



RIMPA GLOBAL MEDIA KIT JULY 2025

**Unleash your potential with our diverse
advertising options designed to amplify your
success and growth!**

RECORDS AND INFORMATION MANAGEMENT PRACTITIONERS ALLIANCE
Advancing and Connecting the Records and Information Management
Profession.

IT'S WHO YOU REACH THAT COUNTS



Place your brand and messaging in front of your key audience!

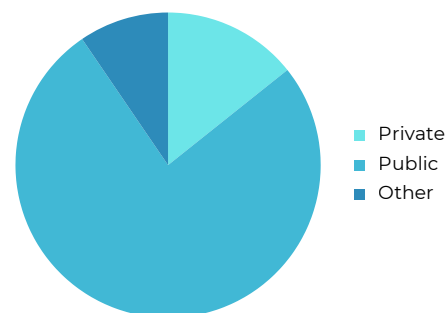
For over 50 years, RIMPA Global has been the peak governing body for the records and information management profession. Representing over **3300** practitioners and organisations from the private sector and all levels of government.

RIMPA Global works closely with other industry bodies including National Archives of Australia, Australian Society of Archivists, Australian Library and Information Association, DAMA International, and have extended relationships with international bodies including ARMA International, Digital Preservation Coalition and New Zealand Archives.

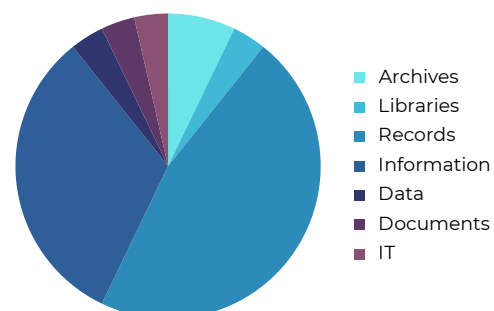
Our Audience

Reach a diverse audience, from C-Suite executives to Analysts and Coordinators, within the records, information, and data management field. Partnering with RIMPA Global offers your brand an invaluable chance to connect directly with industry professionals, establishing meaningful connections within this specialised community.

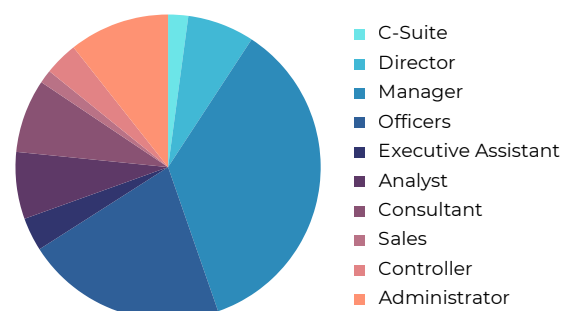
AUDIENCE BY SECTOR



AUDIENCE BY INDUSTRY



AUDIENCE BY ROLE



AT A GLANCE



Across our platforms we regularly reach over 10,000 records and information management practitioners, through our various communication channels both direct and indirect.

Advertising with RIMPA Global across direct and indirect channels offers unparalleled visibility to a diverse and engaged audience. Leveraging social media ensures dynamic outreach, fostering direct engagement and interaction with potential clients.

RIMPA Global's multi-channel approach guarantees comprehensive market coverage, enhancing brand visibility, fostering connections, and ultimately driving impactful results.

Social Media Channels



4623
Followers



2,257
Followers



1031
Followers



225
Followers

Indirect Channels



Over 32,000
Unique Website
Visitors



4276
Newsletter
Subscribers

CAMPAIGN YOUR WAY



Craft a campaign to engage our audience effectively and fulfil your objectives. Choose between two comprehensive RIMPA Global marketing bundles - incorporating webinars, EDMs, and targeted social media posts - to maximise brand exposure while optimising your budget.

Consistent brand visibility across our platforms and communications solidifies your presence in our audience's minds. Ensuring continual interaction fosters lasting connections and opportunities within our community.



Essential Exposure

INCLUDED..... (excl. GST)

30-Minute Webinar.....	\$1,500.00
Blog Post.....	\$500.00
Newsletter Ad.....	\$500.00
Social Media Post.....	\$500.00
Business Directory.....	\$100.00

Total Value..... \$3,100.00

Purchase Price..... \$2,500.00



Ultimate Visibility

INCLUDED..... (excl. GST)

60-Min Webinar.....	\$2,100.00
EDM.....	\$2,000.00
Blog Post	\$500.00
Social Media Post.....	\$500.00
Newsletter Ad.....	\$500.00
Business Directory.....	\$100.00

Total Value..... \$5,700.00

Purchase Price..... \$4,450.00

*If these bundles are not right for you? **Contact us at marketing@rimpa.com.au** to discuss a package that best suits your needs!*

Please note: These packages are not purchasable via Industry Partner funds. Prices listed are based on non-member rates and may vary.

NEWSLETTER | IM NOW

EMAIL MARKETING



The RIMPA Global Newsletter, IM NOW is published fortnightly on Wednesdays, and distributed directly via email to more than 4200 subscribed users.

The newsletter is the go-to for all our RIMPA Global members, and Community members, to access the latest industry updates, news items, membership updates, job listings as well as upcoming events, training and workshops. This is a great channel to increase your brand exposure and market to our members directly.

ADVERTISING RATES

Type..... (excl. GST)

Member Price..... \$400.00

Non-Member Price..... \$500.00



WHAT TO SUPPLY?

- Image Ad Graphic (image only), file must be a .PNG
- 600px (w) x max. height of up to 600px (h)
- URL or UTM link to which you'd like your image to link.

MORE THAN
4,200
SUBSCRIBERS!

EDM

EMAIL DIRECT MARKETING



Instantly place your brand in front of your key audience using our EDMs.

Your exclusive promotional email captures our diverse readership at all professional tiers.

Whether it's a product launch, a new event, or thrilling company updates, this standalone spotlight guarantees maximum exposure.

Limited spots available; plan ahead to secure your slot.

WHAT TO SUPPLY?

- EDM in complete HTML file format.
- Specify subject line and preview text (75 characters).

Advertising Rates

Type.....	(excl. GST)
Member Price.....	\$1,500.00
Non-Member Price.....	\$2,000.00

BUILDING A SUCCESSFUL EDM

- **Value-Packed Insights:** Offer practical tips and insights.
- **Downloadable Assets:** Provide industry-specific templates and tools, such as whitepapers, eBooks, guides, etc.
- **Educational Events:** Highlight upcoming workshops, product launches, offerings, or services.
- **Interactive Engagement:** Include polls, surveys, and visuals for an engaging experience.
- **Real-world Examples:** Share case studies and reports showcasing industry trends and applications.



REACH
2,800- 4,500
TARGETED
SUBSCRIBERS

SOCIAL MEDIA PLATFORMS



RIMPA Global has an active presence across four social media channels: LinkedIn, Facebook, X and Instagram.

MORE THAN
8,000
FOLLOWERS!

Utilising RIMPA Global's social media channels within your organisation augments visibility, expanding networking avenues. It fortifies brand recognition, disseminates industry expertise, and encourages professional synergy globally. Leveraging these platforms enriches your organisational presence, and fosters collaboration and growth within the records and information management sector.

Whilst we encourage you to make the most of all our Social Media platforms, our Instagram is limited to story posts only. If you would like to post on X, we ask that you provided a succinct version of your post that is less than 280-characters long.

ADVERTISING RATES

Type.....(excl. GST)

Member Price..... \$400.00

Non-Member Price..... \$500.00

WHAT TO SUPPLY?

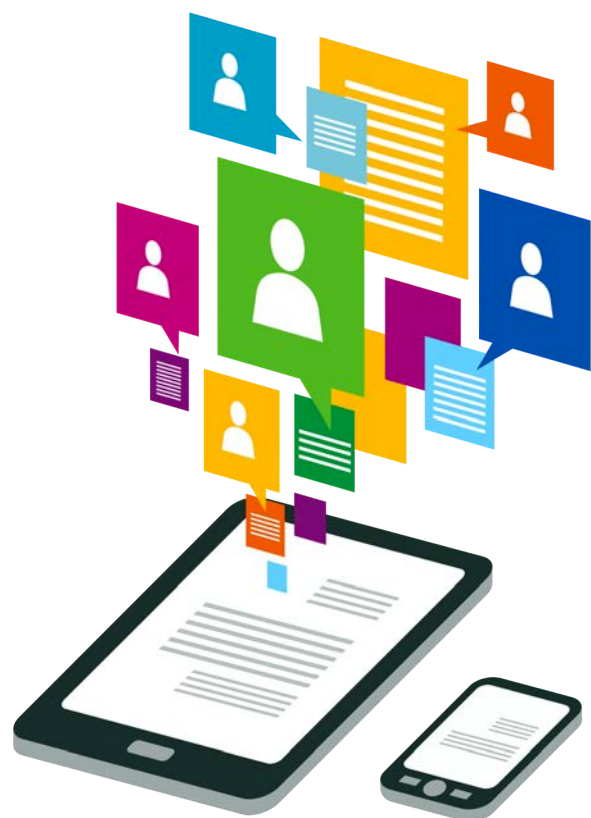
- Appropriate sized image (see sizing below)
- Copy appropriate for each social media platform with URL
- MP4 file for video content, PNG for image
- Image sizes:

LinkedIn: 1200px (w) x 628px (h)

Facebook: 1200px (w) x 630px (h)

X: 1200px (w) x 675px (h)

Instagram: 1080px (w) x 1080px (h)



PRESENT A WEBINAR



Webinars are hosted by RIMPA Global however the content will be driven and represented by you!

Webinar content can be in the form of a case study presented by a client, a panel discussion with multiple speakers, a live demonstration of a product, it's totally up to you!

INCLUSIONS

- **Customised Marketing Materials:** Receive support for promotional materials, including two custom-designed EDMs and two social media posts.
- **Complimentary Access:** Receive a unique code so your clients can attend the webinar at no cost.
- **Opt-In List Access:** Gain access to the opt-in list of engaged participants post-event.



ADVERTISING RATES

Members.....(excl. GST)

30-minutes.....\$1,200.00

60-minutes.....\$1,800.00

Non-Members.....(excl. GST)

30-minutes.....\$1,500.00

60-minutes.....\$2,100.00

BUILDING A SUCCESSFUL WEBINAR

- **Interactive Engagement:** Use tools like Slido for live polls and Q&A, creating an interactive session to answer your burning questions.
- **Valuable Takeaways:** Offer downloadable resources or exclusive content related to the webinar's topic.
- **Exclusive Offers:** Tie in limited-time promotions or discounts for attendees, creating urgency and driving engagement. For example; free consultations or product giveaways.

CONTENT TO BE PROVIDED

- Complete webinar registration form (provided upon booking)

ENGAGE AND
BUILD
RELATIONSHIPS
WITH TARGET
AUDIENCE!

HOST AN ONLINE ROUNDTABLE



Introducing the "Roundtable" – an exclusive opportunity for you to create a conversation with subject matter experts, showcase your projects, topics, or products to a select audience of information management professionals.

Unlike traditional webinars, this interactive 90-minute session is designed as a dynamic focus group, prioritising active engagement and collaboration. It serves as a platform where vibrant discussions flourish, ideas intersect, and insights amplify. You get direct access to a captive audience, fostering meaningful interactions that spark innovation.

ADVERTISING RATES

Type..... (excl. GST)

Member..... \$2,000.00

Non-Member..... \$2,500.00

CONTENT TO BE PROVIDED

- Roundtable title and abstract
- Facilitator details
- Organisation details



ONLINE BLOG



Share your expertise with our audience with a blog article.

Benefits of sharing a blog article with:

1. Engage with our members and demonstrate your Credibility and Expertise.
2. Tap into our existing 30,000 per year website visitors.
3. Add credible backlinks to your website.

BUILDING A SUCCESSFUL BLOG ARTICLE

- **Value-Packed Insights:** Offer practical tips and insights.
- **Downloadable Assets:** Provide industry-specific templates and tools, such as whitepapers, eBooks, guides, etc.
- **Educational Events:** Highlight upcoming workshops, product launches, offerings, or services.
- **Interactive Engagement:** Include polls, surveys, and visuals for an engaging experience.
- **Real-world Examples:** Share case studies and reports showcasing industry trends and applications.
- **Avoid sales copy:** Keep your blog informative and entertain with your reader in mind.

BLOG SHARING

The blog article may also be shared (at editor's discretion):

On social media pages
In social media groups
In our newsletter IM NOW

ADVERTISING RATES (INTRODUCTORY RATE)

Type..... (excl. GST)

Member Price..... \$500.00

Non-Member Price..... \$600.00

CONTENT SPECIFICATION

- Limited spots available; plan ahead to secure your slot.
- [Complete Blog submission form online](#) for specification requirements.

MORE THAN
30,000
UNIQUE VISITORS
PER YEAR

RIMPA

eLEARN ADVERTISING



Advertise your in our RIMPA eLEARN learning modules.

Advertise your your brand with the inclusion of a short ad (image or video) shown twice during the RIMPA eLEARN module of your choice (select one).

Benefits of advertising on our RIMPA eLEARN courses:

1. Align your advertising with an audience who are engaged and learning about a specific topic that is relevant to your organisation.
2. Targeted niche audience.
3. Exclusive advertising for a whole year on RIMPA eLEARN course.

CONTENT SPECIFICATION

- 1-2 Minute Video can be content related or an advertisement.
- An image or static page advertisement to be included in the course.

We will provide access to the RIMPA eLEARN so you can align your content with the the course material.

ADVERTISING RATES (INTRODUCTORY RATE)

Type.....	(excl. GST)
Member Price.....	\$2500.00
Non-Member Price.....	\$2900.00

ONLINE BUSINESS DIRECTORY



Listing your business in our directory is an invaluable business tool. The business directory is the industry equivalent of advertising on eBay!

Benefits:

1. The primary advantage of advertising with RIMPA Global is that we have a ready-made audience of thousands of members keen to hear about your products and services.
2. Over 20 categories to choose from.
3. It allows you to promote and simultaneously sell products to a target audience of companies and colleagues looking for a specific product or service.
4. There is no limit to the number of categories that can be chosen.
5. All advertisements include a 200-word summary, company name, logo and contact details.
6. Listings are invoiced for a 12-month period.

ADVERTISING RATES

Type..... (excl. GST)

Member Price..... **FREE**

Non-Member Price... \$250.00/category

[Click here](#) to add your business to our Business Directory.

Business Categories

- Audit and Risk Management
- Cybersecurity
- Digital Archiving
- Digitisation of Records - Services
- Digital Transformation
- Imaging & Scanning
- Taxonomies and Business Classification
- Business Process Innovation
- Systems Design and Implementation of Business Applications
- Document Recovery
- Information & Records Management Consulting
- Information and Data Management
- Information and Data Governance
- Software as a Service (SaaS) – Cloud Services
- Data and Information Risk Management
- Data Architecture
- Data Literacy
- Employment, Recruitment and Staff Placements
- Training & Professional
- Professional Development
- Publications
- Strategic Planning
- Collaboration and Sharing
- Change Management
- Project Management
- Email Management, Compliance & Productivity
- Retention and Disposal
- Storage
- Other Services

MORE THAN
30,000
UNIQUE VISITORS
PER YEAR



ADVERTISE TODAY.

For more details, and guidance, call

1800 242 611

or email **marketing@rimpa.com.au**
