

LITE

Package

Our Lite package is for those on a budget, who can confidently deliver written content, without too much assistance or guidance from our team. If you have the content, we have the media contacts.



MEDIA
STABLE





Today, more than ever, media is under constant pressure to deliver compelling and relatable content to a 24-hour news cycle. Become a credible voice in today's most important media conversations.



JOHN SOLVANDER

Director of Media Engagement, Media Stable

Why it's important to have earned media in your communications strategy

Building your professional profile through earned media gives you the opportunity to educate and inform, gain leadership and industry credibility, increase your searchability via GEO (LLM's) and SEO, and build brand awareness.

Increased media visibility cements an expert's position as an industry authority amongst media, potential clients, and professional peers.

How we achieve this

- We only submit good stories, accompanied by good assets (spokespeople/statistics).
- We ensure the story is timely, relevant and newsworthy.
- Our extensive national media relationships, mean we know the journalists to pitch to, and we know exactly how they want it pitched.

Part of our service

- We establish your authority and credibility within your sector through informed commentary and opinion in target media outlets.
- We engage with the media to get your stories told.
- Our Media Engagement Managers work with members to continuously create proactive and reactive content which results in media traction across radio, tv, print and digital.
- Members are guided on how to best leverage their media appearances to further amplify their presence and recognition.

Lite membership inclusions:

- 12-month Media Stable membership, with assistance writing your Media Stable profile.
- Pitching stories and story ideas to media via the Media Board (sent to more than 600 subscribed media five times a week).
- Six bi-monthly, half-hour sessions of mentoring with your Media Engagement Manager which includes brainstorming story ideas, editing, headline writing and assistance, advice and tips.
- Pre-interview advice and tips.
- Real-time newsworthy prompting – Alerting you to news of the day/week that relates to your industry and expertise, and assistance to develop content ideas based on the news.

Investment

\$13,200 per annum
(GST inclusive)



"Media Stable have been invaluable in driving my media engagement. They've opened the door to so many relationships that I've been able to build on and establish myself as the go-to expert in nutrition, including my monthly segment on Channel Seven's The Morning Show."

Jemma O'Hanlon, Dietitian & Nutritionist

