



Media Kit

Finder helps Aussies make better financial decisions every day.

The customer decision journey starts and ends with Finder. We help brands connect with customers at the critical point of consideration right through to purchase.



Finder helps brands reach more users that are looking to do more with their money.

We deliver **expert guides** and **comparison tools** to help Australians make better decisions.



Our audience uses Finder to research financial products, stay up-to-date with the latest industry news, read expert reviews and discover how to improve their finances.



2.6_M

Monthly unique users

1 in 10 Australians visit Finder every month.



2.6M unique users across multiple devices



1,115,682
Desktop users



1,122,157
Smartphone users



315,978
Tablet users

The Finder App

A million ways to save in your pocket

130,252

Unique app users as of today

4.42

Average star rating

11,509

Notifications opened

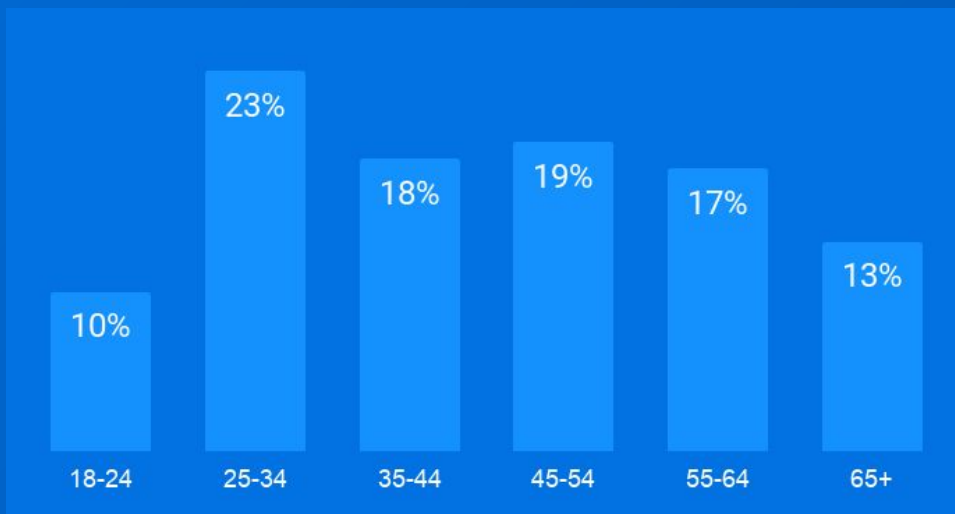


54%
Female users



46%
Male users

Age distribution



Verticals



Money



Insurance



Energy



Tech & Telco



Shopping



Travel

Money

When Aussies make large financial decisions, such as buying a house or investing their money, we're here to help. We find people at these life stages and connect them with financial products that can help them with their journey ahead.

Our in-depth guides and news stories help our readers through every step of the marketing funnel. With thousands of guides, you can capture even more users searching for a credit card, loan or savings account (plus a bunch more).

Categories

Credit Cards, Personal Loans, Home Loans, Banking, Investments, Super Funds, Travel Money, Money Transfers



Money



Credit Cards

50% of credit card holders aren't on low interest plans

...



Home Loans

38% of home loan owners aren't convinced they are getting the best rate

...



Savings

26% of Australians have less than a month's worth of expenses in their savings account

Insurance

The unexpected can happen, and if it does, you'll want to be covered. Finder helps Australians make smart choices about insurance with comprehensive guides that cover your health, home, pets, car, travels, business, income and life.

We reach our readers at key life milestones, such as starting a family, buying a house or getting a new car, and empower them to choose the right kind of insurance for now and into the future.

Categories

Life Insurance, Health Insurance, Car Insurance, Travel Insurance, Business Insurance, Home Insurance, Pet Insurance



Insurance



Health Insurance

48% of Australians
don't have health
insurance

...



Life Insurance

60% of Australians
don't have life
insurance

...



Income Protection

38% of Australians feel
they have little to no
understanding of income
protection insurance

Energy

1 in 4 Aussies (25%) have experienced an unexpectedly high energy bill within the last 12 months.

Whether they're looking for a better deal or just a new provider, our guides and tools help readers to compare and select the right electricity and gas plans.

We cover all the necessities, from cost, customer service and popularity to green and solar options.

Categories

Electricity, Gas, Solar Power



Source: October 2020 - Finder Internal Data



Energy



55% of Australians are planning to cut down their electricity consumption this summer



29% of Australians are not confident in their understanding of their energy bills

Tech & Telco

Finder makes it easier for consumers to understand their Internet options, find a new mobile plan or get the latest information on the newest phones.

Our comparisons and guides are developed by experienced journalists who have a deep knowledge of the technology industry. This results in some of the highest quality guides and expert reviews available online.

But it doesn't stop there. Our intelligent algorithms also help readers quickly find the right plans to go with their hardware choices, so the end-to-end experience is covered.

Categories

Internet Plans, Mobile Phone Plans, Mobile Phones, Internet TV



Tech and Telco



18% of Australians feel they have little to no understanding of their mobile phone plans



17% of mobile phone owners don't know how much data is included in their plan



27% of Australians feel they have little to no understanding of broadband services

Shopping

With thousands of expert reviews, gift guides, where to buy guides, coupon pages and sales of the week articles, our shopping content is smart, comprehensive and on-trend.

Best of all? Our shopping team knows how to capture an audience when they're ready to buy.

Categories

Deals, Fashion, Beauty, Health & Wellbeing, Furniture, Homewares, Online Courses



Source: October 2020 - Finder Internal Data



Shopping



21% of grocery shoppers started shopping online during the COVID-19 pandemic



72% of consumers are prepared to pay more for Australian-made products to support the economy



28% will cut food and gift spending by shopping the sales on Black Friday and Cyber Monday

Travel

Whatever our readers are after – the lowest price on flights and hotels or the best time to visit the Maldives – we've done the research so they don't have to.

Our users are given the end-to-end holiday experience, with deals on flights and hotels, comparisons of the best holidays, tours and cruises, and even guides on how to purchase travel insurance or organise a rental car. Whether it's travel at home or overseas, we've got all the bases covered.

Flights, Hotels, Holidays and Tours, Sightseeing, Cruises, Car Hire, Destinations, Deals, Travel Insurance, Travel Money



Source: October 2020 - Finder Internal Data



Travel



17% of Australians are currently saving for a holiday, the same number of Australians currently saving for a home



Aussies are planning on spending an average of \$352 on travel this festive season, 25% less than last year's holiday period

Partnership opportunities



Table placements



Sponsored content



Hero sponsorships



Branded content in the Finder app



Display advertising



Top picks

Table placements

This is the most obvious and one of the most effective partnership opportunities. Partners secure higher placements on our comparison tables. Higher placements mean more eyes (and clicks!) on your brand, and even the possibility of stealing clicks from your competition.



On the Finder app

Get the app

Employees


First Job
Changing Jobs
Age Pension

ADVERTISEMENT

finder
4.8 rating on the App store

Join over 120,000 Aussies on the Finder app

Get the app








Employers

Small Business
Self-Employed

Compare

- AustralianSuper
- Bendigo Super
- BUS5Q
- Catholic Super

Find an industry super fund

Name	Past Performance - 1 Year	Past Performance - 3 Years	Performance - 5 Years	Calculate fees p.a. on \$50,000 balance	
AustralianSuper - Pre-mixed, Balanced option FINDER AWARD					
 AustralianSuper	0.56%	6.67%	7.37%	\$411.18	Go to site More Info
<input type="checkbox"/> Compare					
AustralianSuper is an award-winning Industry super fund and the largest super fund in Australia. The Balanced fund invests in a mix of different assets like shares, property and cash.					
QSuper Lifetime - Aspire 1					
 QSuper	-0.39%	5.97%	6.91%	\$315	Go to site More Info
<input type="checkbox"/> Compare					
QSuper is one of the largest member-owned funds in Australia. The QSuper Lifetime fund adjusts your investments each 7-10 years as you get older, so you're not taking on too much risk.					
Sunsuper Lifecycle Balanced FINDER AWARD					
 sunsuper	-1.69%	5.7%	6.45%	\$453	Go to site More Info
<input type="checkbox"/> Compare					
Sunsuper is an award-winning super fund with more than 1.4 million members. Its Lifecycle Balanced option invests your super in a mix of growth assets, and reduces your risk when you're near retirement.					
Australian Catholic Super Lifetime - Grow					
 AUSTRALIAN CATHOLIC SUPERFUND	-0.39%	N/A		\$588	Go to site More Info
<input type="checkbox"/> Compare					
A Catholic super fund open to all Australians and designed for people working in Catholic education, healthcare or aged care. The Lifetime One fund option changes your investment mix as you get older.					
HESTA Balanced Growth					
 HESTA	N/A	5.84%	6.27%	\$538.53	Go to site More Info
<input type="checkbox"/> Compare					
HESTA is an Industry super fund for the health and community services sector and open to all Australians. The Balanced Growth fund invests in a mix of asset classes without taking on too much, or too little, risk.					

Hero sponsorships

This prime real estate allows you to connect with our audience immediately, showcasing all of your best USPs in a neat little summary.



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[Credit Score](#) **FREE** [Money](#) [Insurance](#) [Utilities](#) [Shopping](#) [Coronavirus](#) [Business](#) [Finder Awards](#) [More](#) [Sign in](#)

Home > Broadband Plans Advertiser disclosure

Compare NBN plans & deals

Enter your address, budget and data needs, and we'll help you compare over 600 NBN plans from 50+ providers.

Sam Baran · Updated Aug 24, 2020. What changed? Fact checked

Promoted

Dodo NBN100 Unlimited

\$5 off per month for 12 months

- ✓ \$80/month incl. discount
- ✓ Unlimited data
- ✓ 82Mbps typical evening speed

[Go to site](#)

Terms and conditions apply. Ends 16 December 2020.

Budget Direct Home & Contents Insurance

Promoted

30% off
on your first year's premium

- Fire, storm & theft cover
- Rebuilding cover
- Underinsurance protection optional
- Lodge a claim online 24/7

[Get a quote](#)

[More info](#)

Save 30% on your first year's premium when you purchase a new combined Home & Contents insurance policy online. T&Cs apply.

St. George Home Loan Offer

Promoted

Up to \$4,000 refinance cashback. A competitive variable rate loan from St. George. Refinancers borrowing \$250,000 or more can get \$4,000 cashback (Other terms, conditions and exclusions apply).

- Interest rate of 2.54% p.a.
- Comparison rate of 2.56% p.a.
- Application fee of \$0
- Maximum LVR: 80%
- Minimum borrowing: \$150,000

St. George Basic Home Loan - LVR 60% to 80% (Owner Occupier, P&I)

2.54% p.a. variable rate

2.56% p.a. comparison rate

[Go to site](#)


[More info](#)

Display advertising

Our display advertisements allows you to reach a larger audience. Get visibility from both desktop and mobile visitors.



ADVERTISEMENT



homeloans.com.au	2.39%	2.41%	\$0	\$0 p.a.	80%	\$585.25	Go to site
<input type="checkbox"/> Compare	This investment loan keeps fees low, has a sharp interest rate and comes with a 100% offset account. This loan is not available for construction.						More Info

Newcastle Permanent Building Society	2.38%	4.11%	\$595	\$0 p.a.	90%	\$584.48	Go to site
<input type="checkbox"/> Compare	\$2,000 refinance cashback Investors can take advantage of a short term fixed rate with no ongoing fees. \$2,000 cashback for eligible refiners borrowing \$250,000 or more.						More Info

UBank UHomeLoan	2.29%	2.84%	\$395	\$0 p.a.	80%	\$577.55	Go to site
<input type="checkbox"/> Compare							More Info

ADVERTISEMENT



Home > Health Insurance

Health insurance for young adults

Take advantage of a youth discount with health insurance for young people.

Gary Hunter Posted Nov 5, 2020 Fact checked

[Advertiser disclosure](#)

Types

- Best health insurance
- Cheap health insurance
- Hospital insurance

We're committed to our readers and editorial independence. We don't compare all products in the market and may receive compensation when we refer you to our partners, but this does not influence our opinions or reviews. [Learn more about Finder.](#)

Like most Australians, you'll probably need to take out health insurance at some point in your life. But what you may not know is that you qualify for a discount of up to 10% if you take out hospital cover between the ages of 18 and 29. So rather than put it off, it's worth locking in to a cheap policy now to avoid the lifetime health cover loading.

Sponsored content

We'll use our insights to create targeted content, with your brand front and centre. We'll brainstorm a bunch of tailored ideas for you to choose from, or you can join in for a collaborative vision.



6 ways to get the best term deposit rate

Alison Banney
Posted: 23 December 2019 1:45 pm



There are plenty of ways to maximise your term deposit rate and get yourself a better return, even in this low-rate environment.

If you're looking for safe ways to put your money to work, term deposits are a great, low-risk investment option. Unlike the interest offered on a high interest savings account that could change at any time, or the unpredictable, volatile nature of the sharemarket, term deposits offer fixed interest rates so you know exactly how much you'll be earning on your deposit for the life of the term.

While term deposits offer fixed interest rates, this doesn't mean you have no control over what you're earning. Here are six easy ways to make sure you're getting a great term deposit rate on your investment.

Finder's Smart savings guide is presented by Judo Bank, the new Aussie challenger bank. Earn a competitive, fixed interest rate with no account fees on your term deposit with eligible balances up to \$250,000 guaranteed by the Australian Government. [Learn more.](#)



Type to search a term deposit for Australian businesses.

UBank launches world's first green term deposit.

Banks altering term deposit rates

Term deposit rates scaled down slightly



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Don't let another opportunity pass you by

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5 things everyone forgets about working from home

Angus Kidman
Posted: 20 May 2020 12:00 pm



Keep these issues in mind to make your home office productive and comfortable.

For millions of Australians, working from home has become the new normal. But in the race to set up a home office, it's easy to miss some details. Here are five issues you might not have given much thought to which can make a big difference to your productivity, comfort and sanity.

This guide is sponsored by Telstra mobile broadband, keeping you connected wherever you are with [extra data](#), [4G assistance](#) and [download speeds](#). Work from home on Australia's largest and fastest network, based on national average speeds. [See our data plans](#). No excess data charges and a range of devices to choose from.



other "bundle and save" options?

Save \$120 a year with Telstra's NBN 50 plan: Is it better than the rest?

How does Telstra's new 5G Home Internet compare to the NBN?

NBN 5.5 billion upgrade: Will you get faster internet?

When there's an NBN outage, can 4G broadband save you?

Guides

Best home business ideas (Update February)

From consultancy work and pet sitting to...

How to set up your employees to work remotely

(Get your remote employees online, working and...

Best video conferencing software

We've chosen the best video conferencing...

Working from home: What can I claim on tax?

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Branded content in the Finder app

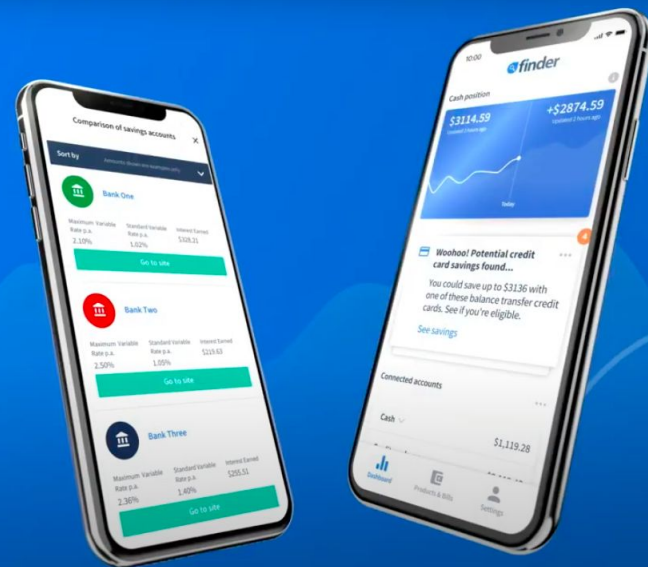
Reach over 120,000 Aussies through the future of comparison – the Finder app. We can promote exclusive deals and sponsored content in this prime piece of real estate, or send out a notification to users' phones to capture even more attention.



Back again: Get \$99 AirPods right now

\$150 off during the eBay Plus Month sale.

Get it now



Top picks

Our top picks are personally curated by our editors, giving readers an exclusive insight into our experts' opinions. They also allow your brand to be seen by our users in a highly targeted way.



Straight to your inbox

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Best boutique hotels in Auckland

Boutique hotels are becoming more common in Auckland thanks to their intimacy, interesting design and personal touches that can't be found anywhere else. Many are in the central city with between 25 and 200 rooms, but you can also find boutique hotels in some of the outer suburbs that cater for fewer guests. One of the largest in the CBD with 190 rooms, M Social, prides itself on distinctive hospitality with a unique design experience.


Walking into a boutique hotel like Hotel Grand Windsor or Hotel DeBrett, you'll notice the mix of classic and art deco design which extends into your bedroom or suite. Depending on the hotel you choose, each room may be decorated differently. It's not uncommon to find unique features such as bathtubs in front of full-wall windows.

Our top picks for Auckland boutique hotels: [M Social](#), [Hotel DeBrett](#) and [Hotel Grand Windsor](#)




M Social Auckland
Finder Hotels

Check availability



Hotel DeBrett
Finder Hotels

Check availability




Hotel Grand Windsor Auckland - MGallery by Sofitel
Finder Hotels

Check availability

Top Companies To Book Tours

- Adrenaline
- City Discovery
- Experience Oz
- Leezair
- RedBalloon
- Viator
- Wotif

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4.8 rating on the App Store

Join over 120,000 Aussies on the Finder app

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— Our top picks: High teas you can book in Adelaide right now —




High Tea with Champagne from RedBalloon

Best for: Traditional high tea experience

Highlights:

- Conveniently located in central Adelaide
- Caters for dietary needs
- Wide selection of classic high tea menu items with a variety of treats for people with a sweet tooth

View details



The Ultimate Private High Tea from RedBalloon

Best for: Luxury

Highlights:

- Exclusive access to Kings Chamber for two hours
- Menu created by specialist continental pastry chefs
- High tea served on antique china

View details

Why partner with Finder?

Australia's biggest comparison site

Each month, we help over 2.6 million Australians compare virtually everything across 100+ categories.

Improve your discoverability

Our subject matter experts maximise your brand's visibility and conversion to get you large numbers of qualified customers.

Ongoing support

Our client services team will provide advice to help you get started and to improve your performance.

No lock-in contract

Our partners stay with us because we deliver results. Our long-standing partnerships with leading global and local brands speak for themselves.

Millions of Australians make better decisions with Finder. We'll help you connect with them.

[Get in touch](#)

