SONDER

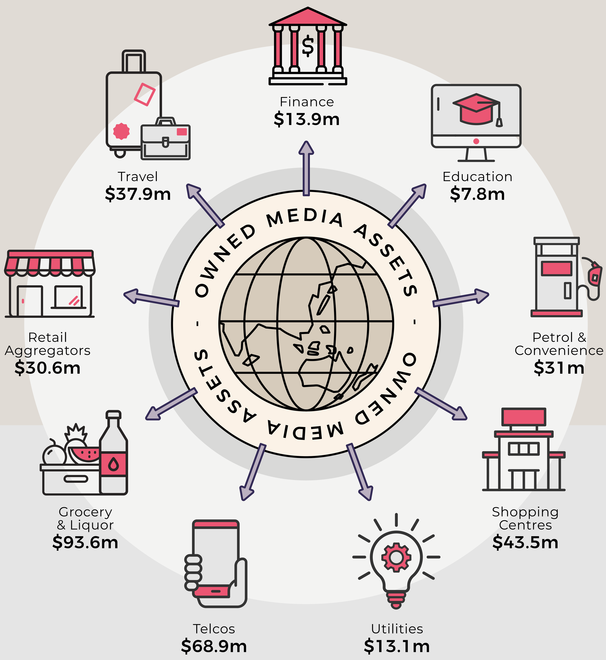
The global authority on owned media

Media Value Unpacked

Discover the hidden value in your media channels

How valuable is owned media?

The owned media market in Australia is worth $4.3Bn in commercial potential



What are your channels worth?

In-store

Digital screens: **$150K p/w**
Gondola end: **$95K p/w**
Framed poster: **$90K per fortnight**

Digital

Social: **$6K per post**
Email: **$175K per send**
Hero banner: **$120K per fortnight**

Publishing

Magazine full page colour: **$20K**
Catalogue full page colour: **$115K**
Content piece: **$12K**

People

Sales staff endorsement: **$5K p/w**
Call centre referral program: **$8Kp/m**
Staffed activation: **$15-35K**

Infrastructure

Building signage: **$300K p/a**
Fleet truck sides: **$50K**
Packaging: **$10-200K**

Data

Targeting: **15-50% premium**
Customer segmentation: **25-75% premium**
Reporting: **$15K per report**

*All figures are averages only and will vary by business.

Beyond $ - Why owned media matters

- Greater Value Transparency
- Control & Customisation
- Improving Partner Relationships
- Leveraging 1st Party Data
- Elevate Brand Partnerships
- Increased ROI on MarTech Platforms
- Reduce Paid Media Investment
- More Relevant Customer Communication

Want to learn more?

Contact Sonder at hello@sondermedia.com to dive deeper into your owned media value and elevate your marketing outcomes