



HOW I BEAT DEPRESSION

MEDIA KIT

ABOUT

How I Beat Depression has a diverse readership base, averaging approximately 8000 page views per month and 3600 unique visitors. We have a strong Facebook presence with over 10 000 likes. These numbers continue to increase as we expand our online presence.

How I Beat Depression features articles on both celebrity and everyday stories of people who have recovered from depression, symptoms and signs of depression, news articles and podcasts.

The site occupies a niche market. Visitors search for specific information on depression, making depression related advertising highly relevant to the audience.



As we are an Australian based business we are legally unable to advertise pharmaceuticals and pharmaceutical companies to the public.

DEMOGRAPHIC

How I Beat Depression has an international demographic, with 15% of visitors from the USA, 14% from Egypt, 7% India and England, and 4% from Australia. We aim to make mental health services available in both developed and developing countries, particularly in nations without a national mental health infrastructure.

STAFF

Justin Bennet, Senior Writer: With over six years experience working in mental health, including homeless persons services, psychiatric hospitals and counselling bulimia and anorexia patients, Justin brings his expert knowledge to How I Beat Depression.

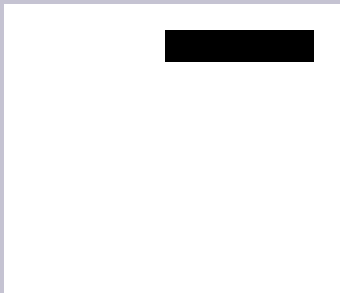
Kat Clay, Editor/Web Producer: Trained in editing at the University of Technology's graduate writing program, Kat is an award winning creative from Sydney, Australia. She has worked across medical sites in digital publishing for major B2B companies.



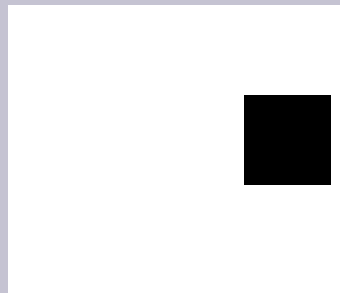
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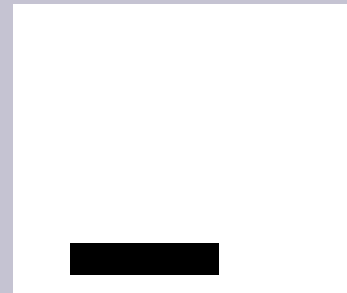
WEBSITE POSITIONS



TOP BANNER



MREC



BOTTOM BANNER

PRICES

Advertisement	Size (w x h)	Cost (per month)
Top Banner	468 x 60 pixels	\$500
MREC	300 x 250 pixels	\$500
Bottom banner	468 x 60 pixels	\$300

All advertisements must be supplied as:

- 72dpi
- .GIF or .JPG file
- No bigger than 40KB in size

For an additional fee of \$250, advertising can be designed in-house.

CLICKTHROUGHS

All advertising must be supplied with a working web link. These links will be tracked to provide feedback on your advertising campaign.

