



AUSTRALIAN INSTITUTE OF
OFFICE PROFESSIONALS

Advertising Prospectus 2023



Overview

The Australian Institute of Office Professionals [AIOP] is a professional, membership-based association representing professional secretaries and administrators nationwide. The business community is strongly represented in a variety of areas by its members.

"Leading the Way - the newsletter for Office Professionals" is the Institute's link to its members on a national basis. It contains essential technical and educational information pertinent to all Australian office professionals. "Leading the Way - the newsletter for Office Professionals" is the only publication which reaches such a wide cross-section of office professionals.

Why Advertise with us for next 12 months?

When you advertise with AIOP for the next 12 months, you will be able to enhance your brand engagement and exposure, create relationships with influencers, buyers and advocates from the administrative profession, increase network connections and engage and connect with key decision makers.

Reader Profile and Circulation

By Profile and Circulation, Office Professionals are responsible for making decisions on supplies for a wide range of office services and consumables. "Leading the Way — the newsletter for Office Professionals" presents a great opportunity for your organisation to promote its services and image to this key group".

"Leading the Way" — the newsletter for Office Professionals" is distributed to AIOP members, with a wide circulation rate. Those reached include management support staff, secretaries and administrators from both the private and public sectors of business.

Benefits of Advertising

Enhance brand engagement

- Introduce your business directly to the office professional community through platforms they actively engage in.
- Showcase the latest innovations, technologies and services to a global audience.

Target the right audience

- Access your target audience across the globe, representing a broad range of administrative professionals.
- Experience extensive exposure of your company's services to a high value potential customer base.

Generate new leads

- Establish your presence at the WA-Summit both on line and in person, and showcase your company and products to customers and decision makers/influencers looking for solutions.
- Meet and network with other organisations in the administrative sector.

Community

We welcome the knowledge and expertise our advertisers bring to AIOP and the valued products and services they provide to all our members.

While we believe this advertising package is designed to deliver the maximum outcomes to our mutual benefit, we are happy to provide a tailor-made advertising agreement to suit your needs.

Advertising categories

Platinum – (AUS \$95, one issue only)

Gold – (AUS \$149, including three issues)

Platinum - AUS \$95 per issue (Minimum of three issues – 1/8-footer	Gold - AUS \$149 per issue (Including three issues – 1/4 page)
<p>Company brand, with a maximum 100 words of company content, and link to your website, and content included on AIOP website. Approval by Business Development Officer</p> <p>Closing date for each issue third Monday of the month prior to the publishing month of 15th March, June, September and December.</p>	<p>Company brand, with a maximum 50 words of company description and link to your website, company content included on AIOP website. Approval by Business Development Officer.</p> <p>Closing date for each issue third Monday of the month prior to the publishing month of 15th March, June, September and December.</p>

If you would like more information on becoming an AIOP Advertiser, please contact:

Christine Stewart FAIOP
National Business Development Officer
PO Box 548
South Perth WA 6951

M + 61 0416 058 137
E businessdevelopment@aiop.com.au
www.aiop.com.au

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