

# SLD

A U S T R A L I A



10<sup>th</sup>  
ANNIVERSARY  
CELEBRATION

## CELEBRATING 10 SUCCESSFUL YEARS

-  100,000 + Copies Delivered
-  150 + outlets Australia-wide
-  1500 + Happy Clients
-  Promotions at 147 + Events
-  250,000 + Social Media Connections
-  750,000 + Readership
-  Sri Lankans' Most Awarded Media in Australia



# SRI LANKA DIRECTORY AUSTRALIA

## Empowering Sri Lankan Entrepreneurship

An R S P Holdings Company®

**a:** Level 10, World Trade Centre, 611 Flinders St., Melbourne. Vic 3008 Australia  
**t(AU):** 1300 52 92 93 | **m(AU):** +61 424 258 949 | **t(SL):** +94 777 720 230  
**e:** business@SriLankaDirectory.com.au | **w:** SriLankaDirectory.com.au

SLD operation commenced: **09.09.09** | First Magazine Released: **13.3.2010**

10<sup>th</sup> Anniversary Edition campaign commenced: **1.1.21**

## SRI LANKA DIRECTORY (SLD), AUSTRALIA 10TH ANNIVERSARY EDITION PROPOSAL

Welcome to our 10th Anniversary publication which will be released June-July 2020. Thank you so much for being with us since 2010 to deliver this magnificent product to empower Sri Lankans' entrepreneurship in Australia. It is our pride that the SLD is the Most Accepted, Most Sponsored and Most Awarded, Media of Sri Lankans in Australia. Therefore, your sponsorship will be highly benefitted with SLD, Australia.

### Distribution:

- ▶ High commissions, Embassies, Consulates and Ministries in both Sri Lanka and Australia.
- ▶ Sri Lankan Businesses and General public in Australia.
- ▶ Star class Hotels in Sri Lanka.
- ▶ Leading Casinos in Australia & Sri Lanka.
- ▶ Sri Lankans' major events in Melbourne & Sydney
- ▶ Major awards ceremonies in Colombo. (NCE, SLIM, NBE)
- ▶ Victoria & National Australia libraries
- ▶ Student agents in Australia

## SPONSORSHIP RATES - IT IS EXQUISITE TO SEE YOUR PRESENCE.

SPOT	PRICE COLOR	PRICE BLACK & WHITE	DISCOUNT AU \$	SIZE (HxW)	SPONSOR
Listings (Name, Address, Contact Number In Print & Web)	-	\$ 20.00	On Both Print Magazine And Website	One line	IRON
Business Card	\$ 80.00	\$ 45.00	Was \$150. Discounted \$70.00	5cm x 8.5 cm	BRONZE
Quarter Page	\$ 150.00	\$ 80.00	Was \$175. Discounted \$25.00	13cm x 8.5 cm	
Half page	\$ 250.00	\$ 150.00	Was \$300. Discounted \$50.00	13cm x 19cm	SILVER
Full Page	\$ 450.00	\$275.00	Was \$550. Huge \$100.00	26cm x 19cm	GOLD
Book Mark Ad (Five In One Book Mark)	\$ 450.00	N/A	Only 6 spots in book mark	5cm x 6cm	
Back-inner Page	\$ 2,250.00		Was \$3,250. Massive \$1000	26cm x 19cm	PLATINUM
Back-first Page	\$ 2,250.00		Was \$3,250. Massive \$1000	26cm x 19cm	
Front-first Page	\$ 3,450.00		Was \$4,250. Massive \$800	26cm x 19cm	
Front-inner Page	\$ 3,250.00		Was \$4,250. Massive \$1000	26cm x 19cm	
Back-cover Page	\$ 4,450.00		Was \$5450. Massive \$1000	26cm x 19cm	
Front Cover Double Spread	\$ 5,750.00		Was \$6750. Massive \$1000	26cm x 38cm	
Front Cover Block	\$ 450.00			4.5cm x 2.5cm	
Back Cover Block	\$ 350.00			4.5cm x 2.5cm	

# STATISTICS OF SLD, AUSTRALIA

No. Of Copies:

15,000 (90% in Australia + 10% in Sri Lanka)

Readership (annual):

Print: 225,000 + | Web: 1.2 Million + | Social: 1.4 + (unique and repeat readers)

## SPONSORSHIP PACKAGES

### Bronze and Silver Package



Advertisement  
At The Printed Magazine



Logo At "Our Sponsors"  
Pages Under Bronze Or Silver  
With Page Reference.



Logo at  
SriLankaDirectory.com.au  
Sponsors Page Under Bronze  
Or Silver



Advertisement at Facebook,  
Tik Tok, LinkedIn, Twitter and  
Instagram

### Gold Package



All above of Bronze and Silver  
package and next item



1 x eFlyer for over 24,000 Sri  
Lankans in Australia + New  
Zealand via email

### Platinum Sponsor



All of Bronze and Silver  
package and next items



1 Full page inside (Front cover  
and Back cover receiving 2  
pages inside)



12 each x Advertisement at  
Facebook, Tik Tok, LinkedIn,  
and Instagram



1 x eFlyer for over 24,000 Sri  
Lankans in Australia + New  
Zealand via email

Thanks you for your valuable time spent and hoping to hear from you soon with the confirmation to proceed. Kindly contact me on mentioned contact medias if there's anything to be clarified.

Yours Sincerely

Ravindra Sri Panditharathne  
Founder / CEO

### Platinum Sponsors of SLD, Australia



**SLD**



A U S T R A L I A

WE ARE GOING GLOBAL  
visit: [SriLankaDirectory.com](http://SriLankaDirectory.com)