

CAGED MEDIA COPYWRITING RATES



COPYWRITING RATES

WEBSITE COPY

In the digital world, your website is often your first touch point with potential customers and clients. Whether you're looking for a short and sharp homepage, or a multi-page website, ask us to articulate your brand values for a strong first impression.

Homepage (up to 500 words)	\$450
Additional pages (up to 500 words)	\$350 each

Search Engine Optimisation (SEO)

Simply provide us with a list of your required SEO keywords and we will include them in your website copy at no extra cost.

BLOG POSTS

Blogs are a powerful marketing tool, however finding the time to write regular posts can be a challenge. We can pick up the slack with a single blog post, or commission us to write a series of blogs on a daily, weekly or monthly basis.

One-off post (up to 300 words)	\$290
Multiple posting packages	
2 x posts	\$490
3 x posts	\$590
4 x posts	\$690
5 x posts	\$790
5+ posts	Please contact us for a quote

PRESS RELEASES + MEDIA KITS

Media coverage is a fast and effective way to build your brand profile. We know what it takes to craft effective press releases that resonate with busy journalists.

Press Releases

Up to 500 words	\$450
500 – 1000 words	\$900
1000 – 1500 words	\$1350
1500+ words	Please contact us for a quote

Media Kits

Up to 1000 words	\$900
1000 – 2000 words	\$1800
2000 – 3000 words	\$2700
3000+ words	Please contact us for a quote

MEDIA COLUMNS

Business leaders often become thought leaders by authoring columns and articles for various trade magazines, industry publications and websites. Commission one of our experienced ghost writers to save time and ensure your message is clearly articulated.

Up to 1000 words	\$900
1000 – 2000 words	\$1800
2000 – 3000 words	\$2700
3000+ words	Please contact us for a quote

WHITE PAPERS + eBooks

Sharing research and insights with your industry partners adds high levels of credibility to your brand. Allow us to present your ideas in a professional and reader-friendly publication.

Up to 1000 words	\$900
1000 – 2000 words	\$1800
2000 – 3000 words	\$2700
3000+ words	Please contact us for a quote

BROCHURES

Sometimes printed material is still the best way to reach your customers and stakeholders. Present your brand in the best possible light with sharp copy that is tailored to your specific customer demographic.

Up to 1000 words	\$900
1000 – 2000 words	\$1800
2000 – 3000 words	\$2700
3000+ words	Please contact us for a quote

CUSTOM PUBLICATIONS

From small one-off catalogues and internal newsletters, to glossy customer magazines, we can craft a range of print and digital publications from concept through to design, editorial and printing. Please contact us for a quote.

DESIGN SERVICE

For a more complete solution, our talented graphic designer is available to create professional brochures, catalogues, white papers, ebooks and other printed materials, as well as logos and brand identity collateral. Unfortunately, we don't offer web design at this time. Please contact us for a quote.

* Please note that all prices are listed in AUD and exclude GST.