

homer

Advertising rates and specifications

What is Homer

Homer is an online magazine dedicated to discussing masculinities and challenging the idea of what it means to be a man. People talk about a crisis in masculinity, but that's not what we see and it's not why we're here. We see an opportunity to put forward alternative ideas about masculinities and what a man can be. All of our writers are paid and we're constantly seeking new topics to explore, meaning advertising helps us pay people who are challenging and confusing dominant ideas of what it means to be a man.

What we know about our readers

Homer's website averages 60 unique visitors per day who stack up an average of 125 unique page views between them. Homer's readers are 45% male and 55% female, falling mostly between the ages of 25 and 34 (46%), with smaller but significant numbers aged 35 to 44 (23%), 18 to 24 (12%) and 45 to 54 (10%). They are mostly located in Australia (50%), but we have regular visitors from North America (24%) and the United Kingdom and Europe (8%). Our users are strongly affiliated with interests like entertainment, lifestyles and hobbies, gender, arts, music, media, news and politics.

Advertising on Homer

We aim to keep advertising on Homer simple and straightforward – for our advertisers and ourselves. The number of pieces published on Homer in a given month can vary, so our advertising deal is designed to guarantee your campaign receives a set amount of exposure regardless.

There are only two ad spaces on Homer: a side button ad space (300 x 250 pixels) which displays on all pages, and a banner space embedded within written articles (1400 x 300 pixels). Images of your choosing fitting these dimensions will be embedded in each space and linked out to nominated URLs.

Please be aware that prior to commencing the design of your ads, we request that you briefly outline their proposed design elements to us. In exceptional circumstances, Homer reserves the right to exit advertising discussions (prior to payment and the commencement of a campaign) if the button or banner are considered inappropriate, and changes cannot be agreed upon.

Advertising rate and plans

For a flat rate of \$80, you will receive a month-long campaign, including:

- The side button space on Homer, which displays on all pages of the website and will remain live on Homer for one month. Preview it [here](#).
- In-piece, embedded banners in the next four pieces published on Homer. The banners display between early paragraphs of a piece and, once live, will remain on Homer for a minimum of seven days and up to a month. Preview them [here](#).

Details to be aware of

- A campaign commences when the side button and the first embedded, in-piece banner go live on Homer.
- The campaign will cease:
 - After at least 30 days have passed since its commencement; and,
 - After the fourth in-piece banner has been live for at least seven days.
- Once the campaign ceases, the side button and in-piece banners will be removed.
- For an extra \$20, Homer will put \$20 towards Facebook-sponsoring the first article published during your campaign. This significantly increases the number of hits and shares an article receives and impacts campaign effectiveness.

Reporting

Homer has click tracking enabled so we can provide information on the number of clicks that outbound links receive. At the end of your campaign, information detailing the number of hits your ads received will be generated and provided to you via email.

Enquiries and bookings

Please email Homer's founding editor Ashley Thomson at editor.homer@gmail.com.