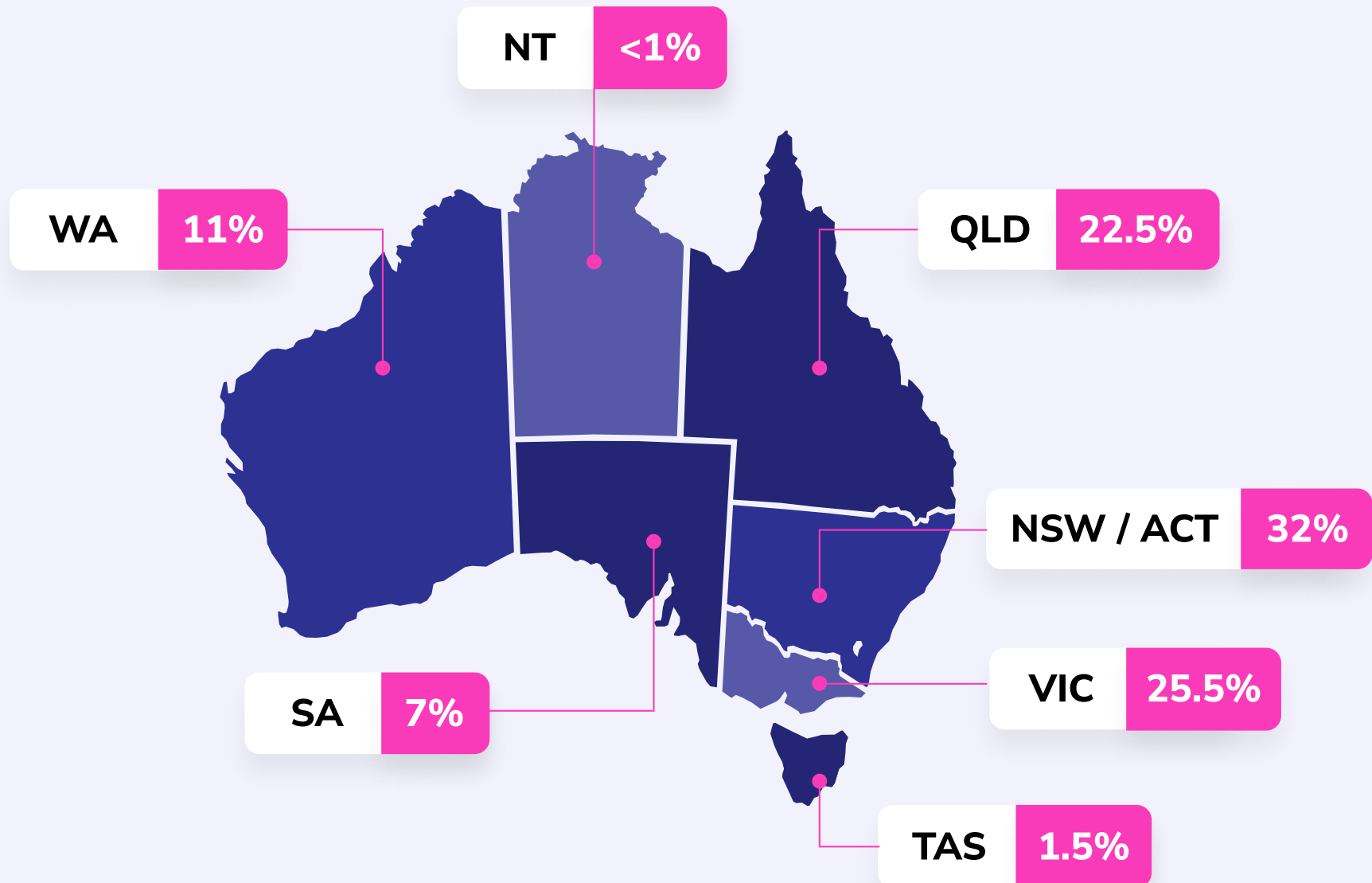
open rate

## 8.1%

CTR (15.3% CTR for openers)

The SDC newsletter is read by almost **320,000 Australians** over the age of 60 daily. Our open and clickthrough rates are far above the industry averages.

# Where is our audience based



Source: Google Analytics January 2023

# Some of the companies we've worked with



[CompareClub](#)



[Norwegian Cruise Line](#)



[Imagine Holidays](#)



[JS Health](#)



[Insure and Go](#)



[ButcherCrowd](#)



[Girls Get Off](#)



[Mister Jones Health](#)



[Noble Oak](#)



# Advertise with the Seniors Discount Club

Here at the **Seniors Discount Club** we pride ourselves on partnering with businesses that we believe offer a product or service that will genuinely benefit our audience. Over time, we have built a brand that our audience trusts. They know if we promote something, that it's going to be worth their time and money. We are extremely transparent with our audience about sponsorships and advertisements, and they know we don't just partner with any old business. As a result, we offer a range of digital advertising options to best suit our advertisers needs. We are also more than happy to build custom packages for the businesses we work with. Below are our digital advertising options, but if you are after anything in particular that you cannot find below, get in touch with us anytime at [contact@seniorsdiscountclub.com.au](mailto:contact@seniorsdiscountclub.com.au).



Asset	File Format	Cost
Newsletter 'Sponsored By'	Your logo placed at the top of our newsletter, hyperlinked to the landing page / website of your choice. The maximum height of the logo must be 33px.	<b>Monday to Saturday:</b> \$295 + GST <b>Sunday:</b> \$370 + GST
Newsletter 'Banner'	A horizontal banner advertisement near the top of our newsletter that features your branding, copy and hyperlinks to the landing page / website of your choice. The recommended size for an ad banner is 600px x 84px.	<b>Monday to Saturday:</b> \$685 + GST <b>Sunday:</b> \$850 + GST
Newsletter 'Teaser'	Single bullet point in the main 'stories' segment of our newsletter. Maximum 100 characters and hyperlinked to the landing page / website of your choice.	<b>Monday to Saturday</b> <b>Standard :</b> Premium: \$2,200 + GST Standard: \$1,100 + GST  <b>Sunday</b> Premium: On application Standard: \$2,200 + GST

Asset	File Format	Cost
<b>Sponsored Newsletter Introduction</b>	<p>Combination of two ad placements. The newsletter 'Sponsored By' feature, as well as dedication of the newsletter introduction copy to your advertisement. The introduction is written in our tone of voice by the SDC team, appearing as an organic placement. The introduction can feature multiple hyperlinks to the landing page / website of your choice.</p>	<p><b>Monday to Saturday:</b> \$3,700 + GST</p> <p><b>Sunday:</b> \$4,600 + GST</p>
<b>'Shoutout From Our Sponsor' Segment</b>	<p>Dedicated headline, image, description (500-600 characters) and CTA button that can hyperlink to the landing page / website of your choice. The recommended image size for this segment is 600px x 328px.</p>	<p><b>Monday to Saturday:</b> \$3,000 + GST</p> <p><b>Sunday:</b> \$3,800 + GST</p>
<b>Newsletter Takeover</b> <ul style="list-style-type: none"> <li>• Newsletter 'Banner'</li> <li>• Newsletter Introduction Mention</li> <li>• Standard Newsletter 'Teaser'</li> <li>• 'Shoutout From Our Sponsor' Segment</li> </ul>	<p>This combination gives you multiple touch points throughout the newsletter. It includes a Newsletter Banner, a mention in the Newsletter Introduction, a Newsletter Teaser and a 'Shoutout From Our Sponsor' segment.</p>	<p><b>Monday to Saturday:</b> \$5,300 + GST</p> <p><b>Sunday:</b> \$6,500 + GST</p>

Asset	File Format	Cost
<b>Advertorial</b>	An advertorial written by the SDC team OR you, that is featured on our website and heroed in our newsletter in the premium or standard teaser placement.	<b>Monday to Saturday:</b> \$3,350 + GST <b>Sunday:</b> \$4,200 + GST
<b>Sponsored Deal</b>	Sponsored deals are posted on our website in our 'Deals, Discounts & Bargains' thread. We link to these posts in our Morning and/or Afternoon newsletters in the 'Let's Save' segment. Each post and eDM inclusion features a headline, an image, a description (250 characters on the forum and 30-50 characters in the newsletter), and a CTA button.	<b>Monday to Saturday:</b> \$175 + GST <b>Sunday:</b> \$210 +GST
<b>Sponsor the 'Deals Of The Day' Segment</b>	The entire newsletter 'Deals of the day' segment can be sponsored by you. This would give you 100% SOV of this segment, meaning you get three (3) sponsored deals for products / services you wish to put in front of our audience. You can choose for these 3 deals to hyperlink directly to your website, or to ours.	<b>Monday to Saturday:</b> \$500 + GST <b>Sunday:</b> \$630 + GST

Asset	File Format	Cost
Solus Email	A solus email is an email that is sent to our database. It can be written by us recommending your brand, or, you can provide a HTML file which we can embed into our template. The recommended character limit for a HTML file is 80,000 to 90,000 characters.	<b>Monday to Saturday:</b> \$9,000 + GST <b>Sunday:</b> \$12,700 + GST Creative design services: \$500 + GST
Lead Generation (with co-branded form)	Includes the SDC team design services and building of a customised, co-branded lead form for you to achieve your lead generation objectives. The package includes Newsletter ad placements to drive traffic to the form, scheduled according to lead volume and campaign objectives.	\$1,100 + GST per lead form, plus a pay per lead agreement
CPC Campaign	A cost per click campaign tailored to meet your needs. This may include featuring your advertisement in premium and standard placements in the newsletter, in advertorials, in Daily Deals etc.	Price on request

Asset	File Format	Cost
<b>Website Pop-up Advertisement</b>	An interstitial pop-up ad across the Seniors Discount Club website. The Seniors Discount Club gets an average of 3.7million pageviews per month (125k per day). The pop-up features a small graphic, headline, copy and CTA button, directing to a landing page or website of your choice.	Price on request
<b>Sponsored Competition</b>	Sponsor a SDC Competition OR launch a co-branded competition with the SDC. Depending on the competition type, we can build co-branded landing pages.	Price on request
<b>Premium Display Advertising</b>	Ads across the Seniors Discount Club website may be served through either standard banner and text creative ad, HTML5, JavaScript ad-tag, or iFrame.	Price on request.
<b>SDC Main App Banner Ad</b>	Our main app has over 30,000 downloads and is used daily by thousands of members. An app floating banner advertisement is a horizontal image that features your branding, copy and links to the landing page / website of your choice. The recommended size for an in-app banner is 320x50.	Price on request

Asset	File Format	Cost
<b>SDC Main App Interstitial Ad</b>	Our main app has over 30,000 downloads and is used daily by thousands of members. An interstitial ad comes in multiple different sizes including: 1024x768 (landscape) or 768x1024 (portrait) for tablet, 320x480 (portrait) or 480x320 (landscape) for mobile devices, ensuring you reach all our members on all their different devices. Your ads can feature your branding, copy and can hyperlink to the landing page / website of your choice.	Price on request
<b>SDC Main App Push Notification</b>	Our main app has over 30,000 downloads and is used daily by thousands of members. A push notification can get your brand right in front of our members' eyes. It would appear on the lock screen of their device and would open straight to a landing page / website of your choice via our app.	Price on request.
<b>SDC Main App 'Takeover'</b>	Combination of our three in app advertisement placements: Banner ad, interstitial ads, and a push notification. This will ensure our members cannot and will not miss you!	Price on request



Asset	File Format	Cost
<b>Full SDC Takeover</b> <ul style="list-style-type: none"> <li>• Newsletter Takeover</li> <li>• Premium Display Advertising</li> <li>• SDC Main App Takeover</li> <li>• SDC Games Apps Takeover</li> </ul>	A combination of multiple advertisements we have on offer, with a daily reach of approximately 348,000 per day. Get a newsletter dedicated to your brand, whilst simultaneously having your brand's display advertising across our website, our main app, and all of our game apps.	Price on request

## Interested in working with us?

We can tailor an advertising package to your needs and marketing objectives.

### Contact:

 Ashlee Skalsky at [ash@tinyshoots.com.au](mailto:ash@tinyshoots.com.au) or on **0422 402 304**

 Maddison Dwyer at [maddie@tinyshoots.com.au](mailto:maddie@tinyshoots.com.au) or on **0404 313 244**

# Premium & Standard Advertisement

## News and Finance

- Despite **financial strains**, Aussies have spent \$7 billion on this 'harmful' habit. Are you guilty?
- What's better than an SDC discount? One that gets you \$2000 off your dream cruise of East Asia and Hawaii. But you will have to be quick, it's for a limited time only\*.
- Major changes are happening to Australia's big four banks, and seniors could be left behind.
- Member @Sally Heath has also raised a similar concern. 'There is a darker reason for it.'
- Health cover from just \$3.39 per day\*? These little-known government rebates could help.
- Is Valentine's Day really worth celebrating? Here's what member @lggydi thinks.
- Scammers have stooped to a new low after reportedly snatching relief money from those who need it most.
- Beat the April 1 health insurance rise with a little help.
- Facebook has rolled out a major overhaul. How will this affect your browsing experience?
- With the royal health crisis taking a turn for the worse, how's the Princess of Wales managing?

### 👑 Premium advertisement placement

We require a short teaser up to 100 characters long.

### ★ Standard advertisement placement

We require a short teaser up to 100 characters long.

Please note: With our standard ad placements, your advertisement will always feature in the upper part of the newsletter but the teaser number will vary.

# Advertorials

Advertorials can vary from 500-800 words depending on the topic.

The screenshot shows the full website layout. The header is dark blue with the Seniors Discount Club logo and navigation links: Home, Discount Directory, Guides and eBooks, Games, Jokes & Fun, Daily Deals, and About Us. There are 'Log in' and 'Join The Club' buttons. Below the header is a search bar and a 'Money Saving Hacks' section. The main content area features the article 'Save up to 24% Off Your Power Bill' by April Bradford, dated Sep 22, 2023, with 54 replies. The article text is as follows:

It's no secret the cost of energy is adding to our already stretched household budgets. It's why so many SDC members are making a bid to rein in those spiralling power costs.

It makes sense when you consider that energy prices across Australia have risen by over 30% within the last 12 months—on top of the 20% rise last year. And it doesn't look like they'll be going down anytime soon, either.

In fact, experts say\* we've not seen the end of energy price hikes for 2023/2024—for electricity as well as gas.

Let's now couple that with other rising costs of living, and it's no wonder many of us are likely feeling the financial squeeze right now.

**What can you do?**

There's still time to discover the best option for you (with a little bit of help\*).

If your wallet could do with a helping hand, Compare Club's experts\* might have just the offer: How about putting up to \$520 back in your pocket\*?

Below the text is a placeholder image showing Australian currency (100 and 50 dollar bills) and power cables.

On the right side of the article is a sidebar with the Seniors Discount Club description, a list of categories (New members, Jokes & fun, Photography, Nostalgia / Yesterday's Australia, Food and Lifestyle, Money Saving Hacks, Offtopic / Everything else), and a 'Full Forum Listing' link. Below that is a 'Latest Articles' section featuring 'Slow cooker Mongolian beef' and 'Lemon Blueberry cream cake'.

This screenshot shows a cropped version of the same website, focusing on the article content. The header and navigation links are visible at the top. The article 'Save up to 24% Off Your Power Bill' by April Bradford is shown, with the same text as the full version. The sidebar on the right is partially visible, showing the category list and the 'Latest Articles' section.

# Banner Ad & Sponsored Deals

## Banner Ad

### Image Size

Horizontal 320x50 pixels

Good morning



Hello there, members! How are you doing on this fine Wednesday morning? I (Maddie) am happy to be here with you! It's the third day of the year, and we're off to a great start. The team had a wonderful break over the holidays, and we all feel ready to be back at work. But we'd be lying if we said we weren't already looking at what holidays we could book for 2024. Of course, the website we are scrolling on the most is [Norwegian Cruise Line\\*](#), because they have offered us, and you, our beautiful members, the holiday of a lifetime this year! They are offering [incredible discounts of up to 50% off\\*](#) their modern ship fleet sailing to over 450 destinations around the world—plus, you'll get a [bonus \\$500 off your cruise if you book before tomorrow!\\*](#) Did we mention Norwegian Cruise Line has been voted the World's Leading Cruise line for a whopping 8 years? So, you'll be getting bang for your buck and holidaying with the best of the best! [Don't miss your](#)

## Sponsored Deals

### Image Size

Square 84x84 pixels

### Text

30-70 characters for the headline & 200 characters for the description

 Let's Save

Today's deals of the day



**20% Off Incontinence Care Products @ ConfidenceClub\***

Stay confident with ConfidenceClub's reliable incontinence products\*.

[VIEW DEAL\\*](#)



**One-Handed Mill Grinder \$25 @ Catch**

Spice up your meals with a touch of convenience with this innovative tool.

[VIEW DEAL](#)

*Required images, content, and URL's (with UTM codes) to be delivered a minimum of 72 business hours in advance*



# Newsletter 'Sponsored By' Advertisement + Introduction Shout-out

Your logo will be prominently displayed on top of the newsletter.

The hyperlinks can go straight to your website.



**Seniors Discount Club**

Reaching 300,000 of Australia's  
Wise and Wonderful Every Day

Sponsored by **IMAGINE HOLIDAYS**  
MORE THAN JUST A HOLIDAY.

Monday Edition | AM

Today's Weather in 2000

Change

Updated  
13th Oct 2023 1 PM



**27.5 °C**  
Sunny



Min Temp: **22.3°**



Max Temp: **28.7°**

Powered by  
WillyWeather

Sunny. Winds west to southwesterly 15 to 25 km/h turning westerly 15 to 20 km/h in the evening.

1000+ Ratings  
**4.7**

Download  
our app!



Download on the  
**App Store**



GET IT ON  
**Google Play**

## Good morning Maddie

Good morning, members! I (Maddie) am over the moon to be with you all for this morning's newsletter. Christmas Eve has to be my favourite day of the year. You can feel the anticipation of Christmas day in the air. You get to see all the kids excited about Santa coming, and so many people out and about smiling, catching up with family and friends. I'm extra excited about Christmas Eve this year because our lovely friends over at Norwegian Cruise Line\* are offering you a very special Christmas and New Year's offer\*. This offer is only available until January 4, 2024\* and my goodness, it's a great deal!

I know we're called the Seniors Discount Club, so it is our job to deliver you these discounts, but Norwegian Cruise Line's\* latest offer has to be one of their best. For a limited time only, they are offering amazing discounts of up to 50% off\* their 20 modern ship fleet sailing to over 450 destinations around the world—plus, you'll get a bonus \$500 off your cruise\*. But you have to be quick! So why not book yourself a last-minute holiday as a Christmas present from you to you love you!\*

# Newsletter Takeover

This combination gives you multiple touch points throughout the newsletter. It includes a Newsletter Banner, a mention in the Newsletter Introduction, a Newsletter Teaser and a 'Shoutout From Our Sponsor' segment.



**Seniors Discount Club**

Reaching 300,000 of Australia's  
Wise and Wonderful Every Day

This newsletter is sponsored by

**IMAGINE  
HOLIDAYS**  
MORE THAN JUST A HOLIDAY.

Monday Edition | AM

Today's Weather in 2000

Change

Updated  
13th Oct 2023 1 PM



**27.5 °C**  
Sunny



Min Temp: **22.3°**  
Max Temp: **28.7°**

Powered by  
WillyWeather

Sunny. Winds west to southwesterly 15 to 25 km/h turning  
westerly 15 to 20 km/h in the evening.

**Good morning Jonathan!**

Happy Sunday, folks! I (Vella) am savouring the last bit of the weekend like a kid relishing their final lolly. But before we dive into whatever Sunday has in store, let me brighten your day with something extraordinary. How about journeying through history aboard the [luxurious Azamara Pursuit, sailing from Abu Dhabi to Singapore along the legendary Spice Route?](#)\* Our friends at [Ecruising\\*](#) are offering a once-in-a-lifetime experience! Does this sound like your kind of adventure? [Check out the Cultural Spice Route—a 16 Night Fly, Stay, & Cruise Package here\\*.](#)

[Health cover from rebates could help](#)

**Good morning**

Happy Sunday,  
weekend like a  
whatever Sunday  
something extra

aboard the [luxurious Azamara Pursuit, sailing from Abu Dhabi to Singapore along the legendary Spice Route?](#)\* Our friends at

## Lifestyle

- Time to be enchanted? [40% off Imagine holiday's Japan Discovery & Rail package.](#) But hurry, sale ends 10/09/2024\*

## Shoutout From Our Sponsor

**40% Off Imagine Holiday's Japan Discovery & Rail Package**

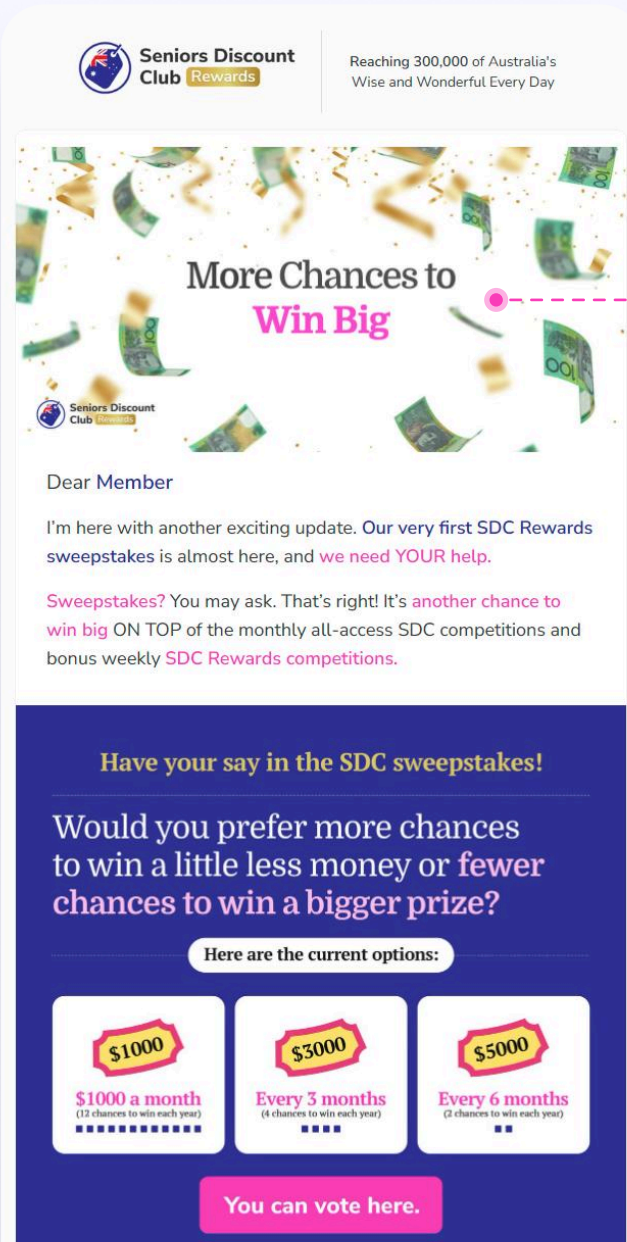


[Discover the enchantment of Japan by rail!](#)

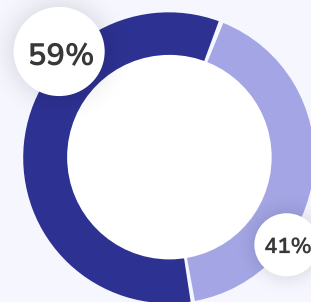
This series of rail journeys through Japan are not just a holiday; it's a profound exploration of a country where every moment is a blend of the ancient and the contemporary.

From just **\$7,999 per person\***, you'll enjoy a 14 day itinerary showcasing Japan's natural and modern marvels by rail.

# Maximise your traffic and revenue with proven SDC tips



In a recent test of a text-based solus design versus a visual-heavy design, we saw **36% more engagement with the visual design.**



A/B Test Results:  
Click-through-rate (CTR) Split\*

- Visual
- Text

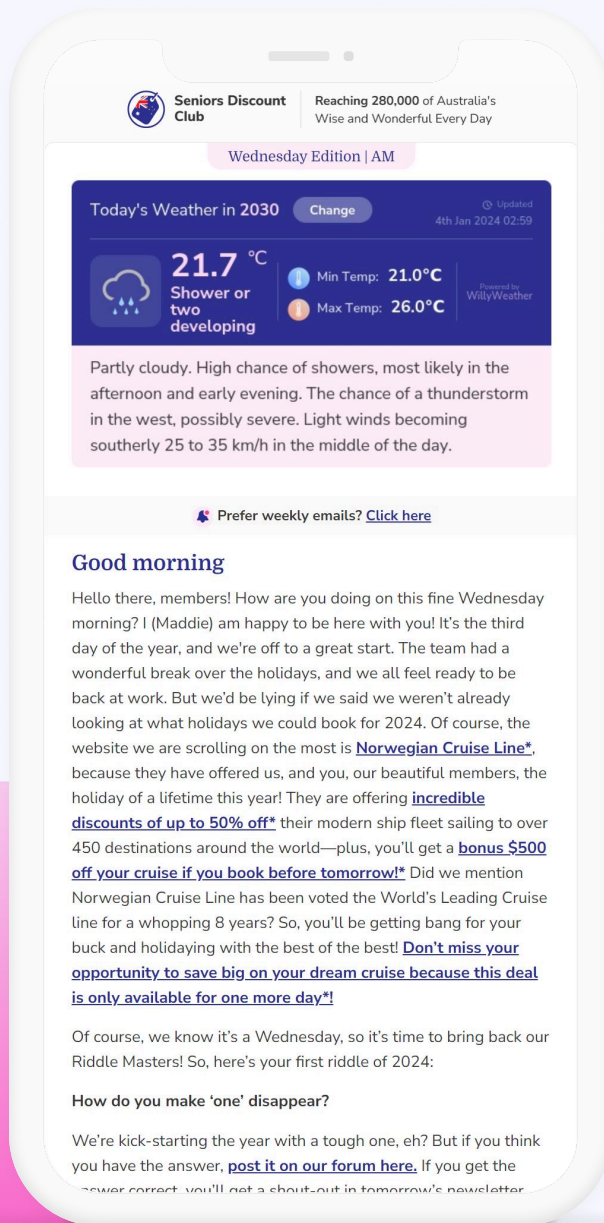
Images and hyperlinks driving traffic directly to your website.

No need to worry about long text-heavy campaign briefs; just provide us with your imagery, and you're set!

**Add-on:** For an additional fee, let the SDC's in-house designers take care of your imagery needs.

*\*The click-through rate (CTR) percentage split of readers who clicked the link/ image during the 1-hour A/B test.*





# Solus EDM Template Guidelines

## 1 Content Size Guidelines

- ✓ Body Content: To prevent emails from being truncated or “clipped” by certain email clients, ensure that the body content does not exceed 102KB.

## 2 Font Considerations

- ✓ Custom Fonts: While custom fonts add a unique touch, they may not be universally supported across all email clients.
- ✓ Recommendation: Utilise web-safe font stacks to maintain a consistent appearance. Recommended fonts include Arial, Verdana, Georgia, Times New Roman, and Courier. When using custom fonts, always provide a web-safe fallback. Resource: <https://www.litmus.com/blog/the-ultimate-guide-to-web-fonts>

Today's Weather in 2030

Change

Updated  
4th Jan 2024 02:59**21.7 °C**  
Shower or  
two  
developingMin Temp: **21.0°C**Max Temp: **26.0°C**Powered by  
WillyWeather

Partly cloudy. High chance of showers, most likely in the afternoon and early evening. The chance of a thunderstorm in the west, possibly severe. Light winds becoming southerly 25 to 35 km/h in the middle of the day.

 Prefer weekly emails? [Click here](#)

## Good morning

Hello there, members! How are you doing on this fine Wednesday morning? I (Maddie) am happy to be here with you! It's the third day of the year, and we're off to a great start. The team had a wonderful break over the holidays, and we all feel ready to be back at work. But we'd be lying if we said we weren't already looking at what holidays we could book for 2024. Of course, the website we are scrolling on the most is [Norwegian Cruise Line\\*](#), because they have offered us, and you, our beautiful members, the holiday of a lifetime this year! They are offering [incredible discounts of up to 50% off\\*](#) their modern ship fleet sailing to over 450 destinations around the world—plus, you'll get a [bonus \\$500 off your cruise if you book before tomorrow!\\*](#) Did we mention Norwegian Cruise Line has been voted the World's Leading Cruise line for a whopping 8 years? So, you'll be getting bang for your buck and holidaying with the best of the best! [Don't miss your opportunity to save big on your dream cruise because this deal is only available for one more day\\*!](#)

Of course, we know it's a Wednesday, so it's time to bring back our Riddle Masters! So, here's your first riddle of 2024:

### How do you make 'one' disappear?

We're kick-starting the year with a tough one, eh? But if you think you have the answer, [post it on our forum here](#). If you get the answer correct, you'll get a shout-out in tomorrow's newsletter. Oh, and we have this week's [Coles](#), [Woolworths](#), [ALDI](#) and [IGA](#)

## 3 CSS Limitations

- ✓ General Support: Due to varied support across email clients, certain CSS properties may not render as expected. Notable properties that may face compatibility issues include float, position, and display: flex.
- ✓ Embedded CSS: To avoid any complications, limit the size of embedded CSS to 16KB or less.
- ✓ Better use inline style

## 4 JavaScript Limitations

- ✓ Most email clients don't support JavaScript for security reasons. This means that any interactive element relying on JS won't work.

# Let's work together

Interested in working with us? We can tailor an advertising package to your needs and are able to assist with branding, lead generation, and CPA objective campaigns.

## Contact:

- ✔ Ashlee Skalsky at [ash@tinyshoots.com.au](mailto:ash@tinyshoots.com.au) or on **0422 402 304**
- ✔ Maddison Dwyer at [maddie@tinyshoots.com.au](mailto:maddie@tinyshoots.com.au) or on **0404 313 244**

