



RIMPA GLOBAL MEDIA KIT 2024

**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!

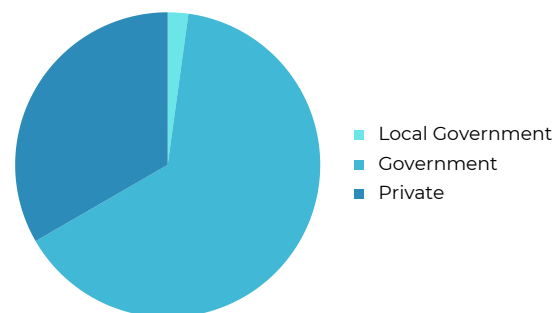
For over 50 years, RIMPA Global has been the peak governing body for the records and information management profession. Representing over **3200** practitioners and organisations from the private sector and all levels of government.

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.

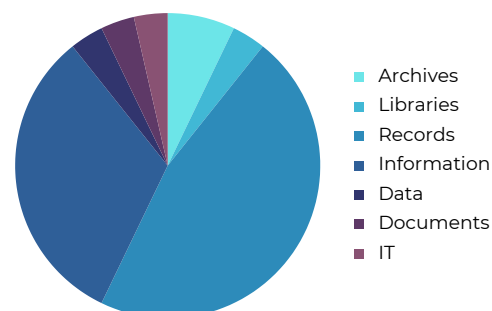
Our Audience

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.

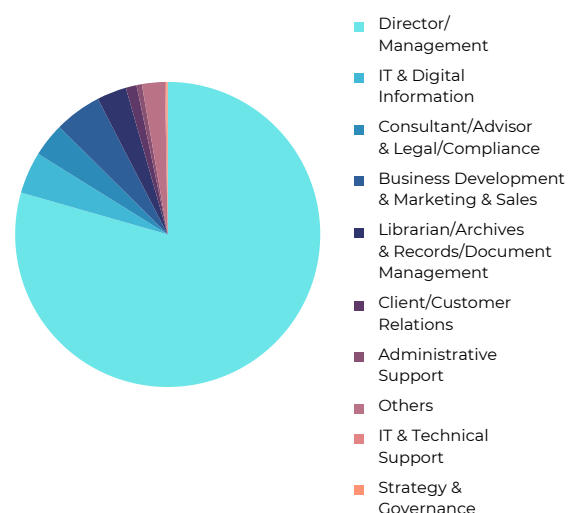
AUDIENCE BY SECTOR



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



3,358
Followers



2,259
Followers



1,070
Followers



183
Followers

Indirect Channels



Over 50,000
Unique Website
Visitors



3,200
Newsletter
Subscribers



3,200
iQ Magazine
Readers

CAMPAIGN YOUR WAY



Craft a bespoke 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.....	\$1,300.00
iQ Advertorial.....	\$1,200.00
Newsletter Ad.....	\$500.00
Social Post.....	\$500.00
Business Directory.....	\$100.00

Total Value..... \$3,600.00

Purchase Price..... \$2,800.00



Ultimate Visibility

INCLUDED..... (excl. GST)

60-Min Webinar.....	\$2,100.00
EDM.....	\$2,000.00
iQ Full-Page Ad.....	\$800.00
Social Post.....	\$500.00
Newsletter Ad.....	\$500.00
Business Directory.....	\$100.00

Total Value..... \$6,000.00

Purchase Price..... \$4,500.00

*Neither of these bundles are 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.

iQ QUARTERLY RIMPA MAGAZINE



iQ is the learned professional journal of the Records and Information Management Practitioners Alliance, with four editions published annually.

The publication contains peer-reviewed articles, industry news, case studies, membership news, and articles related to the records, information and data management industry. iQ publishes work by many of the most eminent authors in records and information management globally.

iQ: The RIMPA Quarterly Magazine is available as an e-zine and hard copy.



iQ FACTS AND FIGURES

- Accessible to more than 3,200 readers
- Now available through the RIMPA Global Shop
- Publication is uploaded to the informit, EBSCO, National Library of Australia platforms which stores over 8 million records of expert-curated, peer-reviewed content

iQ THEMES

Edition	Theme	Deadline
March	<i>Data Revolution Unleashed.</i>	12 January 2024
June	<i>Cybersecurity in the Digital Age.</i>	12 April 2024
September	<i>Innovative Technologies Reshaping Information Management.</i>	12 July 2024
December	<i>Leadership and Governance in Information Management.</i>	11 October 2024

iQ QUARTERLY RIMPA MAGAZINE



ADVERTISING RATES

Size Price.....(excl. GST)

Advertorial.....	\$1,200.00
Full-Page.....	\$800.00
Half-Page.....	\$600.00
Quarter-Page.....	\$300.00
Business Directory.....	\$100.00

POSITION MEASUREMENT (MM)

Full-Page

210 mm (W) x 297mm (H)

Half-Page

186 mm (W) x 125 mm (H)

Quarter-Page

Portrait: 60 mm (W) x 186 mm (H)

Landscape: 186 mm W) x 60 mm (H)

Business Directory

Includes Business name, business description (maximum of 75 words), contact details, high resolution logo and website address.



ADDITIONAL INFORMATION

- Advertorial specifications
- Advertisements must be supplied in high resolution files in one of the following formats .PDF or .EPS
- A 5mm bleed is required on full page ads and on any ads where the colour goes to the papers edge (no border allowance).



Sample of Business Directory Listing
(not to scale)

ACCESSIBLE TO
MORE THAN
3,200
READERS!

NEWSLETTER

EMAIL MARKETING



The RIMPA Global Newsletter is published fortnightly on Wednesdays, and distributed directly via email to more than 3200 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

POSITION MEASUREMENT (PX)

Image Ad Graphic (image only):

600px (w) x max. height of up to 600px (h)

ADDITIONAL INFORMATION

- Submission of image-based ads only.
- Ads must be submitted at least 48 hours before the distribution date.
- No accompanying copy will be accepted; ads should be image-based only.
- Additionally, please include the URL or UTM link to which you'd like your image connected.



MORE THAN
3,200
SUBSCRIBERS!

EDM

EMAIL DIRECT MARKETING



Instantly place your brand in front of your key audience via EDM.

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.

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.

CONTENT SPECIFICATION

- Limited spots available; plan ahead to secure your slot.
- Submit EDM in complete HTML file format; no EDM construction services provided.
- Specify your chosen subject line and preview text.
- EDM must be received a minimum of two days prior to your chosen date.
- Your EDM may be rescheduled if it is not received on time.



DISTRIBUTED TO
MORE THAN
2,800
SUBSCRIBERS!

SOCIAL MEDIA PLATFORMS



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

MORE THAN
6,800
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

IMAGE SPECIFICATIONS

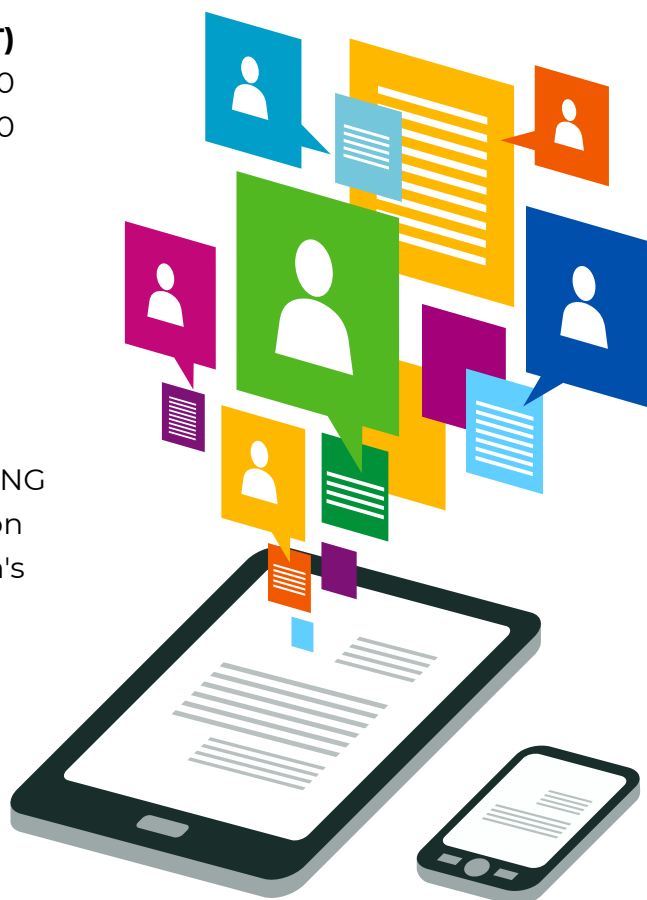
LinkedIn: 1200px (w) x 628px (h)

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

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

Instagram: 1080px (w) x 1920px (h)

Note: Please provide high-quality PNG files for optimal visual representation and compatibility with our platform's standards.



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

CONTENT TO BE PROVIDED

- Presentation title and abstract
- Speaker details
- Organisation details

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.

DISTRIBUTED TO
MORE THAN
3,300
SUBSCRIBERS!

SPONSOR A WEBINAR



Join us as a sponsor for an eagerly awaited webinar featuring an expert speaker!

Sponsoring a webinar offers unparalleled exposure, connecting your brand with a targeted audience. It showcases expertise, builds credibility, and generates leads in a focused setting. Your sponsorship ensures prominent brand visibility, fosters trust through association, and facilitates direct engagement, cultivating lasting industry relationships.

INCLUSIONS

- **Hosting:** Collaborate as a co-host alongside the industry expert.
- **Video Showcase:** Have a video of your choosing featured during the webinar.
- **Opt-In List Access:** Gain invaluable access to the opt-in list of engaged participants post-event.
- **Customised Marketing Materials:** Your name and logo will be featured on all marketing and communications related to the webinar.
- **Promotional Inclusions:** Your chance to include promotional materials of your choice in the post-event email.

ADVERTISING RATES

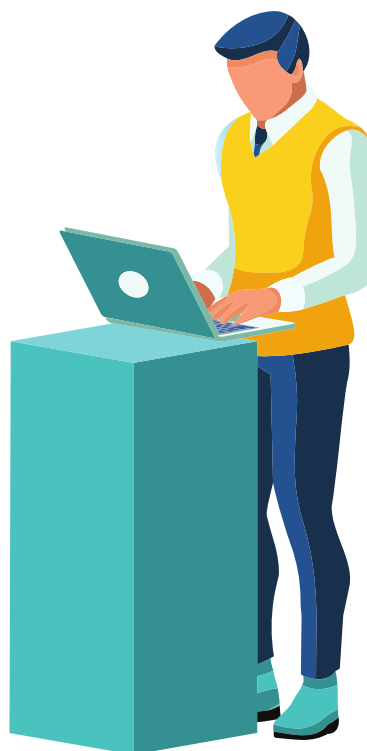
Type..... (excl. GST)

Member..... \$800.00

Non-Member..... \$1,000.00

CONTENT TO BE PROVIDED

- Promotional videos or brochures to be included in the webinar or post-event communications
- Company logos
- Host to facilitate the webinar
- Host details (form to be provided)
- Host professional headshot
- (must be high quality and .png)



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 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..... \$50.00/category

Refer to the online webform for a full list of categories.

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
- Other

MORE THAN
50,000
UNIQUE VISITORS
PER YEAR

