

Ramona

Media Kit



What is **Ramona** Magazine?

Ramona Magazine is a Naarm/Melbourne-based, digital magazine that aims to empower, educate, and inspire.

We've grown considerably since we first began publishing in 2015, but our core goals and values have remained the same. We aim to provide a platform for cis and trans women, as well as non-binary people who are comfortable in a space that centres the experiences of women, members of the LGBTQIA+ community, and BIPOC, to develop their work and share their stories.

As an Australian publication, we pay our respects to the traditional custodians of the lands, and acknowledge that this has always been and will always be Aboriginal land.



Photography by Bobbi Karg

Our Reach



Photography by Mary Kalhor (@marykalhor)

31k+

Instagram followers
@ramona_mag

25k+

Instagram accounts
reached weekly
@ramona_mag

13k+

views to the online
magazine from our
audience each month
ramonamag.com

6k+

New visitors to the
online magazine each
month
ramonamag.com

18+

Primary target audience
is aged 18+

91%

Female audience





Our Target Audience

Ramona is for cis and trans women, as well as non-binary people who are comfortable in a space that centres the experiences of women. Our readers are forward thinking babes with a feminist fire burning in their bellies. They value creativity, inclusivity, and sustainability.

Our approach to advertising

It's important to us that Ramona partners with companies that share similar value to us, whose products we believe in, and who we know our readers will love. We want to remain true to our communities values, and will only ever work with businesses that are an appropriate fit for Ramona's audience.

Our goal is to build authentic advertising partnerships that we know our readers will resonate with, creating an opportunity for our audience and for your business.

Advertising Options

Sponsorship

Article Sponsorship

Sponsor a relevant article for Ramona's online magazine, includes a customised banner ad and social media exposure.

Price: \$300

Consecutive repeats: \$200

Newsletter sponsorship

Our newsletter is emailed out monthly promoting recent articles and content, includes a customised banner ad along the top of the newsletter.

Price: \$150

Consecutive repeats: \$100

Magazine

Review article

By giving us access to your product, we can assign a writer to try out and review via an article for our online magazine.

Price: \$500

Website banner ads

Ads will appear on our homepage and in articles. All ads are linked to your website.

Price: \$300

Consecutive monthly repeats: \$200

Social Media

Instagram Takeover

Take over our Instagram for a day; spotlighting your brands, products, and message.

Price: \$300

Instagram Product Review

The Ramona team gladly accepts gifted products to try, and may choose to share or review via instagram.

Price: N/A

Instagram Product Review PLUS

Arrange for our team to spotlight your brand and product via Instagram (reels, stories, IGTV, grid posts etc.)

Price: \$200

Feature article

We will produce an article about your brand's story or message; discounts available for businesses able to produce the article themselves.

Price: \$400

Print Magazine

Unique arrangements are available for full and half page ads when we release special print editions of Ramona.

Price: TBA



Event Sponsorship

Innovative advertising opportunities are available through sponsorship of Ramona's workshops and events

Unique arrangements can be created if you wish to sponsor one of our events, depending on what you would like to provide. Sponsors will receive direct exposure to event attendees, Ramona's social media following via Instagram, and through any event advertising.

Sponsorship allows us to keep event ticket prices low, pay our hardworking team, and expose our audience to brands and products we believe will be valuable to them.

Brands we've worked with!



modibodi

RED BY
modibodi

lovingearth



Contact details

If you are interested in working with
Ramona Magazine drop us an email

Ramona Team
info@ramonamag.com

Freya Bennett
Creative Director
freya@ramonamag.com

Check out Ramona!

Instagram [@ramona_mag](https://www.instagram.com/ramona_mag)
Online Magazine ramonamag.com

