

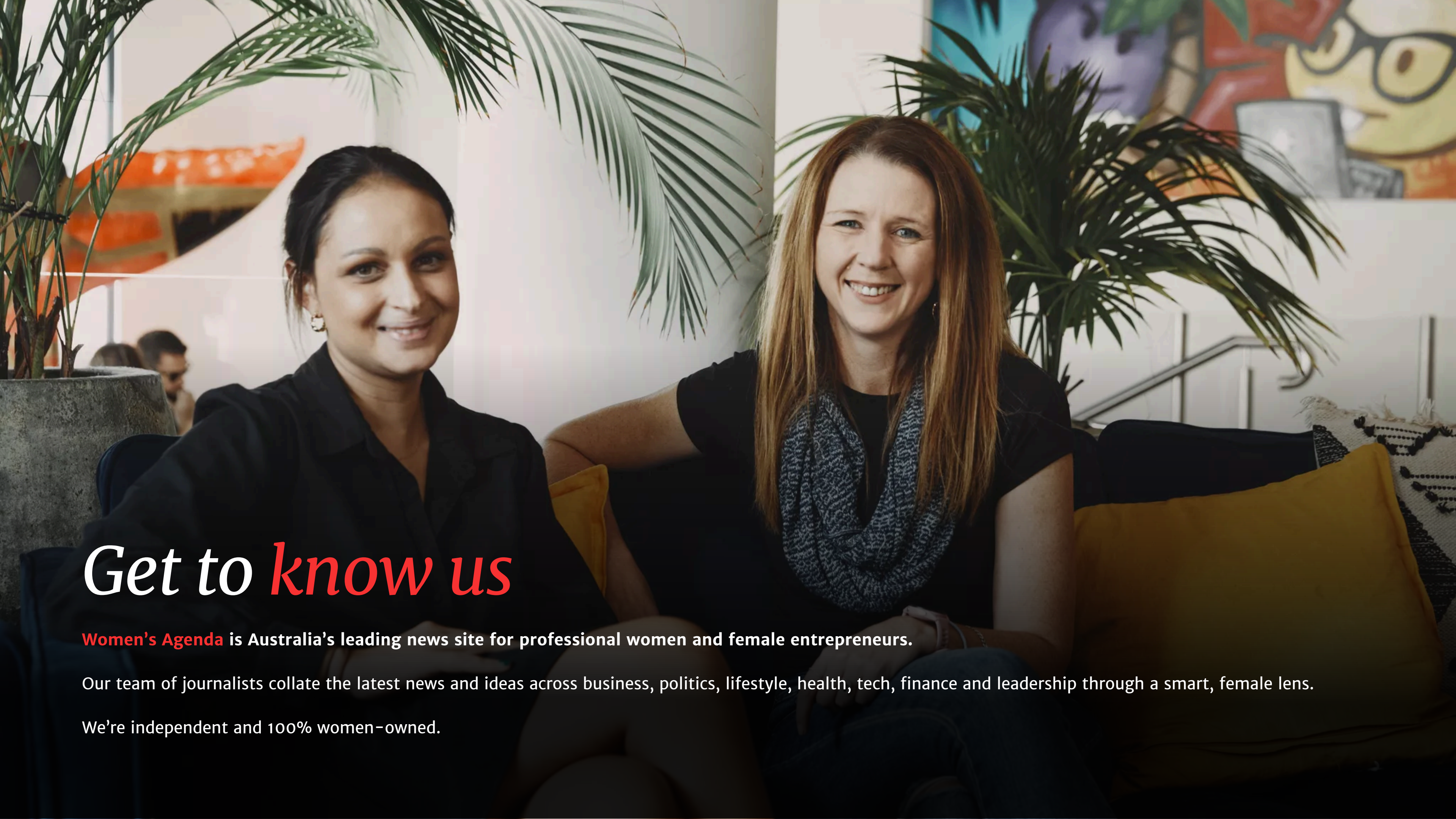


Australia's leading news site for women

Partnerships Opportunities

2026



A photograph of two women sitting on a dark-colored couch in a modern office or lounge environment. The woman on the left has dark hair pulled back and is wearing a black collared shirt. The woman on the right has long blonde hair and is wearing a black top with a grey patterned scarf. They are both smiling at the camera. In the background, there are large potted plants, including a palm tree, and a colorful abstract painting on the wall. The lighting is soft and indoor.

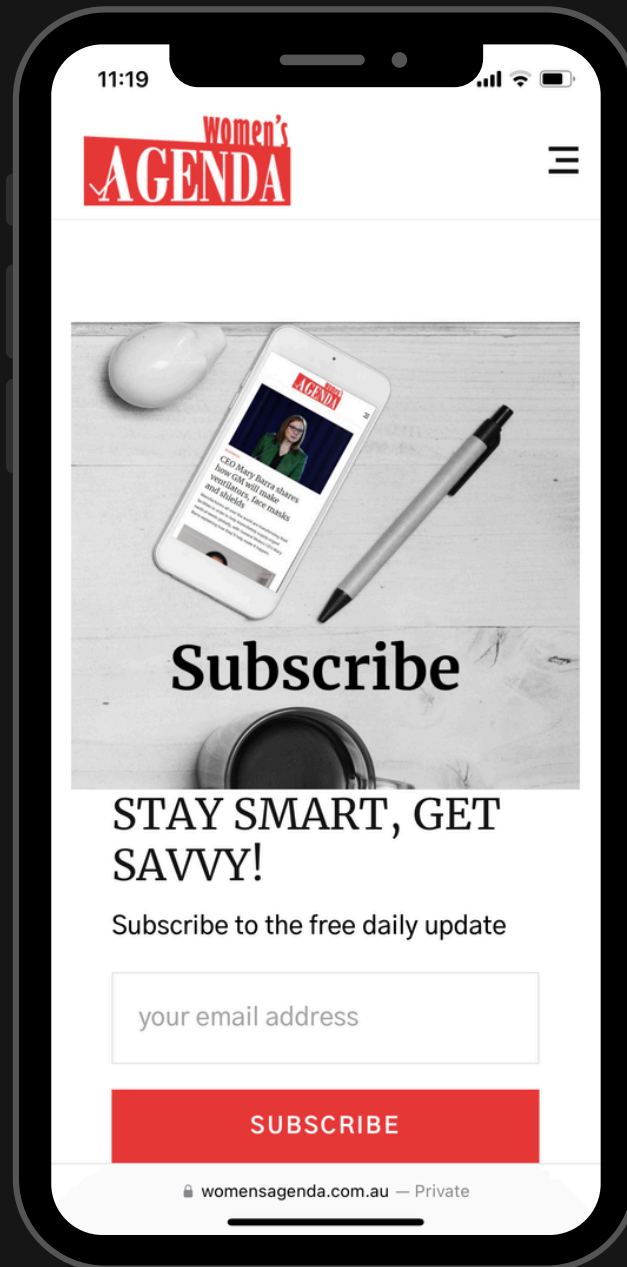
Get to *know us*

Women's Agenda is Australia's leading news site for professional women and female entrepreneurs.

Our team of journalists collate the latest news and ideas across business, politics, lifestyle, health, tech, finance and leadership through a smart, female lens.

We're independent and 100% women-owned.

Who is our current market?



Age demographics sit between 25-50, with more than half (65%) of the audience raising kids under 18 or thinking about starting a family.

1 million+

women engaged across our channels each month

55,000+

Total Newsletter Database

40-45%

Daily Newsletter Open Rate

250,000+ followers
across social media



\$115k +

is our audience's average salary



88%

are tertiary qualified



76%

are considering career development opportunities over the next 6 months



69.5%

are open to further learning



56%

work in organisations of 101+ employees



73%

plan to travel internationally in the next 12 months



32%

are small business owners

Hon Ged Kearney MP- Assistant Health Minister

“Thanks so much to Angela and Tarla, and the whole team at Women's Agenda for all that you do. You have been a constant voice out there for women. Absolutely amazing. Keep doing what you're doing. You're doing it so well.”



Julia Gillard

“Thank you for everything you do to bring groups like this together and to celebrate women's achievement. It's really very remarkable.”

What our readers are saying about *Women's Agenda*



Meggie Palmer
Managing Director

A refreshing, much needed voice in the media landscape



Kate Mills
Business Builder

It's where women can come together as a community and share their views, opinions and expertise



Kate Allman
Journalist

Without fail, Women's Agenda arrives in perfect time for me to grab a sandwich and scroll through relevant new of the day



Fiona McCauley,
*Head of Women in Focus,
Commbank*

The impact that Women's Agenda has in creating opportunities for female entrepreneurs and women in small business is significant – particularly through its flagship event, 'The Women's Agenda Leadership Awards' and annual research into small business resilience. Commbank Women in Focus is proud to partner with a publication that consistently builds meaningful support and engagement for this community.

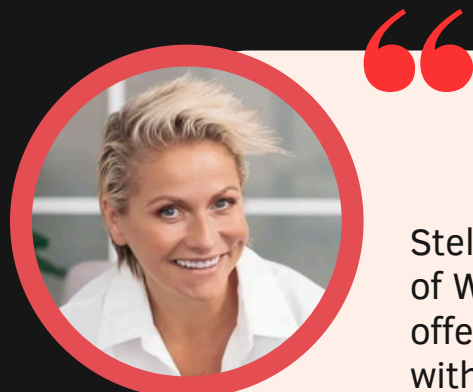


Shirley Chowdhury
CEO

It provides an interesting perspective on the days' news and promotes amazing women who are doing great work.

Our *partners* make Women's Agenda possible

We help our partners connect with ambitious, time-poor women through content strategy and production, advertising, sponsorships, workshops and bespoke events.



Stella Insurance is a longstanding partner of Women's Agenda in Australia, which offers the brand unrivalled engagement with our core demographic. As a global business leader with a track record of building and scaling several businesses in the UK, I see considerable opportunity for Women's Agenda to extend its important reach to international markets.

Sam White,
Founder & CEO, Stella Insurance

You're in good company...Who we work with

Women's Agenda has worked with a variety of commercial partners including law firms, super funds, insurers, banks, universities, pharmaceuticals, theatres, retailers, FMCG businesses and airlines. We help partners nut down their communications objectives and engage our hard-to-reach audience. We offer bespoke ideas and consultations for every partner, collaborating on content strategy, events, sponsorships and advertising solutions and ensuring quality campaigns.



Bring Women's Agenda into *your* organisation

Our team has **interviewed more than 5000 women since launching Women's Agenda**, and penned an extensive range of profiles, books and career resources.

That's why we're regularly called on for speaking engagements, to produce internal workshops and to conduct live Q&As.

These sessions are coordinated according to client needs and can cover 'how to' career and leadership material, and/or other issues-based topics regarding women's workforce participation and advancement.



How can we work with *you*



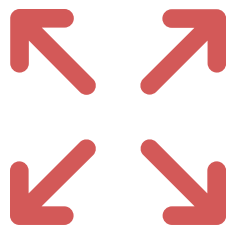
Advertising

Advertise your services in front of our audience of powerful decision makers: in our Daily News Alert and across our website



Sponsored eBooks and Magazines

We regularly produce informative career resources for our audience, as well as visually compelling eMagazines and special features.



Full-scale content strategy

Leverage our consulting services and we'll help you develop a quality engagement strategy that may include blogs, podcasts, video, social media amplification, white papers, reports, surveys and SEO.



Surveys and Research Reports

Gain valuable insights into your target market through our online surveys and focus groups, as well as detailed analysis and written reports on the results.



Interview Profile Series

Have us interview your impressive female staff, either for your own internal content purposes, or to amplify across Women's Agenda's channels.



Video Interviews

Advertise your services in front of our audience of powerful decision-makers: in our Daily News Alert and across our website.



Bespoke events & workshops

We create bespoke events, both internal for your employees and external to connect you with an audience of professional women and entrepreneurs. This may include panel events, workshops or roundtables.



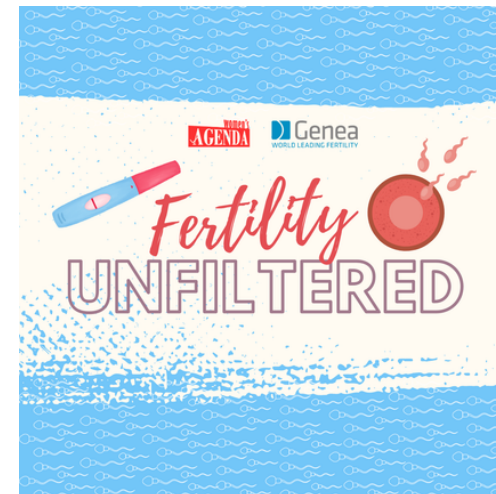
Social Media

Connect with our 250,000+ followers across social media platforms through a meaningful cobranded content strategy. We regularly drive brand awareness through Instagram, Facebook, LinkedIn and Twitter.

Podcasts

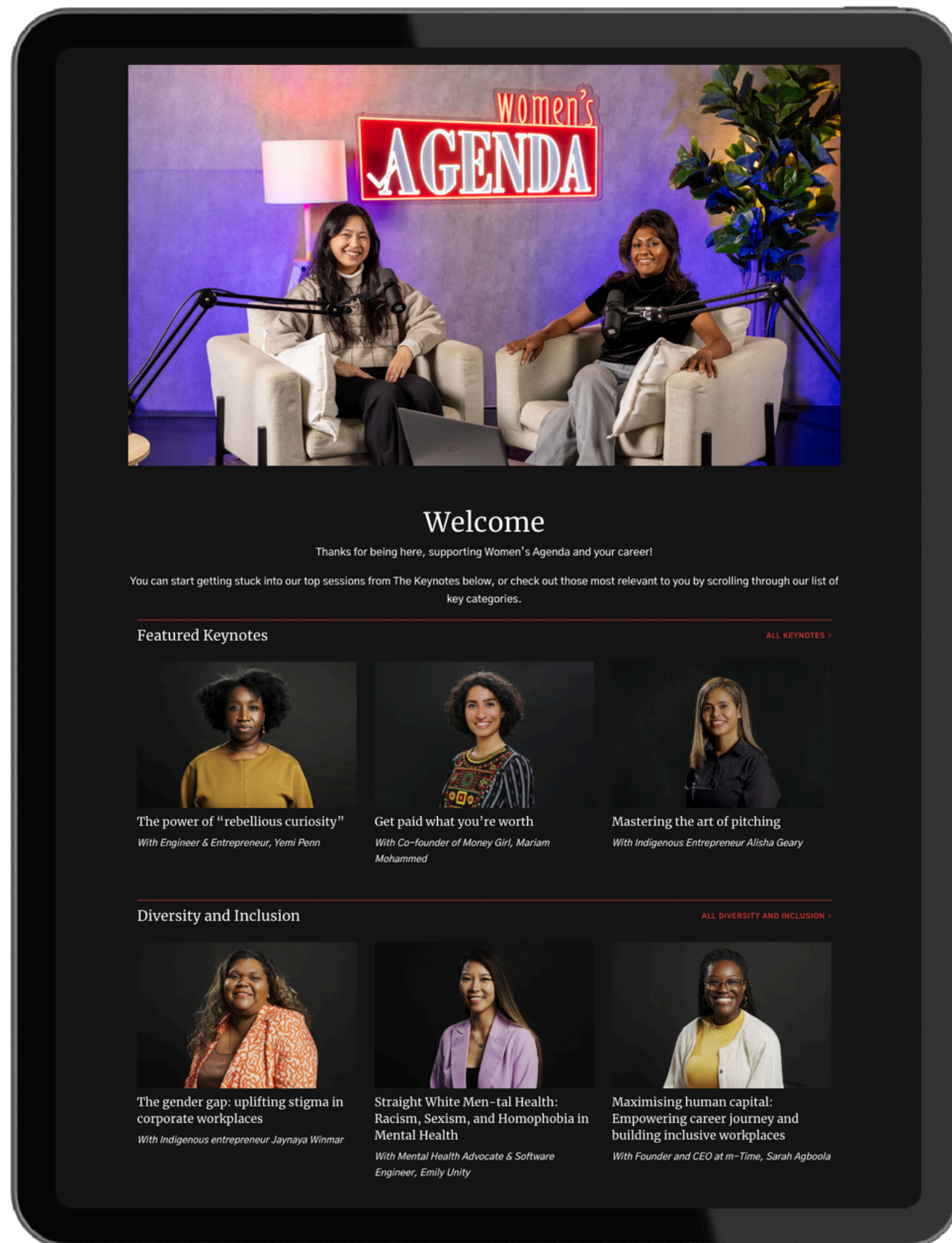
Through our in-house podcast studio, we'll help you develop and execute engaging episodes and series.

Alternatively, be featured in the Women's Agenda Podcast.



Women's Agenda Membership

Readers who sign up to our Women's Agenda Membership will gain exclusive access to our gated content, including our full Keynotes library, featuring must-know insights and a wide range of custom-created 'mini keynote' videos to keep our audience informed and inspired. This is a great learning and development option for sharing with team members.

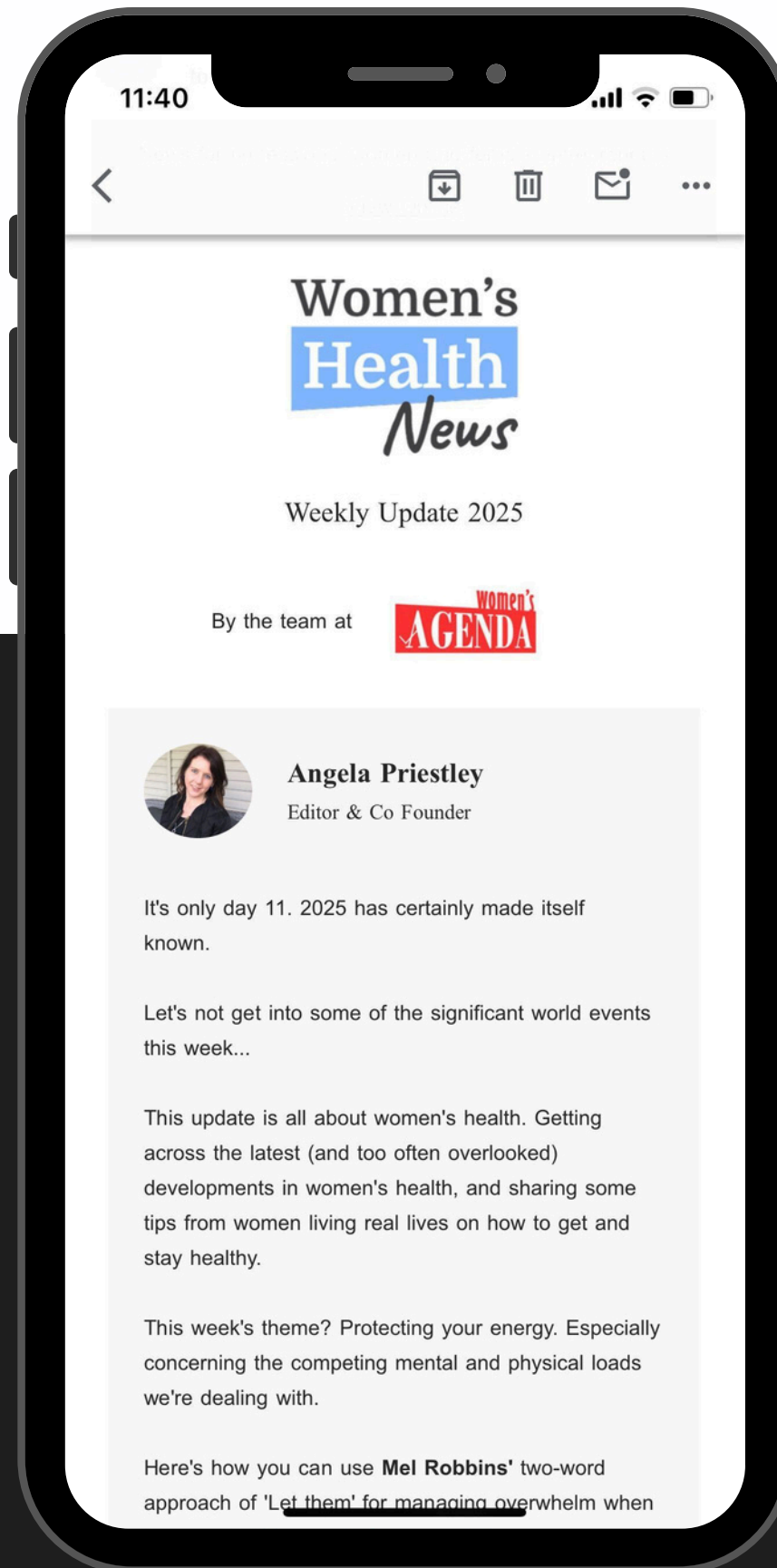




Events

We work with partners to develop uplifting events for women, including roundtables, panels, as well as our annual **Women's Agenda Leadership Awards and Women's Health & Wellbeing Summit**





Women's Health News

Women's Agenda's **Women's Health News** section and weekly newsletter comes at a time when women are seeking the latest news and information on key women's health matters that are often overlooked by traditional publishing outlets.

It also comes as 39 per cent of women report that they've put off seeing a doctor or specialist during the pandemic. And as almost half of women report their physical and mental health is worse or significantly worse than prior to COVID-19.

Our journalists and experts report on key women's health concerns such as endometriosis, sleep, heavy periods, prolapse, women's cancers, family planning, fertility, pregnancy and pre and post-natal care. We've also taken a microscope to the wide gamut of mental and emotional health issues women in Australia are commonly experiencing like anxiety, burnout, the 'mental load' and depression.

The hub also shares fitness advice, recipes and lifestyle opinions.

To find out more regarding partner opportunities, please get in touch.

Content

Partner Articles

\$5000 + GST

Video Interviews

\$7,000 + GST

10-Part Podcast Series

\$50,000 + GST

Social Media

Instagram: \$1500/post
Instagram Story: \$650
LinkedIn: \$1000/ post

Downloadable Report

\$20,000 + GST

Long-Form Feature

\$8000 + GST

Audience Survey

\$15,000 + GST

Events: Online & In-person

Contact us

eBook or eMagazine

\$20,000 + GST

Content Retainers

From \$2500 + GST/ month

Category Sponsor at Events

From \$10,000 + GST

Advertising

Half-page ROS

\$60 CPM

Leader-Board ROS

\$60 CPM

Home page buyout

\$6000 + GST,
1 week (100% SOV)

eNewsletter buyout

\$1500 + GST

Mobile ROS

\$60 CPM

In-read video

\$100 CPM Start

Event listing 3-months

\$1000 + GST

Partner Message

\$1100 + GST



Thank you for supporting Women's Agenda

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