



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

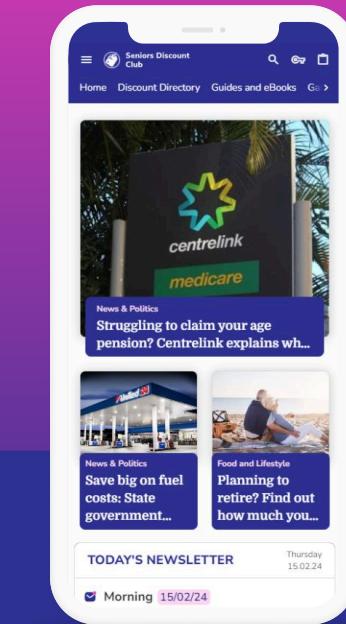
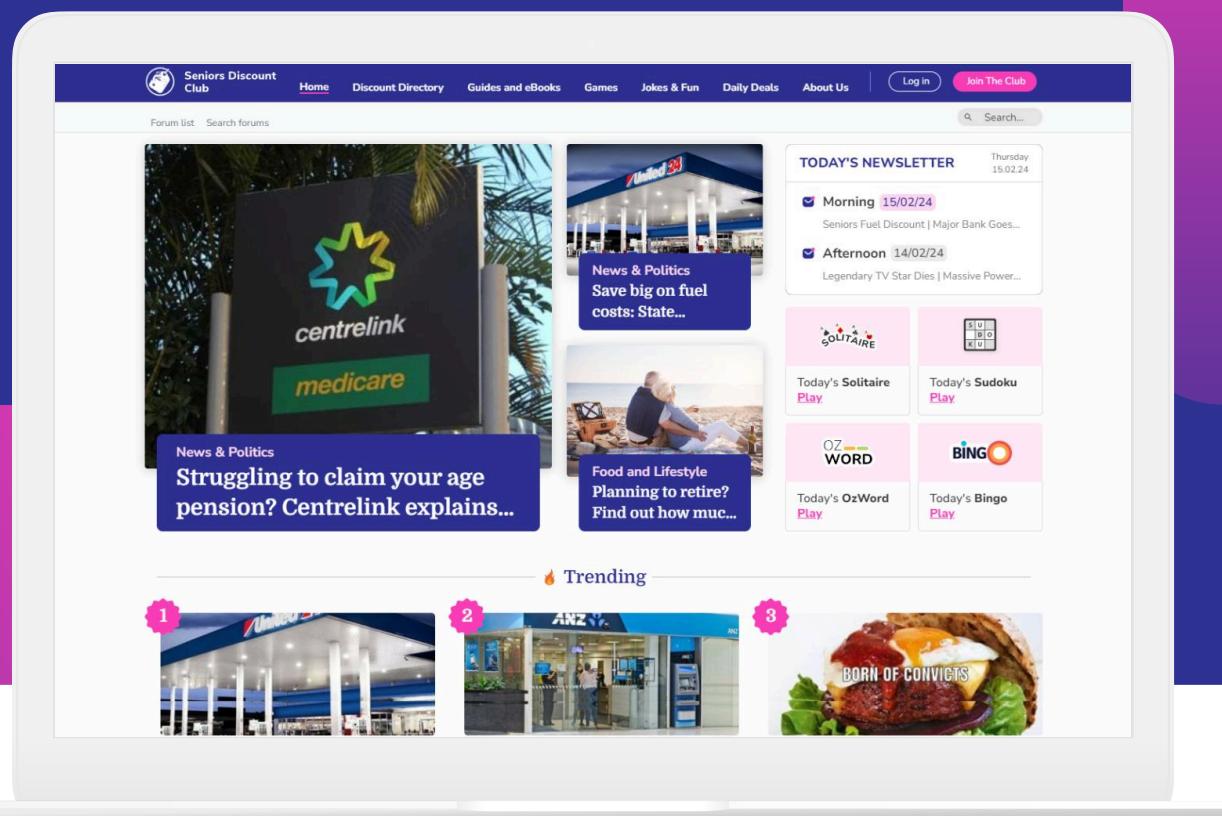
- ✓ A relatable, credible and respected voice that speaks transparently to seniors

- ✓ 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](#)

Today's Weather in 2030 [Change](#) 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](#)

Good morning

Hello there, members! How are you doing on this fine Wednesday morning? (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 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. And you get a [bonus \\$500 off](#) your cruise and book before tomorrow! Did you know 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 Master! 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%

A snapshot of our members



59%

Female



69 years old

Average age



3.7 million

Pageviews



4:51 min

Avg. session duration

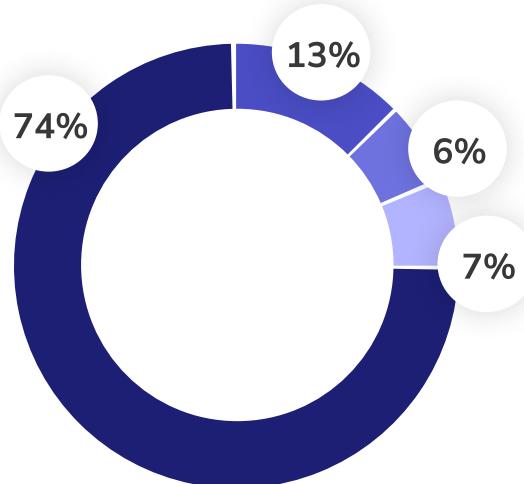


“Who needs to read a paper of doom and gloom when I can read your emails while I have breakfast?”



Pam C.

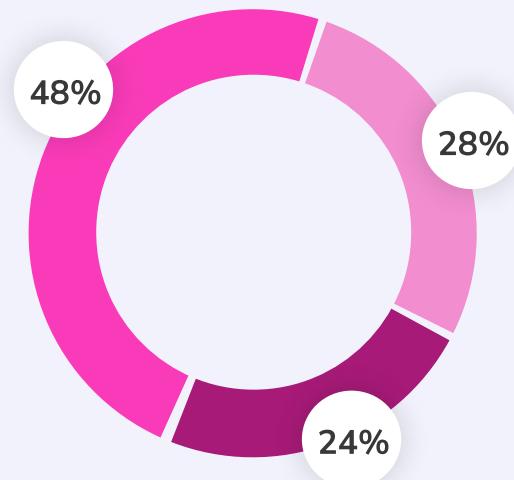
Who are our Readers?



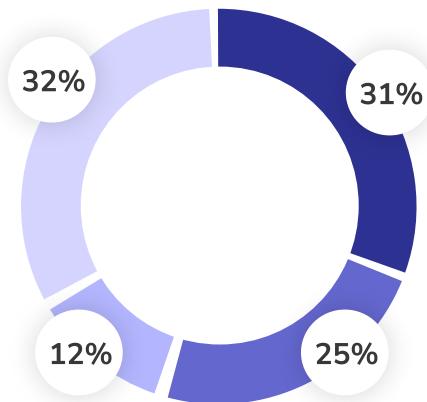
- **74% Fully retired**
- **13% Semi-retired (working part-time)**

- **6% Working full-time**
- **7% Volunteer regularly**

- **48% Full pension**
- **28% Fully self funded**
- **24% Part pension**

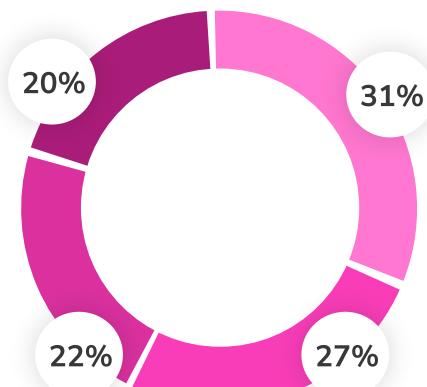


Over half of the SDC members travel for leisure each year, with a good spread of travel duration.



Frequency of SDC members' travel

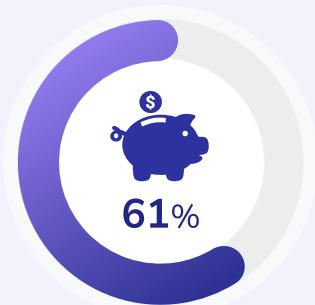
- 31% Several times a year
- 25% Once a year
- 12% Every few years
- 32% Rarely



SDC members' preferred travel duration

- 20% Weekend gateways (1-3 Days)
- 31% Short trips (4-7 days)
- 27% Longer holidays (1-2 weeks)
- 22% Extended travel (more than 2 weeks)

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.



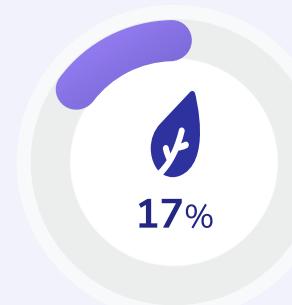
Budget-conscious
traveller



Relaxation
focused



Cultural
explorer



Nature
enthusiast



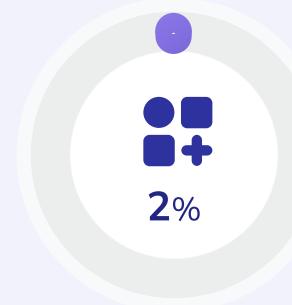
Luxury
traveller



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.

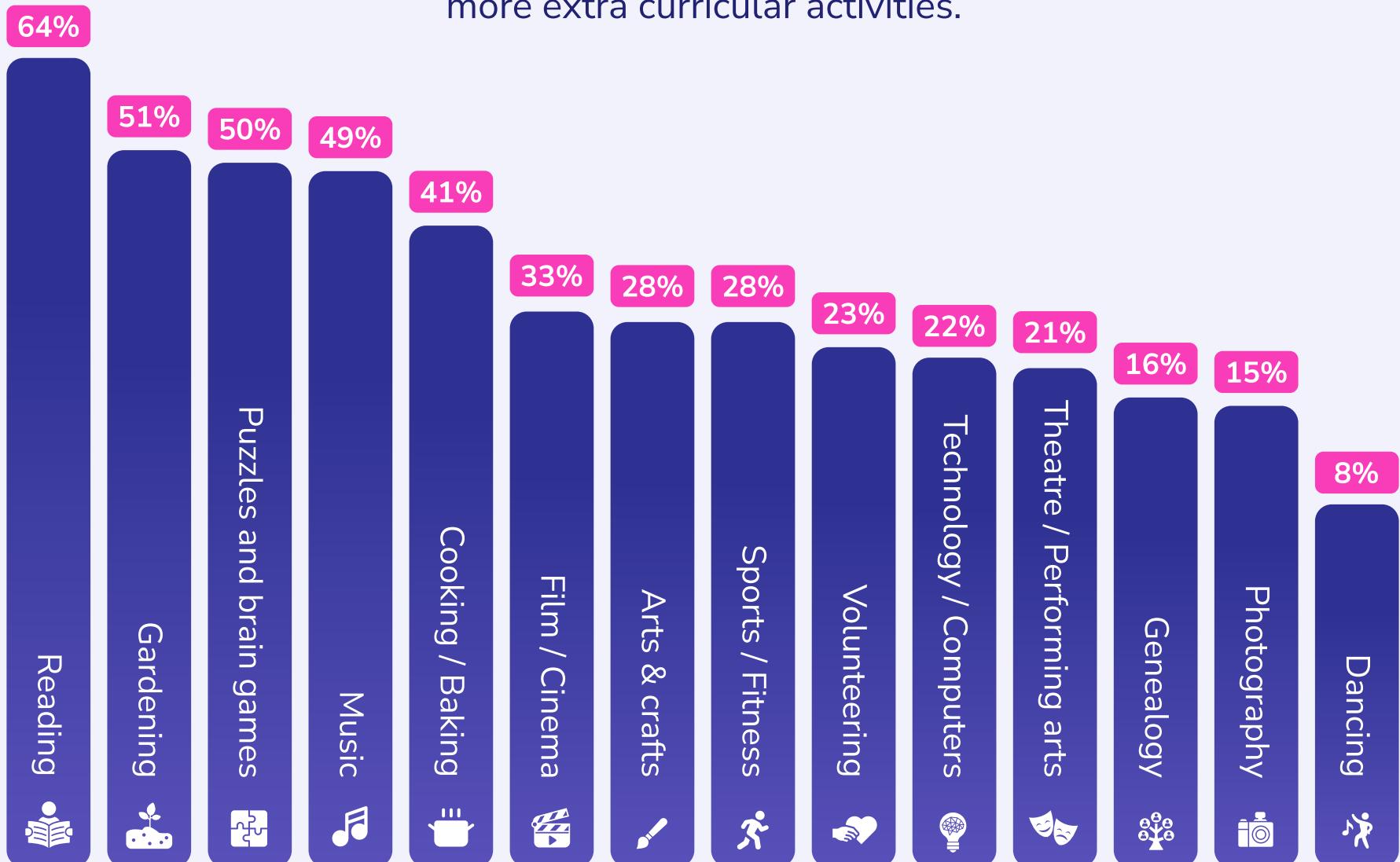


Source: June/July 2022 customer survey, August 2024 Customer Survey

Lifestyle & Leisure

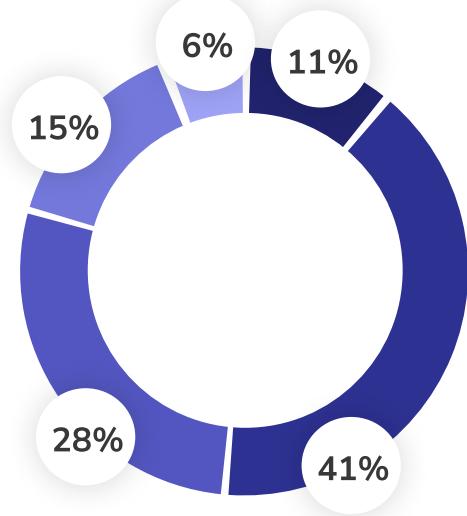


SDC members pursue varied hobbies and interests and are keen to explore more extra curricular activities.

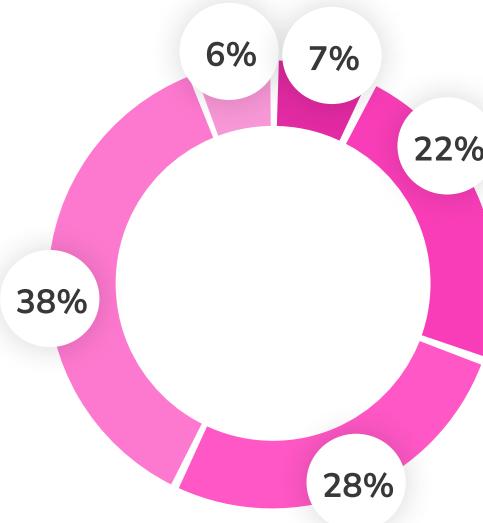


Over two-thirds of SDC readers spend over \$200 per week on groceries, while over half of readers regularly order takeaway.

Weekly grocery expense



Frequency of delivery meals



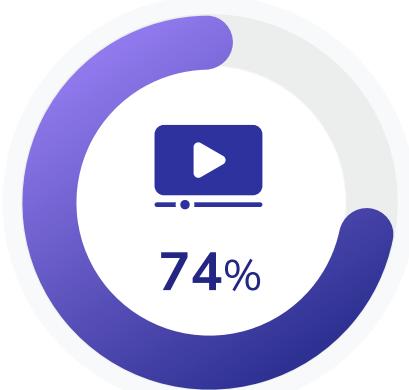
- **11%** Less than \$200
- **41%** \$200 - \$400
- **28%** \$401 - \$600
- **15%** \$601 - \$800
- **6%** More than \$800

- **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:



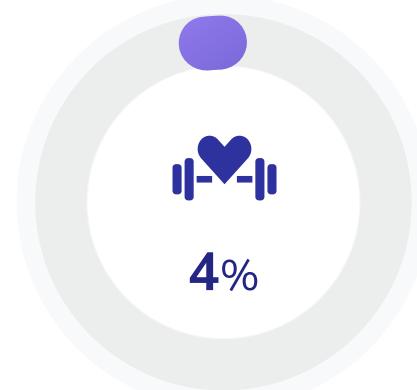
Streaming Services



**Magazine &
Newspapers**



**Meal Delivery
Services**

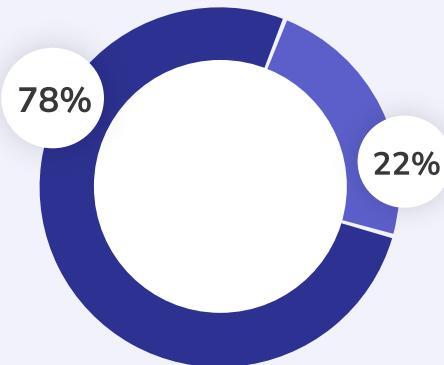


**Fitness or
Wellness app**

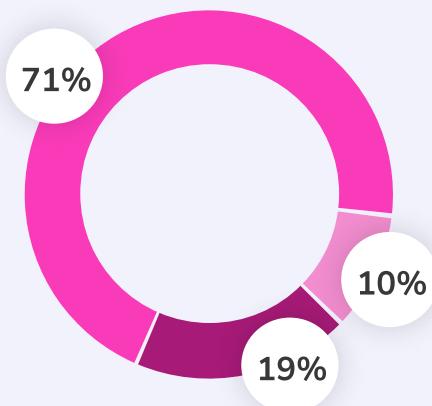
Insurances & Finances



SDC members are far more affluent than the general population.

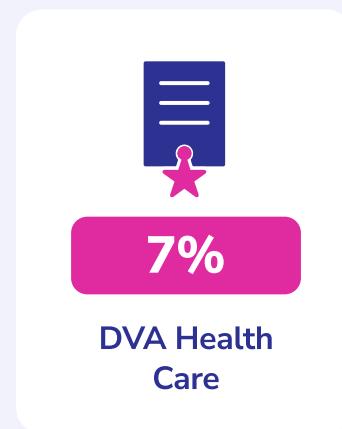


- **78%** Have private health insurance
- **22%** Don't have private health insurance



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

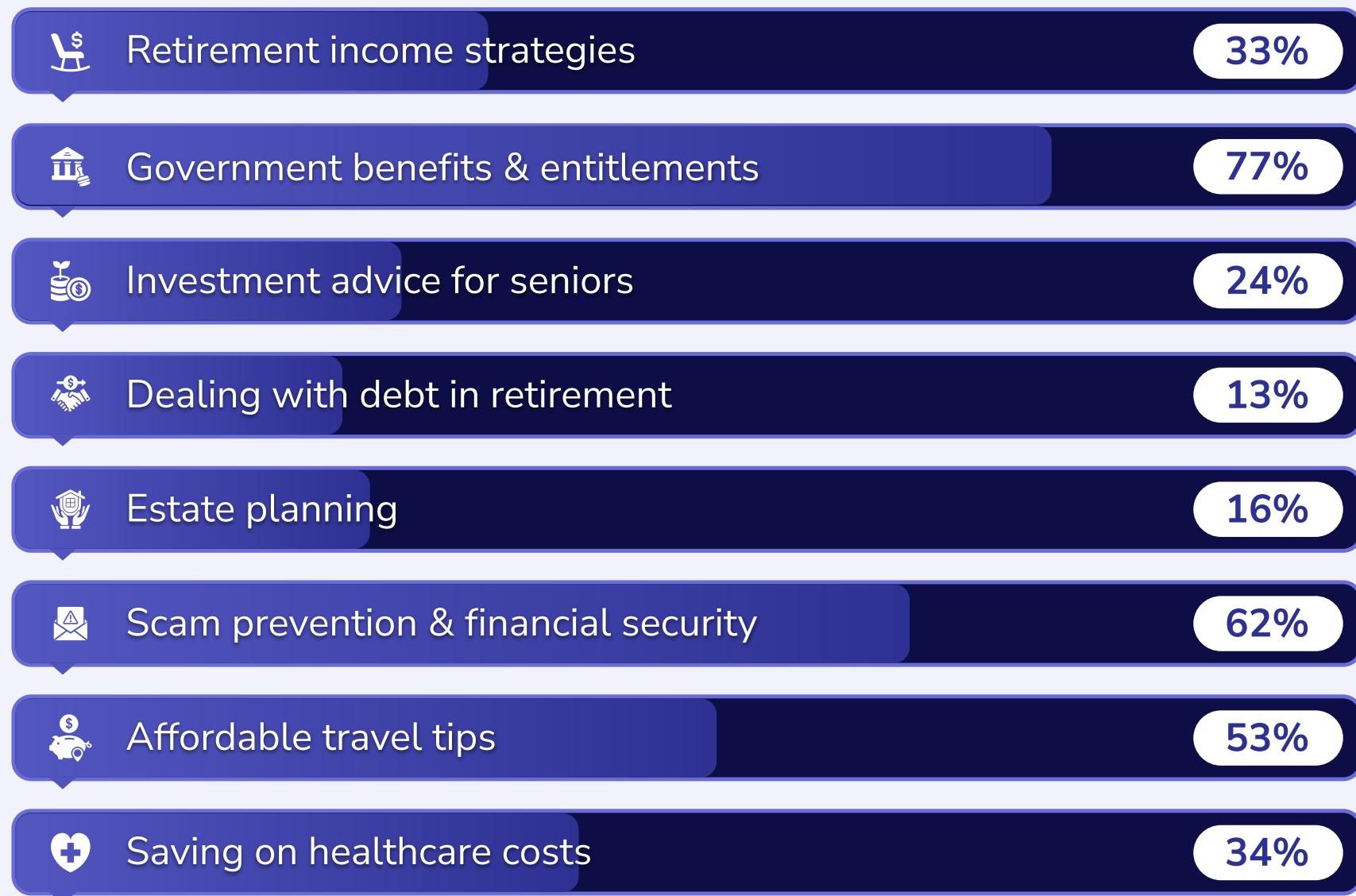
are planning to downsize
in the next 12 months



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

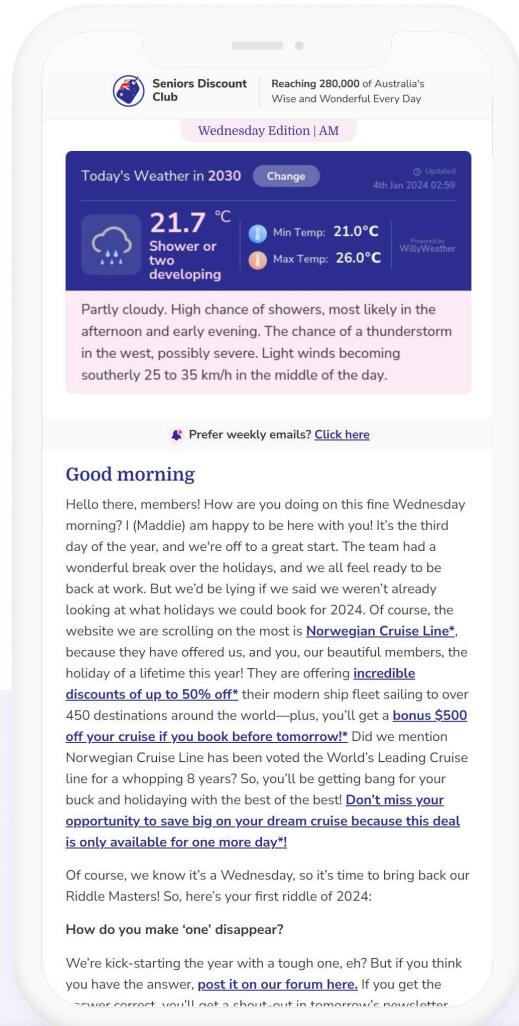
(vitamins, supplements, medical equipment, etc.)



Fashion & Apparel

Based on last 90 days insights

June 2025 - September 2025



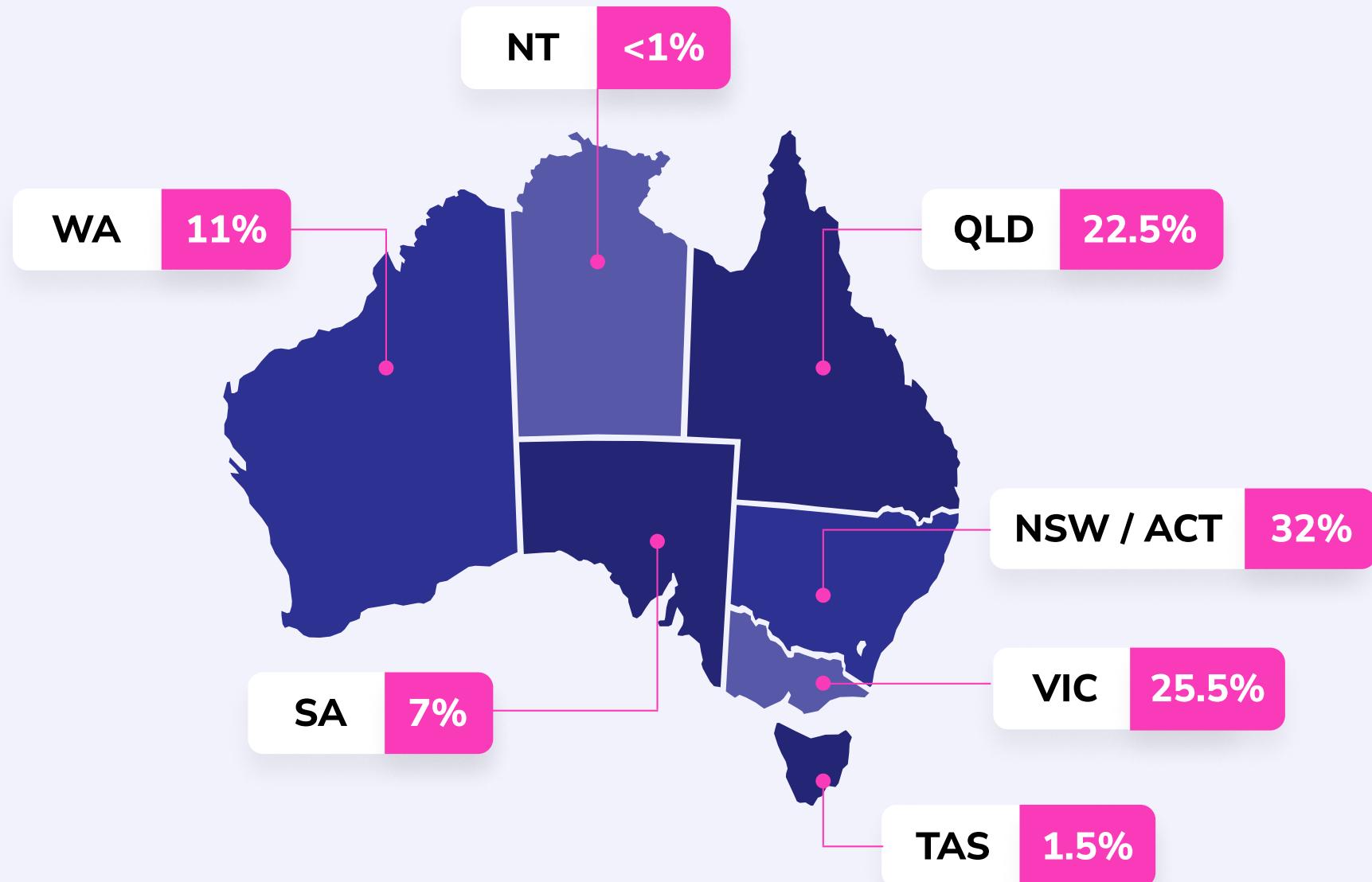
325,515
active subscribers

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

[CompareClub](#)



**NCL NORWEGIAN
CRUISE LINE®**

[Norwegian Cruise Line](#)

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

[Imagine Holidays](#)

JS HEALTH
VITAMINS

[JS Health](#)



[Insure and Go](#)

**BUTCHER
CROWD**

[ButcherCrowd](#)

girls get off

[Girls Get Off](#)

MISTER JONES

[Mister Jones Health](#)



NOBLEOAK

[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.



Asset	File Format	Cost
Newsletter 'Sponsored By'	<p>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.</p>	<p>Monday to Saturday: \$295 + GST</p> <p>Sunday: \$370 + GST</p>
Newsletter 'Banner'	<p>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.</p>	<p>Monday to Saturday: \$685 + GST</p> <p>Sunday: \$850 + GST</p>
Newsletter 'Teaser'	<p>Single bullet point in the main 'stories' segment of our newsletter. Maximum 100 characters and hyperlinked to the landing page / website of your choice.</p>	<p>Monday to Saturday Standard : Premium: \$2,200 + GST Standard: \$1,100 + GST</p> <p>Sunday Premium: On application Standard: \$2,200 + GST</p>

Asset	File Format	Cost
Sponsored Newsletter Introduction	<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>Monday to Saturday: \$3,700 + GST</p> <p>Sunday: \$4,600 + GST</p>
'Shoutout From Our Sponsor' Segment	<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>Monday to Saturday: \$3,000 + GST</p> <p>Sunday: \$3,800 + GST</p>
Newsletter Takeover <ul style="list-style-type: none"> Newsletter 'Banner' Newsletter Introduction Mention Standard Newsletter 'Teaser' 'Shoutout From Our Sponsor' Segment 	<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>Monday to Saturday: \$5,300 + GST</p> <p>Sunday: \$6,500 + GST</p>

Asset	File Format	Cost
Advertiser	<p>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.</p>	<p>Monday to Saturday: \$3,350 + GST</p> <p>Sunday: \$4,200 + GST</p>
Sponsored Deal	<p>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.</p>	<p>Monday to Saturday: \$175 + GST</p> <p>Sunday: \$210 +GST</p>
Sponsor the 'Deals Of The Day' Segment	<p>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.</p>	<p>Monday to Saturday: \$500 + GST</p> <p>Sunday: \$630 + GST</p>

Asset	File Format	Cost
Solus Email	<p>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.</p>	<p>Monday to Saturday: \$9,000 + GST</p> <p>Sunday: \$12,700 + GST</p> <p>Creative design services: \$500 + GST</p>
Lead Generation (with co-branded form)	<p>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.</p>	<p>\$1,100 + GST per lead form, plus a pay per lead agreement</p>
CPC Campaign	<p>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.</p>	<p>Price on request</p>

Asset	File Format	Cost
Website Pop-up Advertisement	<p>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.</p>	Price on request
Sponsored Competition	<p>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.</p>	Price on request
Premium Display Advertising	<p>Ads across the Seniors Discount Club website may be served through either standard banner and text creative ad, HTML5, JavaScript ad-tag, or iFrame.</p>	Price on request.
SDC Main App Banner Ad	<p>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.</p>	Price on request

Asset	File Format	Cost
SDC Main App Interstitial Ad	<p>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.</p>	Price on request
SDC Main App Push Notification	<p>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.</p>	Price on request.
SDC Main App 'Takeover'	<p>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!</p>	Price on request

Asset	File Format	Cost
Full SDC Takeover <ul style="list-style-type: none"> • Newsletter Takeover • Premium Display Advertising • SDC Main App Takeover • SDC Games Apps Takeover 	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 or on **0422 402 304**

✓ Maddison Dwyer at 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 @Iggydi 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.

Advertisorials

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



Seniors Discount Club

Home Discount Directory Guides and eBooks Games Jokes & Fun Daily Deals About Us Log in Join The Club

Forum list Search forums

Money Saving Hacks

Save up to 24% Off Your Power Bill

By April Bradford Sep 22, 2023 Replies 54

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*?



Seniors Discount Club

New members Jokes & fun Photography Nostalgia / Yesterday's Australia Food and Lifestyle Money Saving Hacks Offtopic / Everything else

Full Forum Listing

Latest Articles

Slow cooker Mongolian beef

Started by Babybird - Yesterday at 7:31 PM · Replies: 0 Cooking / Recipes

Lemon Blueberry cream cake

Started by Babybird - Yesterday at 7:11 PM · Replies: 2 Cooking / Recipes



Seniors Discount Club

Home Discount Directory Guides and eBooks Games

Money Saving Hacks

Save up to 24% Off Your Power Bill

By April Bradford Sep 22, 2023 Replies 54

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.

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

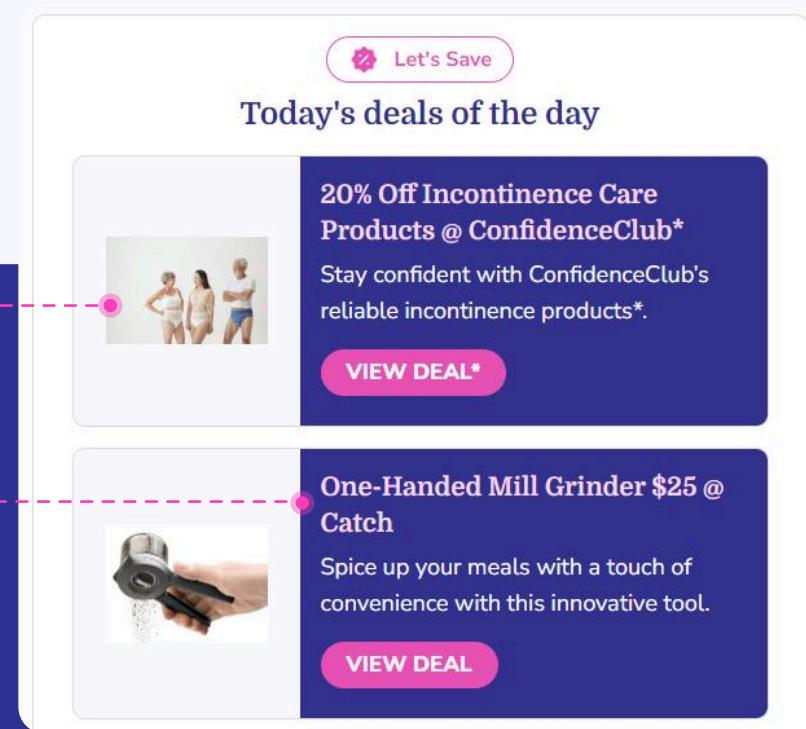
Sponsored Deals

Image Size

Square 84x84 pixels

Text

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



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 screenshot shows a newsletter layout. At the top, there's a section for 'Seniors Discount Club' with a logo and the text 'Reaching 300,000 of Australia's Wise and Wonderful Every Day'. Below this, it says 'Sponsored by IMAGINE HOLIDAYS MORE THAN JUST A HOLIDAY.' A pink dashed line highlights the 'Seniors Discount Club' and 'IMAGINE HOLIDAYS' sections. The main content area starts with 'Monday Edition | AM'. It features a weather forecast for 'Today's Weather in 2000' with a sun icon, the temperature '27.5 °C' (labeled 'Sunny'), and a range from 'Min Temp: 22.3°' to 'Max Temp: 28.7°'. A pink dashed line highlights the weather forecast section. Below the weather, there's a text box stating 'Sunny. Winds west to southwesterly 15 to 25 km/h turning westerly 15 to 20 km/h in the evening.' At the bottom, there are download links for the app store and Google Play, and a rating of '4.7' with '1000+ Ratings'.

The hyperlinks can go straight to your website.

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 

Monday Edition | AM

Today's Weather in 2000 [Change](#) Updated 13th Oct 2023 1 PM

 **27.5 °C** Sunny Powered by WillyWeather

Min Temp: 22.3° Max Temp: 28.7°

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!](#)*

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.

 **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

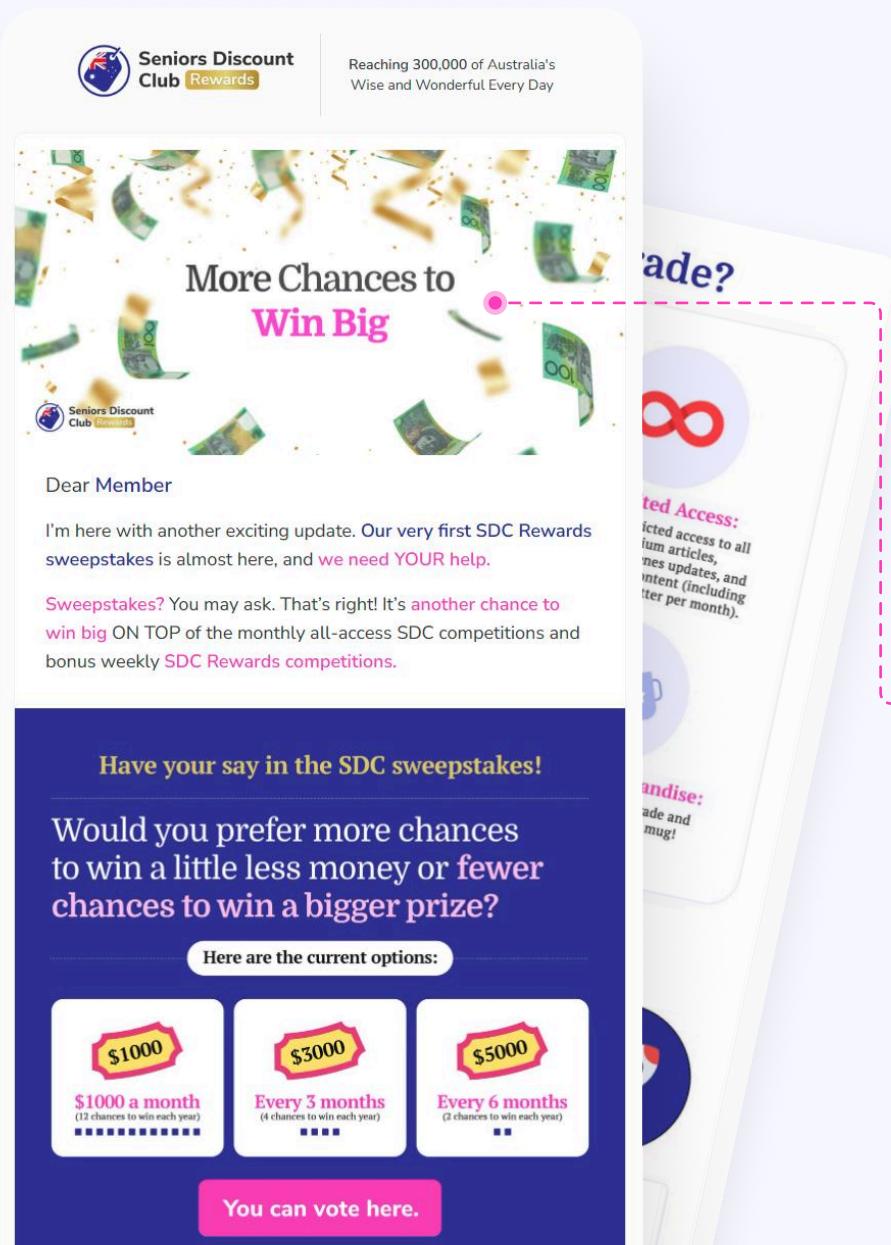


[Discover the enchantment of Japan by rail!](#)

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



Seniors Discount Club Rewards
Reaching 300,000 of Australia's Wise and Wonderful Every Day

More Chances to Win Big

Dear Member

I'm here with another exciting update. Our very first SDC Rewards sweepstakes is almost here, and we need YOUR help.

Sweepstakes? You may ask. That's right! It's another chance to win big ON TOP of the monthly all-access SDC competitions and bonus weekly SDC Rewards competitions.

Have your say in the SDC sweepstakes!

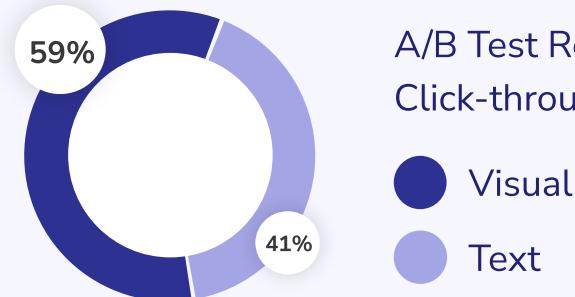
Would you prefer more chances to win a little less money or fewer chances to win a bigger prize?

Here are the current options:

- \$1000 a month (12 chances to win each year)
- \$3000 Every 3 months (4 chances to win each year)
- \$5000 Every 6 months (2 chances to win each year)

You can vote here.

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*

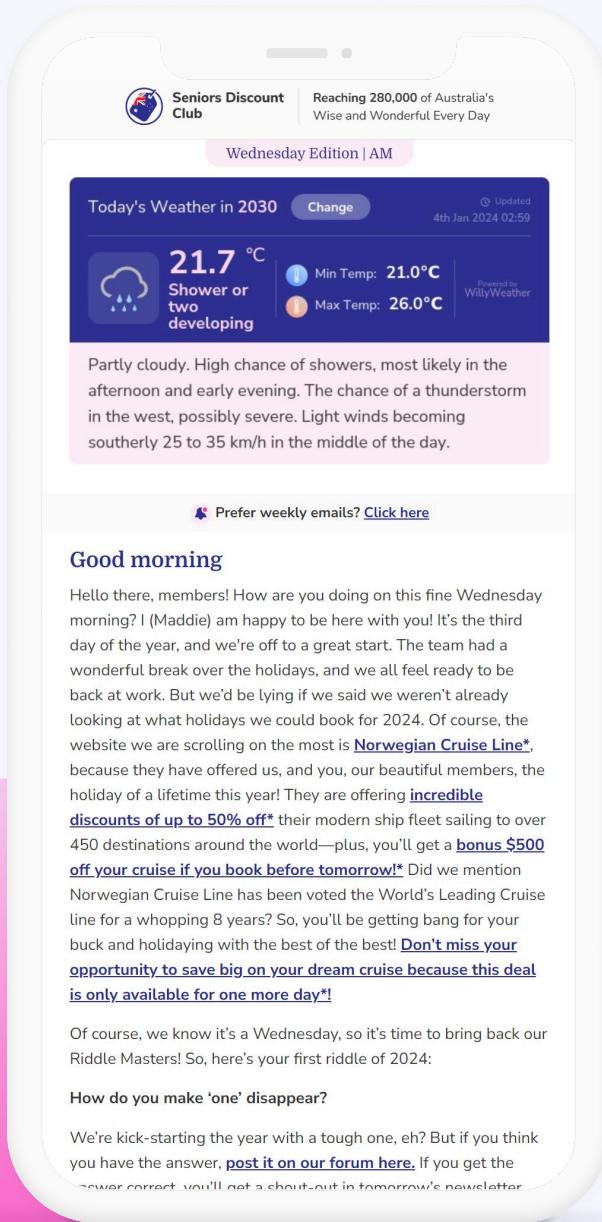
- Visual
- Text

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>



✉️ 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 or on **0422 402 304**
- ✓ Maddison Dwyer at maddie@tinyshoots.com.au or on **0404 313 244**

