

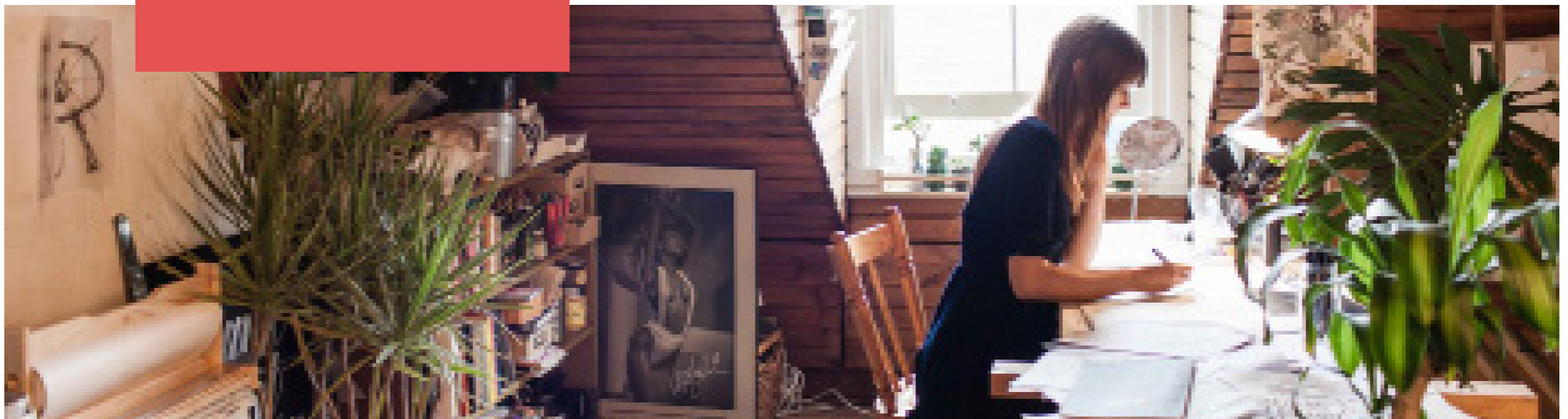


THE LOOP

Where creative talent comes to share content,
find inspiration, and connect with your business.

MEDIA KIT 2017

Est 2009



MISSION

We exist to make it easy for people to recruit from a targeted community of active and passive talent where hiring via real-time portfolios, reduces the time it takes to source quality employees.

81%

of employers would recommend The Loop to others hiring from the creative industry.*

The Loop User Survey 2017



TRAFFIC


As a designated online tool,
The Loop provides higher search
rankings for the discovery of job
terms, and creative expertise.

80%

of our audience visit The Loop at least
once a month.*

 MONTHLY UNIQUES:


206K

 PAGE VIEWS:

1.1M

 DESKTOP:

65%

 MOBILE:

: 35%

 NEWSLETTER:

People: **61,832**
Company: **10,860**

 SOCIAL:

Facebook: **65.3k** Instagram: **5.1k**
Twitter: **13.1k** LinkedIn: **5.1k**

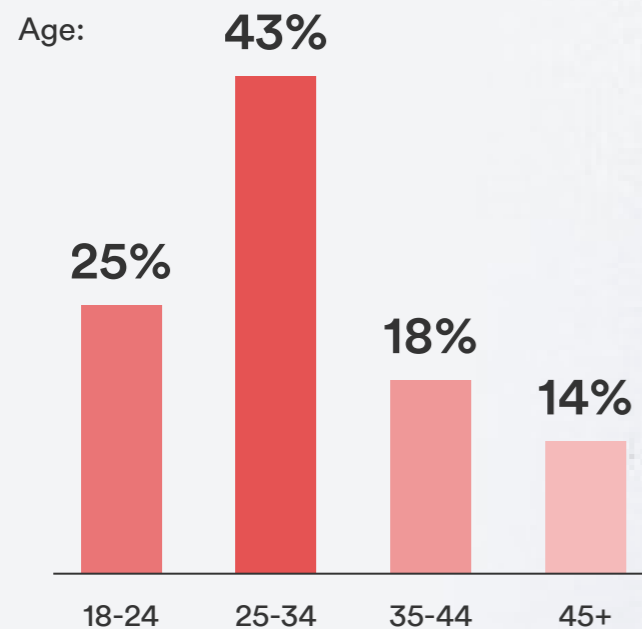
 LOCATION:

NSW: **56%** QLD: **9%**
VIC: **30%** WA: **3%**
Rest of AUS: **2%**

COMMUNITY

We owe it all to our community. They inspire us as much as we inspire them.

71% of our creative users hold a BA degree or higher.*
An additional **70%** are planning to upskill in 2017.



Female:

57%

Male:

43%



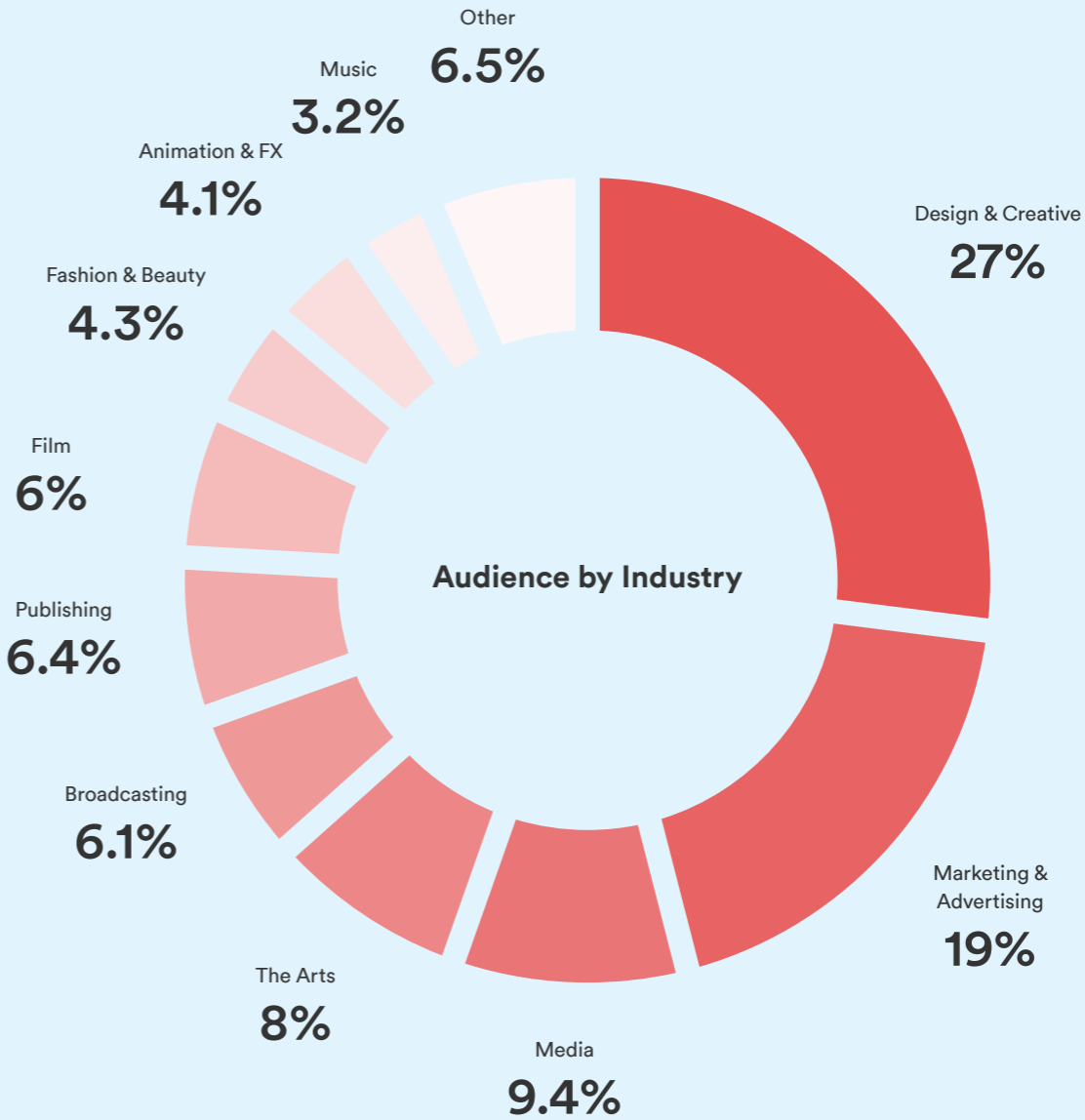
INDUSTRY PROFILE

PEOPLE:

122K

COMPANIES:

20.5K



88% of users would recommend The Loop to another creative looking for work.*

34% of The Loop audience are self employed or own their own businesses.*

DON'T TAKE OUR WORD FOR IT

88%

of employers agreed that The Loop helped make hiring decisions faster.*

“The Loop has been a great source for us to post General Pants opportunities and connect with incredible creative talent. The option to review portfolios immediately and contact potential freelancers and candidates has been incredibly useful for us. This is our ‘go to’ when we’re searching for anyone in the creative space.”



“The flexibility of using one Loop profile across all Viacom brands has made our recruitment process that much more streamlined. The Loop is a great place to recruit for our brands and we have been fortunate to find some amazing talent as a result.”



“At Bauer we have been using The Loop to successfully place Art Directors, Editors and Designers for the last 3 years across all our titles. You have a very friendly crew who are always happy to help us out, it’s those little things that go a long way and that we appreciate most.”



“Over the past five years, we have seen continued improvements to The Loop as a recruitment platform, enabling us to post content and design related roles seamlessly and efficiently.”



“Thanks for helping us with our search for a new graphic designer. We received an enormous response from some very talented individuals, and were able to find a successful applicant within a few days of submitting our job post.”



UNBEATABLE TALENT TARGETING

We've changed the way businesses source talent. With over 122,000 profiles, The Loop is the largest source for quality job seekers.

83%

of our users visit the Loop to search for a job. *

85%

of employers have placed a candidate from The Loop in less than a month.*

Post a job:

Full-Time **\$259** Part-Time **\$259** Freelance **\$189** Internship **\$99** *Featured:+\$60

POST A GIG

From Designers,
Illustrators, Photographers,
Animators, Copywriters
and more, your product-
based design solutions are
in one easy place.

How it works:

Simply post your Gig; such as logo or website design, photography or video editing and easily connect with high end, local talent - fast! You'll be able to immediately review candidates, sample their work and make an informed decision on the spot.

Post a gig: **\$39**

INFLUENCE AT SCALE

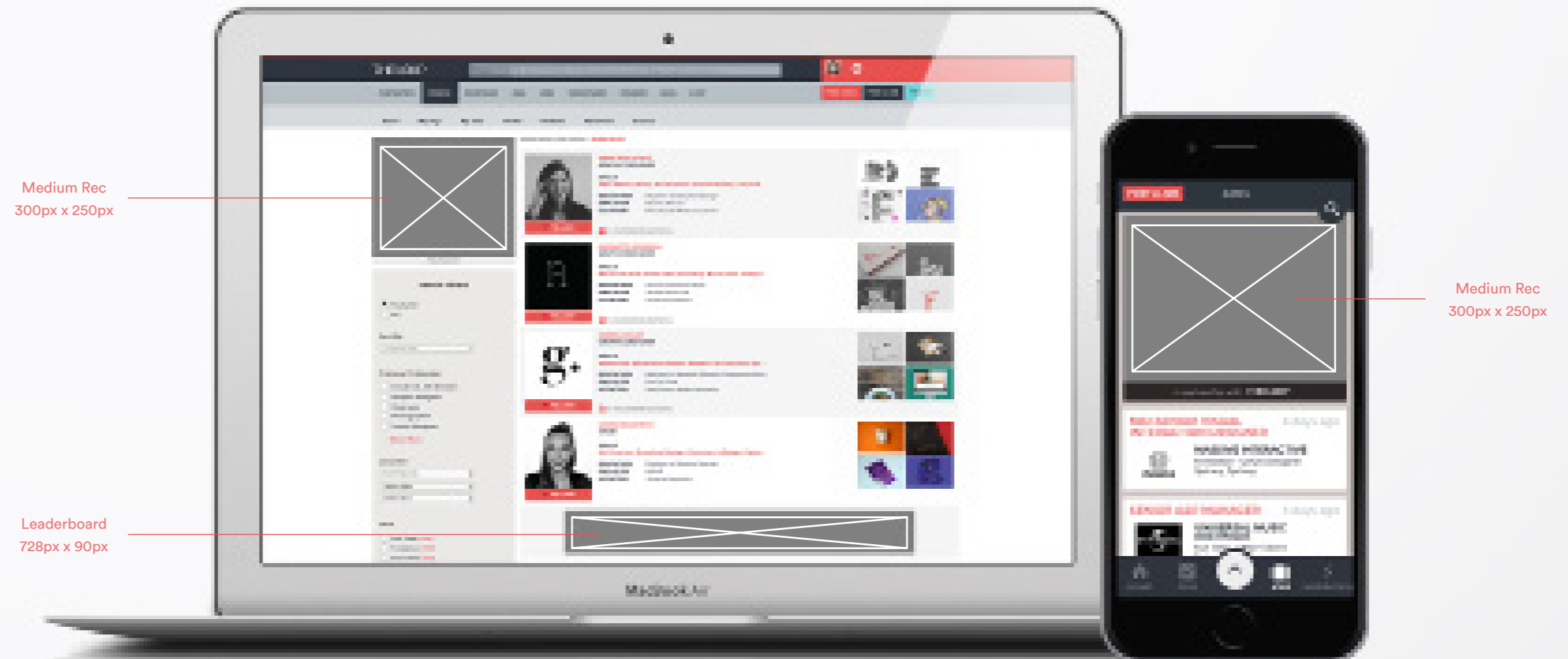


Get the attention of over 122,000 people and 20,500 businesses. The Loop provides your brand with unprecedented access to an engaged, creative audience.

Advertise with The Loop:

- Display Advertising: MREC. Leaderboards.
- Mobile Advertising.
- Custom Content.
- Email Newsletters.
- Branded content for Social Audience.

ADVERTISING



Basic Entry Package

\$6,750 plus GST includes:

- EDM (62,000 people subs)
- Facebook post (66K)
- Twitter post (13.1K)
- 50,000 MREC display impressions (desktop and mobile)

SPECS

MREC (Desktop & Mobile)

300 × 250, Jpeg, Animated gif, Flash, <40kb

CPM \$50

Leaderboard

728 × 90, Jpeg, Animated gif, Flash, <40kb

CPM \$40

Email Newsletter

Banner Image: 720 × 400 (jpeg), Words: 200

Blog

Banner image: 900 × 500 (jpeg), Words: 500

Facebook

Words: 100 max (less is more) + short link

Image: Png, Animated gif, Flash (Min: 504 × 504 Max: 1200 × 800)

Twitter

140 characters (inc link), Square or landscape image

THANK YOU



We look forward to
working with you soon.

For all advertising enquiries please contact:

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Founder & CEO

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E-mail: matt@theloop.com.au

Follow The Loop

Facebook: facebook.com/TheLoopOz

Twitter: twitter.com/TheLoopOz

Instagram: instagram.com/theloop_oz

LinkedIn: linkedin.com/company/the-loop

Photos by Katie Kaars and Tom Terlaak for **Almost Real**