IS THE CHATTER ABOUT YOUNG ADULTS ON THE MONEY?

The mainstream media doesn’t talk to young people about money and career topics, they talk about them (and usually get it wrong).

Meanwhile, banks and other financial institutions are busy courting their property-rich parents.

Young people don’t have anywhere to turn for independent, unbiased and relevant money and career advice.
A trusted money and career hub for young people, by young people.

We provide great information and workable advice to improve the lives (and bank balances) of Australian twenty-somethings.

We communicate in a way that’s relatable and engaging for our audience; we want them to feel like they’re having friendly chat with a well-informed mate at the pub.

And just like a mate, we also want our audience to live their lives. No ‘all work, no play’ attitude. No lecturing. They’re allowed to have a bit of fun.
WHY TALK TO YOUNG ADULTS?

• There are around 3 million Australians aged between 20 and 29 according to the Australian Bureau of Statistics.

• This is a decade of many ‘financial firsts’ and learning experiences.

• It’s also a time where young people are setting the groundwork to become tomorrow’s movers and shakers.
**Our Audience**

**Social**
- 57% Women
- 43% Men
- 79% Are in their twenties

**Traffic**
- 70,000 Page Views
- 45,000 Sessions

- Growing month on month
- Strong mobile presence
- Social media and mobile optimised
- Seamless content integration opportunities
The Hip Pocket is backed by Pinstripe Media, a boutique agency that specialises in finance and small business content across broadcast, online and print channels.

That means that we can offer our partners much more than words on a page.

From beautiful infographics to broadcast quality video and animation, we can provide integrated multimedia content packages to drive strong engagement with your brand.

THE CONTENT OPPORTUNITY
ARTICLES

SPONSORSHIP
- Prominent display advertising opportunities, including site takeovers.
- Sponsor The Hip Pocket content or author content directly.
- Own the most effective call to action spots within the article.

TONE
- Informative, entertaining, topical and shareable.

DESIGN
- Intuitive social sharing.
- Mobile optimised.
• Beautifully shot and branded.
• High definition, broadcast quality.
• Scripted, filmed and edited in house.
• 3D and animation available.

THE HIPPOCKET TAKES 5 WITH BEN CARROLL AND HAMISH WATTS, CO-FOUNDERS APPLEJACK HOSPITALITY

THEHIPPOCKET.COM.AU/TAKE-5-APPLEJACK-HOSPITALITY/
CUSTOM PUBLICATIONS AND EBOOKS

ENGAGE YOUR AUDIENCE WITH STUNNINGLY PRESENTED CUSTOM EBOOKS, WRITTEN AND DESIGNED IN-HOUSE.

- Create value with deep, rich content that the audience can keep forever.
- Present complex information in a way young people understand and relate to.
- Drive action and improve brand awareness and trust.

A BEGINNER’S GUIDE TO THE SHAREMARKET

- Ebook developed in-house.
- 4 chapters, 17 pages.
- July 2015.

WHY INVEST IN SHARES?

People invest in shares for a very simple reason: to build their wealth. But there are many different ways to achieve that goal, with widely varying risks and potential returns. That means how you invest will very much depend on your personal situation and preferences. Here are four questions to ask yourself before you start investing.
THE HIP POCKET PRESENTS
WIN YOUR #RENTFORAMONTH

1ST PRIZE: $2,000 cash to cover your rent for a month.
2ND PRIZE: $500 cash to cover your phone bill for six months.

• Socially driven (share using the #RENTFORAMONTH to enter the second prize draw).
• Strong audience engagement.
• 500 entries.
• November 2014.

“IF YOU DIDN’T HAVE TO PAY RENT NEXT MONTH, WHAT WOULD YOU DO WITH THE MONEY? LET US KNOW IN 30 WORDS OR LESS AND YOU COULD MAKE IT HAPPEN.”
CASE STUDY: THE AUSTRALIAN TAXATION OFFICE
TIPS FOR TAKING CARE OF YOUR TAX RETURN ONLINE

The Brief

The ATO engaged The Hip Pocket to develop and amplify an important message for young people lodging their first tax-return online in 2015.

The Results

• Launched 15 June
• Infographic designed in-house
• Strong engagement with the call to action
• 272 likes, comments and shares

“WE WERE REALLY PLEASED WITH THE RESULTS FROM HAVING OUR MULTI-MEDIA CONTENT PUBLISHED ON THE HIP POCKET. THE TEAM WERE GREAT TO WORK WITH AND IT WAS EVIDENT THEY KNEW WHAT THEY WERE DOING.”

- Director, Corporate PR & Community Relations
  Australian Taxation Office
Don’t just take our word for it... Here’s what our readers say

“I feel like it is targeted at people my age, this inclines me to read the posts.”

“Good advice presented in a simple, light-hearted way.”

“Well written articles, good length, written by someone who seems to know what they are talking about.”

“I like that the Hip Pocket never makes me feel stupid. They’re informative, helpful, short and sharp. Love your work!”

“They always have catchy titles and funny pictures and very good articles!”
IF YOU WANT TO GET IN TOUCH, YOU CAN FIND US ON...

FACEBOOK  TWITTER  LINKEDIN

Visit us:
THEHIPPOCKET.COM.AU

Or drop us a line at:
TEAM@THEHIPPOCKET.COM.AU

WE’D LOVE TO HEAR FROM YOU

PINSTRIPE MEDIA

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