

# Advertising Kit

2017



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.

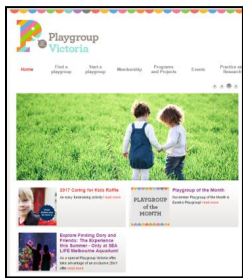


# Member profile

- **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



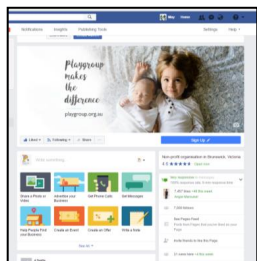
EPLAYGROUP NEWS



SPONSORED ARTICLE



EVENTS



SOCIAL MEDIA



**BRAND  
ACTIVATION**



**30,000**  
UNIQUE VISITORS



**85,000**  
PAGE VIEWS



**15,000**  
MEMBER DATABASE



**25,000**  
WIDER DATABASE



**7,400**  
LIKES



# Advertising with Playgroup Victoria



## WEBSITE



**BANNER**  
**\$320/** month

**EDITORIAL**  
**\$450/** month  
 (story appears on front page of website)

## EDM



**15K SUBSCRIBERS**  
**\$1230/** mail out  
**\$880/** mail out  
 (Metropolitan only)

**25K SUBSCRIBERS**  
 (wider base)  
**\$2200/** mail out  
**\$1439/** mail out  
 (Metropolitan only)

## EPLAYGROUP NEWS



**BANNER**  
**\$300/** month  
**EDITORIAL**  
**\$330/** month

## FACEBOOK



**POST**  
**\$200/** post  
 Does not include money for boosting the post

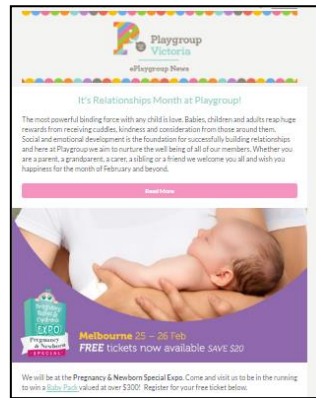
# Bundle to save



## WEBSITE



## EPLAYGROUP NEWS



## FACEBOOK



= 775\$  
Valued at 950



1 website banner



1 ePlaygroup News editorial



2 facebook posts



## 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,  
Please contact:**

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**Advertising Kit – 2017**

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