



ON THE LIST MEDIA KIT



ON THE LIST MELBOURNE

On The List is a Melbourne focused website promoting the best activities, events, launches and products in the six-times most liveable city in the world.

For three years On The List Melbourne was Melbourne's only weekly/monthly weekend video shared across multiple online, TV and social channels and seen by over 2.2 million Victorians weekly. This helped establish a strong reputation and even stronger relationships in the lifestyle and hospitality space.

ON THE GO

On The Go is the travel spin-off that's been operating for the past year. It's seen host Candy Hertz travel, blog and vlog about China, New York, Cuba and the South Pacific.

HOST AND CREATOR

Candy Hertz is a lifestyle content creator and presenter. She's well known on the Melbourne sports and lifestyle stage, hosting and MCing AFL, NBL, Moonee Valley Night Racing, music and fashion events. Her mix of marketing, advertising, digital content and presenting experience and knowledge makes her the ideal person to create engaging Melbourne and travel focused content.

DEMOGRAPHIC

On The Listy's are 22-39 year olds with a female skew who love to experience something different. They are comfortable spending money and are interested in quality food, drinks and travel experiences. The primary website audience is in Australia followed by the USA and then the UK.

ON THE LIST SOCIAL FANS

21,000+

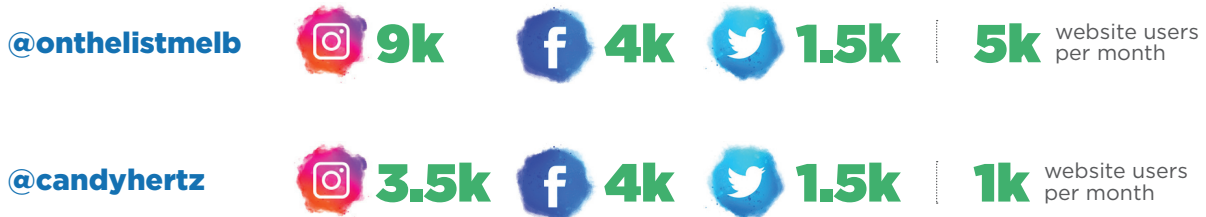
CANDY HERTZ SOCIAL FANS

11,000+



OUR PRODUCTS & COLLAB OPPORTUNITIES

ON THE LIST MELBOURNE	
Event Listing	Free for weekend events that match our demographic
On The Blog	Standard blog post \$300 per piece, including being featured on OTL's homepage and social pages
Winner Winner	Free for events that match our demographic
Social	\$50 per sponsored post
ON THE GO	
Press trips	Let's talk
Pack List or Travel List	Contra arrangements available here
On The Go Blog	Standard blog post \$300 per piece, including being featured on OTL's homepage and social pages
On The Go Video	Let's talk
Social	\$50 per sponsored post
All relevant content is additionally promoted via Candy Hertz's social channels	



LET'S CHAT

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