



Playgroup WA Advertising Guide

January – December 2022

Contact:

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1972-2022

Celebrating 50 years
Playgroup
WA (Inc)



Why Advertise with Playgroup WA

Playgroup WA is a not-for-profit membership organisation that has been supporting families across Western Australia for 50 years. Today, thousands of member families with children aged 0-5 years of age enjoy the benefits of playgroup.

Our subscriber database includes over 35,000 email addresses of families throughout WA.

Parents who are playgroup members are:

- ☀ Connected to their community
- ☀ Looking for the best for their family
- ☀ Committed to quality play and early intervention and care
- ☀ Open to advice on parenting

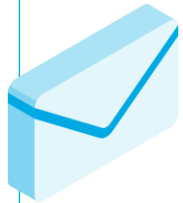
Your advertisement will reach:

- ☀ The household CEO
- ☀ The decision maker on new purchases, event outings and holiday planning
- ☀ An audience that is open to hear about new products for their family
- ☀ Families throughout WA from Esperance to Kununurra



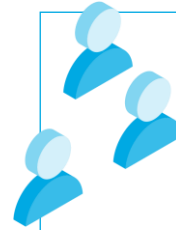
Promotional Reach

Playgroup WA is the State's largest membership organisation of families with young children.



Electronic Direct Mail

35,000+ Subscribers
Ave: Open Rate >20% 7,100 unique opens
eNews - 1 per month
eFlash - 4 per month



Member Database

7,000 members with personalised details



Website

10,000 views per month
over 2 mins spend on page
playgroupwa.com.au



Facebook

17,000 + followers
[Facebook.com/PlaygroupWA](https://www.facebook.com/PlaygroupWA)
Regional Facebook Page/
PlaygroupWA SouthWest



Advertising Opportunities



Facebook & Instagram



Sponsored Message

COME AND JOIN THE FUN! **Kindy Dance Time** For 2-5 year olds who love to dance! Opening in Mt Hawthorn and Floreat!

LIMITED PLACES... BOOK NOW!

Applecross · Bassendean · Canning Vale · Carine · Darlington/Boya · Duncraig · Floreat · Guildford · Kensington · Maylands · Melville · Mundaring · Mt Hawthorn · North Perth · Palmyra · Scarborough · South Perth · Success · Swanbourne · Victoria Park

BOOK NOW! ☎ 1300 922 892 www.kindydancetime.com.au

BOOK NOW

eFlash

September eNews

Playgroup WA (Inc)

eNews

Committee Connect

Advertising Rate Card



Platform	Advertisement	Description	Audience	Reach	Publication Timing	Price
Email	eNewsletter	Advertisement in our monthly E-Newsletter	95% women aged 25-44	35,000+	1 st week of the month	\$350 + GST
	eNewsletter (Committee Connect)	Advertisement in our monthly E-Newsletter sent to Playgroup Committee Members		1,000	4 th week of the month	\$200 + GST
	eFlash (Solus email)	Targeted email to subscriber database for direct promotion	95% women aged 25-44	35,000+	1 x week Upon availability	\$ 850 + GST
Social Media Facebook & Instagram	Facebook/Instagram post with copy/links	Advertising post accompanied by links/copy on PGWA's Facebook/Instagram page scheduled at appropriate times. Link applicable to Facebook only.	95% women aged 25-44	Facebook 17,000+ followers	Upon availability	\$150 + GST per post



Deluxe Package \$1,199 (valued at \$1,500) +gst

Our most popular promotional package guaranteeing reach via our email database as well as with social media exposure.

Platform	Advertisement	Reach	Frequency
Email to Database	eNewsletter Advertisement in our eNewsletter	35,000+	1 newsletter
	eFlash (Solus email)	35,000+	1 email
Facebook	Facebook advert with links/copy.	17,000+ followers on Facebook	2 posts
Instagram	Instagram advert with copy (links not applicable)	2,500+	1 post





Value Package \$700 (valued at \$825) +gst



Great for limited budgets or timely implementation and feedback campaigns! Such as upcoming events, product features or similar.

Platform	Advertisement	Reach	Frequency
Email to Database	eNewsletter Advertisement in our eNewsletter	35,000+	1 newsletter
Facebook	Facebook advert with links/copy.	17,000+ followers on Facebook	4 posts
Instagram	Instagram advert with copy (links not applicable)	2,500+	1 post



Social Media Package \$475 (valued at \$600) +gst



Dedicated social media exposure, perfect for a timely campaign.

Platform	Advertisement	Reach	Frequency
Facebook	Facebook advert with links/copy. Advert will also be posted on Instagram	17,000+ followers on Facebook	4 posts
Instagram	Instagram advert with copy (links not applicable)	2,500+	1 post



Book today!

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