

eros the **adults only**  
association

sponsorship  
prospectus

2019

[eros.org.au](http://eros.org.au)

# About the Eros Association

With 25 years experience in providing services and advocacy to adults-only businesses, the Eros Association is Australia's longest serving adult industry association. Eros is an incorporated, not-for-profit membership-based organisation.

The core focus of the Eros Association is ensuring members success through a combination of professional representation, education, campaigns, advocacy and service provision.

## Our Mission

As the national trade association to the Australian adult industry, our mission is to lead, protect, and support the growth and well-being of businesses and workers in the adult industry, as well as ensuring members success by providing representation, referrals, resources, regulation and recognition.

## Industry Standards

Eros Members are committed to responsible and ethical business practices, and follow a peer-led industry Code of Ethics and promote professionalism with an industry specific Code of Conduct.

## Advocacy and Lobbying

The Eros Association provides professional representation by lobbying local, state and federal governments to ensure that the best possible outcomes can be achieved for members, both politically and professionally.

## Best Business Practices

The Eros Association keeps members informed through policy and practice advice to ensure responsible and professional business practices.

## Why join Eros?

General membership benefits include:



Direct links to allied service providers.



Business and compliance advice.



Advocacy and dispute resolution.



Social networking opportunities.



Marketing and promotion opportunities.



Professionalism of business practices with industry standards.



Industry-specific tailored advice relating to adult retail and entertainment.

support the industry  
association that  
supports you

## The New Eros Journal

- The New Eros Journal is a quarterly publication showcasing industry relevant feature articles, opinion pieces, industry news, product reviews, campaign updates, research reports and of course the latest product advertisements from our sponsors.
- 2,000 print copies are distributed to adults-only businesses including Eros members and non-members. An online version is also available for download.
- Product manufacturers, distributors, suppliers, allied service providers and other adults-only businesses are invited to advertise per edition or receive significant discounts for taking advertisements in all four editions per year. Or better yet, become a sponsor to maximise exposure to your brand.

## Education and Networking

- Eros hosts a series of education and networking events to provide members with the opportunity for professional development, education and networking. We want to maximise the success of our members, working with them to identify opportunities to add value to their adults-only business.
- Eros events are delivered in partnership with affiliate sponsors and service providers, as well as industry professionals from legal, insurance, financial, information technology and marketing industries.

## Website, Newsletter and Social Media

- With an average of over 2,000 hits per month, the Eros website is both the entry point to the industry for the public, media and people considering starting an adults-only business, as well as the first point of contact for members-only service provisions. Individual articles from the New Eros Journal publications are available on the website to share via social media, and offer Sponsors complementing advertising space.
- The Eros Newsletter is an online publication circulated monthly to all Eros members and supporters and boasts an average open rate of 44.5% (well above industry standards of 20-25%). Subscribers receive industry briefings, an update from the General Manager, Campaigns and Policy updates, TGA alerts, Media Releases, along with product advertising from Eros Sponsors.
- Social Media has become the most accessible and fastest growing means of communicating, and Eros has gained traction on enhancing traffic and campaign support. We have 3,010 followers on Twitter and in 2018 we totalled 55,200 impressions. The Eros Facebook Page has 1,153 likes and 1,144 followers.

# Sponsorship Packages (ex GST)

	PLATINUM	GOLD	SILVER	BRONZE
Naming rights to annual industry conference	✓	X	X	X
Presenting partner of all Eros Education and Networking Events	✓	X	X	X
Editorial in each edition of the Eros Journal	✓	X	X	X
Acknowledgment on Industry Expert Reports and Consultations	✓	X	X	X
Principal sponsor of all Eros Education and Networking Events	✓	✓	X	X
Banner on the Eros homepage	✓	✓	✓	X
Product review in each edition of the Eros Journal	✓	✓	✓	X
An editorial in the New Eros Journal (annually)	✓	✓	✓	X
Advertising in each edition of the Eros e-news	✓	✓	✓	✓
Logo acknowledgment in all Eros publications	✓	✓	✓	✓
Double page spread in each edition of the Eros Journal	✓	✓	✓	✓
Annual membership to the Eros Association	✓	✓	✓	✓
Banner for online New Eros Journal articles	4	3	2	1
<b>PRICE</b>	<b>\$15,000</b>	<b>\$10,000</b>	<b>\$7,500</b>	<b>\$5,000</b>

# Eros Journal Advertising Rates (ex GST)

	Size	Single Issue Member	Single Issue Non-Member	Four Issues Member (30% saving)	Four Issues Non-Member (10% saving)
Back Cover (Outside)	210(w) x 297mm(h) +5mm bleed	\$1,500	\$2,250	-	-
Inside Covers	210(w) x 297mm(h) +5mm bleed	\$1,200	\$1,800	-	-
Double Page Spread	420(w) x 297mm(h) + 5mm bleed	\$1,700	\$2,550	\$4,760	\$9,180
Full Page	210(w) x 297mm(h) +5mm bleed	\$950	\$1,425	\$2,660	\$5,130
Half Page Horizontal	200(w) x 140mm(h)	\$650	\$975	\$1,820	\$3,510
Half Page Vertical	98(w) x 297mm(h)	\$650	\$975	\$1,820	\$3,510
Quarter Page	98(w) x 140mm(h)	\$350	\$525	\$980	\$1,890
<b>Supply all artwork in CMYK</b>					
Online banner/advert		-	\$250	-	

## Contact

### Eros Association office

admin@eros.org.au | P: 03 9670 7345