

creditworld™

Media Kit



ABOUT CREDITWORLD

creditworld is the leading financial comparison group in Australia providing consumers with clear and valuable information when shopping around for retail banking products.

We are independently-owned, so with creditworld visitors can be sure to get real choice and credible, honest and valuable ratings.

Our site makes it fast and easy to choose where to get the best value when looking at savings accounts, credit cards, home loans and more.

Here at creditworld our goal is to simplify the comparison process. We offer:

- Free information;
- Independent ratings; and
- The ability to apply online

so visitors can choose wisely all in the same place.

NEWS SECTION, FREE INFORMATION

At creditworld we are more than just a financial comparison site. We believe that knowledge is power so we arm our readers with information to help them make the right financial decision for their situation.

Using a mix of high profile contributors, staff writers, guest bloggers and more, we deliver weekly feature articles on that latest finance news, how to's and much more.

Free resources for you

Take advantage of our knowledge and experience and receive free content for your stories, website and more.

We can provide you with:

- articles on personal finance topics such as general finance tips, debt consolidation, home loans, getting in control of your finances, insurance, helping kids save and more
- articles written to your requested length: up to 1000+ words
- a relevant image for the article to increase its visual appeal

All we request is a short paragraph which attributes the article back to creditworld.com.au at the end of the article and a link to our website (we'll provide this too).

AUDIENCE PROFILE

creditworld attracts a wide berth of visitors due to our large offering of products in the personal finance spectrum.

We have over 100,000 unique visitors a month and this is consistently growing.

Our average visitor is between 25-54 years of age, male or female, with an annual income in excess of \$50,000.

creditworld visitors are already interested and looking for a credit card, better bank account or loan and want to get the best deal for their money.

They also want to learn how to make the most of their financial situation with our free articles, blogs and more.

OUR PRODUCTS

At creditworld we compare more than anyone else.

Our range of products includes:



Credit Cards

- Low interest rate
- No annual fee
- Frequent flyer
 - Rewards
- Balance transfer



Loans

- Personal/Home
 - Car/secured
- Debt consolidation
 - Payday



Bank Accounts

- Savings
- Transaction
- Term deposits
- Debit cards



Insurance

- Travel
- Life
- Trauma
- TPD
- Income protection

EDITORIAL LISTINGS

creditworld attracts a wide berth of visitors due to our large offering of products in the personal finance spectrum.

Daily blog posts

Our daily blog posts cover a wide range of topics including: bank accounts – credit cards – general finance – home loans – insurance – personal loans – tax accounting.

More topics are always being added so we can keep our visitors educated and up-to-date with financial matters.

Free newsletter

Our free monthly newsletter provides subscribers with the latest news, financial hints, tips and more.



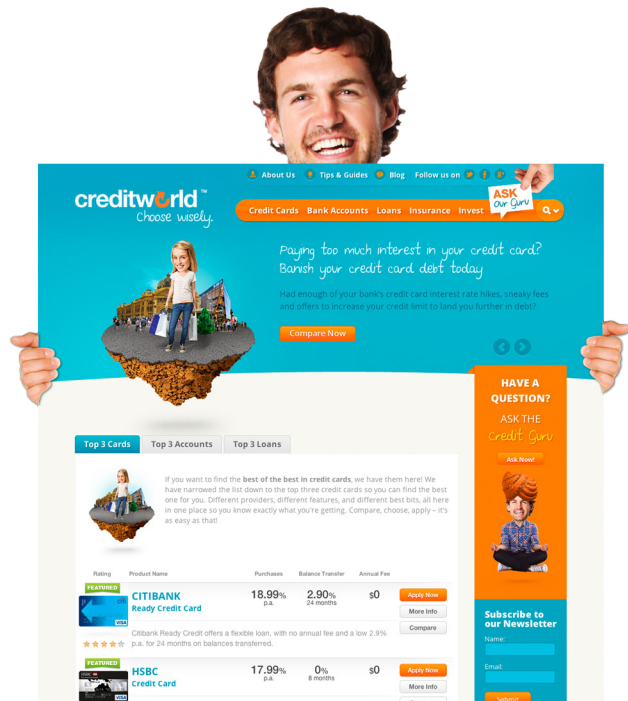
Credit Guru

Our daily blog posts cover a wide range of topics including:

- Bank accounts
- Credit cards
- General finance
- Home loans
- Insurance
- Personal loans
- Tax accounting

WELCOME TO THE CREDITWORLD WEBSITE

Below are a number of screenshots of our newly re-launched website:



WHO IS CREDITWORLD?



Roland B Bleyer

Founder and CEO of creditworld

Roland founded creditworld in 1995 after he saw a need for transparent and meaningful information about retail banking products for everyday Australians.

His passion for helping Australians cut through the jargon and make the most of their money has seen him grow creditworld to become a leading reseller of retail banking products.

Prior to creditworld, Roland has been in the online space since 1995. His experience spans web development, search engine optimisation (SEO) and intellectual property (IP) development.



Tom Mauger

Managing Director of creditworld

Tom joined in creditworld in 2011 and oversees the IT, sales, marketing and general operations . Tom has worked in the personal finance industry since 2004.

Tom is passionate about helping people make the most of their finances. His experience began at a private loan and mortgage company, followed by a marketing agency representing many Australian banks, where he began working with creditworld.

We also have a great supporting team of IT, design and other integral team members.

CONTACT CREDITWORLD

The team at creditworld would love to hear from you.

Please feel free to contact us with any queries you have:

General queries

Phone: 02 9698 4258

Email: hello@creditworld.com.au

Media queries

Phone: 02 9698 4258

Email: media@creditworld.com.au

Sales queries

Phone: 02 9698 4258

Email: sales@creditworld.com.au