



OZreal Media Kit





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About Us



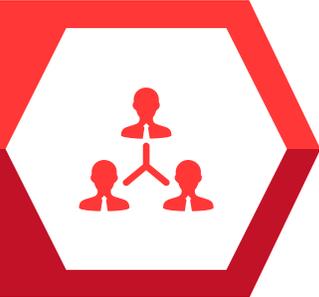
Our Platforms



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About Us

OZREAL was established in July 2017. After a years' hard work, it has grown to be one of the most well-known Chinese real estate information platforms in Australia. Our subscribers include owner-occupier property buyer, avid individual property investors and industry professionals, a targeted audience you are most likely to work with or transact with.



Our Platforms

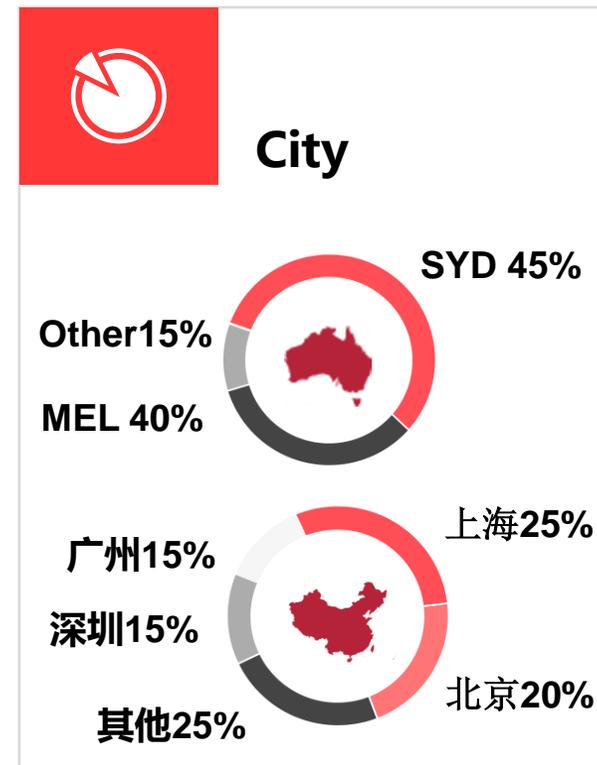
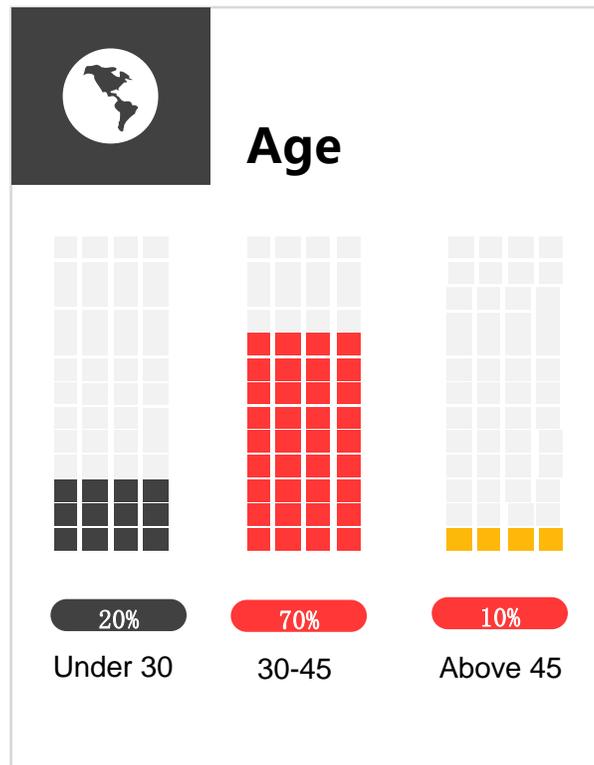
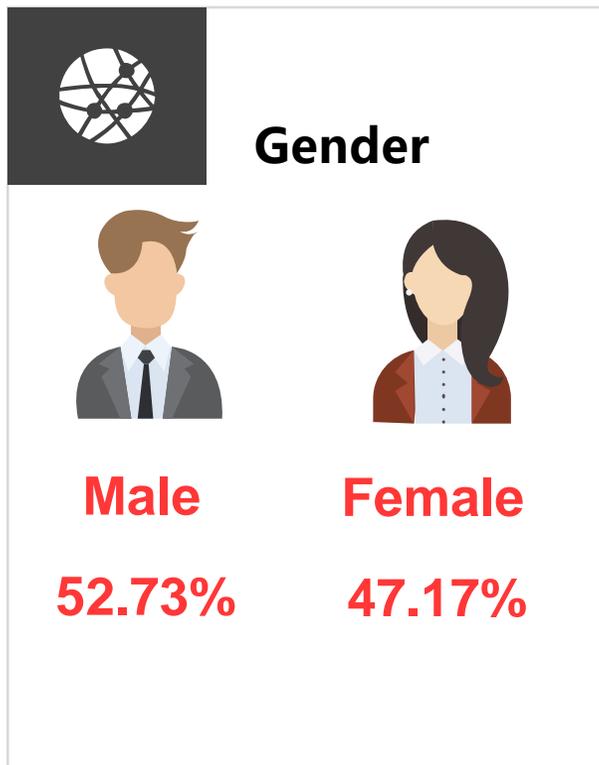


- 1 **Number of Followers: 10000+**
- 2 **Follower Growth Rate: 1000+ /Month**
- 3 **Follower Characteristics: Active; working professionals; higher income**

WeChat subscription account “每日地产ozreal”



Follower Demographics:





Our Website: ozreal.com

Synced updates; latest industry news

Suitable on desktops, mobile phones, tablets

ozreal.com
每日地产

首页 市场资讯 知识大全 专栏观点

澳洲最高的大楼长什么样? 设计方案揭开神秘面纱

开发商Beulah计划在墨尔本Southbank原宝马工厂地点修建一个地标性建筑, 目前六家入围设计团队公布了他们的设计。

市场资讯 2018-08-07 79

给你及时 准确的澳洲地产信息

热新闻

7天 30天 1年

- 1 独家: 澳信中国老板现身警察局, 员工离斥, 澳洲公司给立生的澄清
- 2 网传中国最大的澳洲房产销售公司资金链断裂, 或成低潮期下的首
- 3 "澳信事件" 调查: 签署还款协议, 负责人现身, 美国切割全身而
- 4 玉湖珠宝三强结构封顶, 澳洲本土华资力推黄金海岸升级
- 5 澳洲最高的大楼长什么样? 设计方





WeChat Group



To provide our followers with easier access to our content, OZREAL formed and currently manages 20 Real Estate Info WeChat discussion groups and 20 Sino-AU Info WeChat discussion groups. Meanwhile, we also part of an additional 500 WeChat discussion groups under collaboration with our media and PR partners. Our content is extensively shared and discussed in these groups, bringing great publicity both for us and our clients.



Content Sharing



Due to the uniqueness and timeliness of the information we provide, OZREAL's content has almost entered all major online Chinese media platforms, including Toutiao, Netease, Sina, Snowball, Tencent, Alibaba etc. If a relevant search is entered, Google, Baidu or other major search engines will bring up large amount of our content.



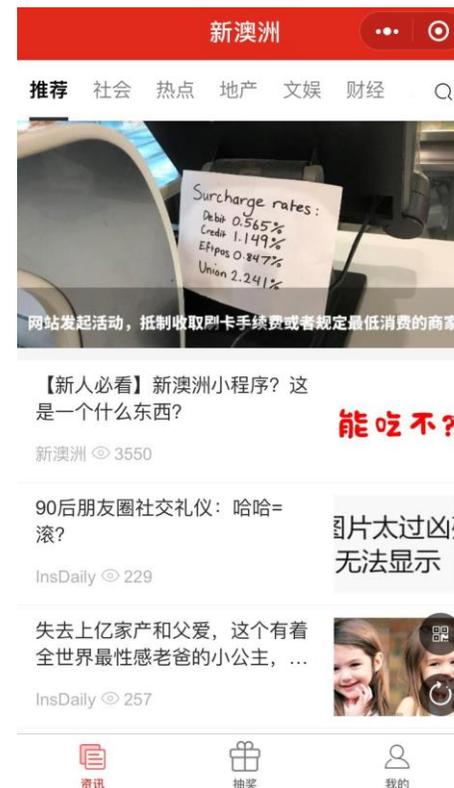
WeChat Mini Program

OZREAL currently operates its own Little Assistance Mini Program and is collaborating with “New OZ Times” to create Australia’s first Mini Program News Platform. WeChat Mini Program is the new frontier in the Chinese social media arena; it is growing rapidly and has enormous potential.

(Little Assistance Mini Program)



(New OZ Times Mini Program)





Our Client

Because of our focus on the Australia property market, we have been honoured to work with many industry leading companies. Some of our clients include (in no particular order):





Our Rates

Being a part of the property industry, we always believe in working with our colleagues to foster industry growth that benefits everyone. Therefore, we will give our clients the most cost-effective promotion plan – spend the least amount of money to achieve the best results.

Article ads or advertorials can promote products directly to targeted audience, and generate customer inquiries within a short period of time.

The screenshot shows a real estate website interface. At the top, there is a large image of modern high-rise buildings with the text '每日地产 | 悉尼华人区Epping最近五年的房地产市场分析'. Below this, there are three smaller article cards, each with a title and a small thumbnail image. The titles are: '每日地产 | 206公顷挂牌2亿澳元, 墨尔本农民家庭打包卖地', '每日地产 | Epping开发活跃, 价值4600万的新项目申请递交', and '每日地产 | 居外网报告: 中国对澳大利亚房地产投资下跌27%'. At the bottom of the page, there are four navigation buttons: '入交流群', '推广合作', and '往期回顾'.

*Rates shown apply to content provided by clients only, copy-writing can be provided by OZREAL at 500 AUD/1000 Chinese characters.

1st: 1000aud+GST

2nd: 800aud+GST

3th: 600aud+GST

4th: 500aud+GST



Ozreal Wechat Editorial (for commercial property)

Service Summary:

Wechat Editorial (article writing) is 500aud/per 1000 Chinese characters (Normally 1000 Chinese characters is enough for a property). The article publishes as headline on Ozreal Wechat, the cost is another 1000aud, so totally it will cost 1500aud+GST.



Ozreal Wechat Editorial (for commercial property)

Project: 71 Macquarie St, Sydney

Wechat article campaign Data: Graphic and text read 4900 times

Among which,

84.65% accessed through Wechat Moments;

10.9% accessed though link forwarded by their friends;

4.1% accessed through Wechat Official Account interaction.



举世无双，歌剧院壹号商业盛大发售

原创：梁杰夫 每日地产ozreal 2017-10-09



在澳大利亚的地产历史上，新华联歌剧院壹号无疑是最耀眼的明星之一。



临街顶级商业，无疑是这个城市最璀璨的钻石项链，流金溢彩，隽永流传。



四层的商业，980平方米的顶级奢华空间，这就是我们躬逢盛世见到的最好商业，生于 Bennelong Point，基因高贵显赫，而歌剧院壹号的缔造者新华联和蓝梦，用专业专注的态度，为她书写新的传奇。



Ozreal Wechat Editorial (for commercial property)

Project: 52 Alfred St, Milsons Point

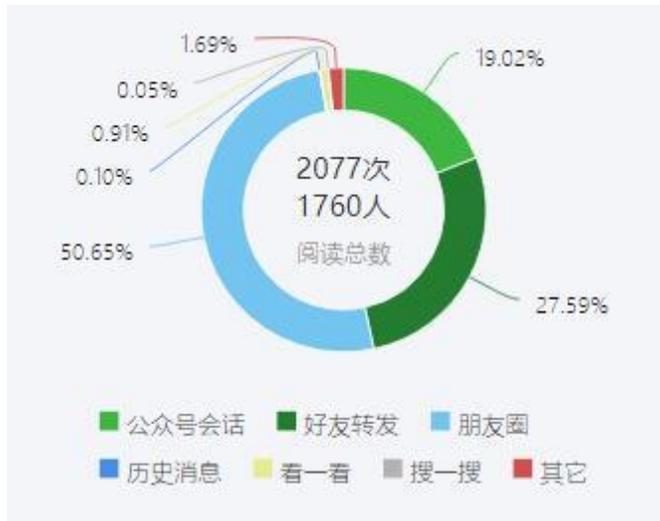
Wechat article campaign Data: Graphic and text read 2100 times

Among which,

50.62% accessed through Wechat Moments;

27.59% accessed though link forwarded by their friends;

19.02% accessed through Wechat Official Account interaction.



梦想之巅, 悉尼Milsons Point最后一个珍贵的永久产权大型投资/开发良机

每日地产ozreal 2018-08-18



对不少投资者来说, 珍贵的物业, 通常具有两方

物业概况

地址	52 Alfred Street, Milsons Point
出售产权	100% 永久产权
产权信息	Lot 1 in DP 738322
地块面积	2,711 平方米*
净可出租面积	9,998 平方米*
停车场	4层地下停车场, 共215个车位



Ozreal Wechat Editorial (for commercial property)

Project: 179 Church St, Parramatta

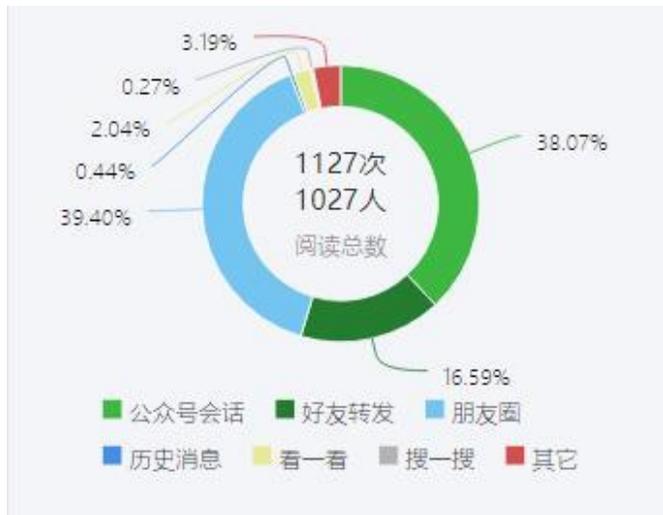
Wechat article campaign Data: Graphic and text read 1200 times

Among which,

39.4% accessed through Wechat Moments;

16.59% accessed though link forwarded by their friends;

38.07% accessed through Wechat Official Account interaction.



悉尼第二大市中心，汇丰银行所在
商铺，投资者的不二之选

原创： 每日地产ozreal 2018-06-04



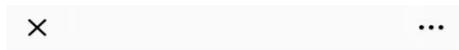
澳洲的未来在悉尼，这无疑是绝大部分人认同的观点。悉尼的未来在哪里？在老的CBD在北悉尼，还是在大西北大西南？这倒是可以展开很多辩论的。城市的发展看政府规划，所以很多时候，规划往哪走，人口在哪里，大项目在哪里基本就可以判断未来在哪里。人口分布上，西悉尼住着超过悉尼一半的人口。而澳洲最大的城市项目，最高的住宅楼宇，都将出现在这里，这里就是政府规划中无可争议的最近最大规模的中心，

物业概况	
地址	179 Church St, Parramatta NSW 2150
产权	Lot 2 DP231137 两层建筑, 永久产权
分区	B4 混合用途
面积	约253平方米 临街15米
租客	汇丰银行
租约	5+5+5
租金净收入	41.62万+GST





Banner



每日地产 | 悉尼西北增长走廊将迎来6200套新居

原创: MR 每日地产 ozreal 今天

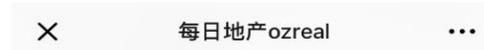


州政府为悉尼西北增长走廊规划了一个新开发区域，将为悉尼人提供数千套新居。州政府发布的Marsden Park North总体规划计划显示，未来20年内将在该区建造6200套新房。



**Top Banner
W900 x H220px**

- 1 All article's top banner, 800aud/week plus GST
- 2 Half article's top banner, 400aud/week plus GST



Pagan先生说：“邮编为3000的地区拥有最多的待售房源。其中一些公寓楼内有600多套公寓，这样的楼在墨尔本城区有20多栋。”



他表示，吸引了强烈买家兴趣，并且销售情况较好的公寓一般都有2卧室，2浴室，拥有一个车位和不错的景观。

但是面积较小，档次较低的投资户型则面临不同的境遇，这样的户型通常带有没有自然光的卧室，或者窗外就是混凝土墙。

**Middle Banner
W900*H220px**

- 1 All articles middle banner, 800aud/week plus GST
- 2 Half articles middle banner, 400aud/week plus GST



Banner



Bottom Banner A W900×H360px

1 All article's bottom banner A, 500aud/week plus GST

2 Half article's bottom banner A, 250aud/week plus GST



Bottom Banner B W900×H450px

1 All article's bottom banner B, 500aud/week plus GST

2 Half article's bottom banner B, 250aud/week plus GST

Banner advertisements appear repeatedly in front of readers, and are best suited for long-term branding campaign.



Publication advertisement

The Property Exclusive e-magazine

In March 2018, The Property Exclusive, an in-depth monthly e-magazine containing latest news in the Australian property market, officially came into the market. The magazine is specially designed for Australian property investors.





Publication advertisement



Full page ad
W426*H580

300aud+GST/Once

可以保证投资利润最大化。

持有奖励扣除

无论持有物业是否真正产生利润，每年都要按时申报税务申报。

当然有贷款利息费用、折旧费用等大额抵税费用，澳洲房产投资可能在账面上真的不赚钱，也没有税费要缴纳，也还是要及时申报。

注意，年度税务申报，不是年度缴税申报，如果每年是负数，还可以是冲抵以前年份的收入税款，不要错过呀！

投资奖励清单

在交税前，澳洲好相关各类支出，包括利息等支出，华资投资是为了有回报，而不是单纯为了交税，可以合理合法的抵税，一个都不能少才行。

图片：Tax Return forms and a person at a desk.

密码内容包含：

- 以年缴纳税款审查(是否有遗漏及有申报的费用?)
- 投资者资产增值税务核算(要缴多少税?)
- 投资者资产增值税务规划(有没有合理避税方式?)
- 增值税抵扣减免等附加优惠政策(不用先多缴税再抵免)
- 澳洲税务申报流程和利息贷款减免(不能有任何附件费用)

Half page ad
W426*H290

200aud+GST/Once





IM translation and Chinese IM preparation service

Translation Service

Translate the content of English IM into Chinese.

Chinese IM preparation service

Prepare and present Chinese IM according to the original format of the English IM.

Our rate:

1000aud+GST for translation and Chinese IM preparation*

*Additional charges will apply for lengthy/ difficult text. Chinese IM preparation will require the original INDD file of the English IM.





Company WeChat Official account hosting and other services



Communication

Planning

Action

Report

WeChat official account has become a standard feature of an enterprise's PR portfolio.

Clients will have the option to outsource their WeChat official account operation to OZREAL.

*Rate basic on article numbers, around 100aud-200aud per article.

Thank you

