

Advertising Kit

2018



Playgroup
Victoria



Why Playgroup Victoria?



Playgroup Victoria is a peak body that since 1974 has promoted, resourced and encouraged families to join and start playgroups. Today, over 30,000 families with 40,000 children go to more than 3000 playgroup sessions each week in Victoria.

What is playgroup?

Playgroup is an informal gathering where parents, carers, babies and children up to school age come together in a relaxed and friendly environment to connect, play and learn.

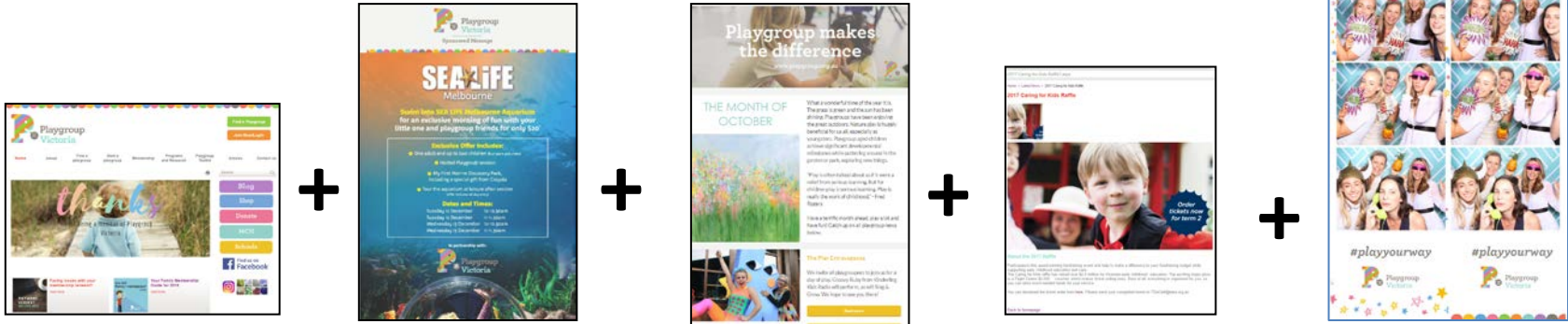


Member profile

- **65% of members live in the Melbourne Metropolitan area.**
- **Majority of members are women** (who are the major decision makers of household purchases)
- **Parents, grandparents** (generally carers who care for children aged 0-4 years)
- **Members are open to information, tend to be supportive of children's events, products and family friendly activities.**
- **Members access our mobile devices platforms 40-60% of the time.**



Different media platforms ensure successful brand activation



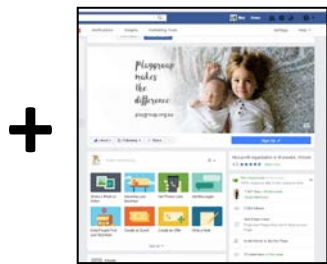
WEBSITE

EDM

EPLAYGROUP NEWS

SPONSORED ARTICLE

EVENTS



SOCIAL MEDIA

= BRAND ACTIVATION



80,000
UNIQUE VISITORS



602
Instagram followers



15,000
MEMBER DATABASE



25,000
WIDER DATABASE



8,900
Facebook likes



Advertising with Playgroup Victoria



WEBSITE



EDITORIAL

\$450/ month

(story appears on front page of website)

EDM



15K SUBSCRIBERS

\$1300/ mail out

25K SUBSCRIBERS

(wider base)

\$2300/ mail out

EPLAYGROUP NEWS



BANNER

\$300/ month

EDITORIAL

\$330/ month

FACEBOOK/ INSTAGRAM



BANNER

\$200/ post

Does not include money for boosting the post

Bundle to save



WEBSITE



EPLAYGROUP NEWS



FACEBOOK



= \$800
Valued at 1150



1 website editorial



1 ePlaygroup News banner



2 facebook posts

SPECS



WEBSITE



EDM



EPLAYGROUP NEWS



FACEBOOK



BANNER

- Screen resolution – 72dpi
- Colour format: RGB
- 690 pixels wide x 270 pixels deep
- Created and supplied at 100% size

- Image 870 pixels wide x 600 pixels deep @ 72dpi RGB JPG
- Screen resolution – 72dpi
- Colour format: RGB
- 870-770 pixels wide x 220pixels deep
- Created and supplied at 100% size
- Text 150 words (can include links)
- Call to action button (redirecting to link)

BANNER

- Screen resolution – 72dpi
- Colour format: RGB
- 870 pixels wide x 600 pixels deep
- Created and supplied at 100% size

- Facebook post copy should be approximately 30 words, image should be 427 pixels wide and 394 pixels deep (.png file) and click through link should be included in order



**For more information or to book,
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