



Playgroup  WA
ADVERTISING GUIDE

January – December 2024

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Why Advertise with Playgroup WA

Playgroup WA is a not-for-profit membership organisation that has been supporting families across Western Australia for over 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



Subscriber Database

35,000+ Subscribers Avg: Open Rate >25%
7,900 unique opens Avg: Click Rate >3% (400+ clicks)
eNews - 1 per month eFlash - 4 per month



Committee Connect

800+ Committee Members Avg: Click Rate >11%
Avg: Open Rate >58% Newsletter - 1 per month



Social media

[Facebook](#)

20,000+ followers

[Instagram](#)

3,800+ followers



Advertising Opportunities



SOCIAL MEDIA: FACEBOOK & INSTAGRAM



EFLASH



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		800	4 th week of the month	\$200 + GST
Email	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 20,000+ followers Instagram 3,800+ followers	Upon availability	Available only as a package - see Social Media packages

Deluxe Package \$1,200

(VALUED AT \$1,600) +GST

Our most comprehensive package guaranteeing reach via our subscriber database combined with social media exposure.

Platform	Advertisement	Reach	Frequency
Email to Database	eNewsletter Advertisement in our eNewsletter	35,000+	1 newsletter
Email to Database	eFlash (Solus email)	35,000+	1 email
Facebook	Facebook advert with links/copy.	20,000+ followers on Facebook	2 posts
Instagram	Instagram advert with links/copy.	3,800+ followers on Instagram	2 posts





Value Package \$700

(VALUED AT \$850) +GST

Our most popular package combining our widely read E-news with social media exposure.

Platform	Advertisement	Reach	Frequency
Email to Database	eNewsletter Advertisement in our eNewsletter	35,000+	1 newsletter
Facebook	Facebook advert with links/copy.	20,000+ followers on Facebook	3 posts
Instagram	Instagram advert with copy (links not applicable)	3,800+ followers on Instagram	3 posts

Social Media Package \$600

(VALUED AT \$800) +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	20,000+ followers on Facebook	4 posts
Instagram	Instagram advert with copy (links not applicable)	3,800+ followers on Instagram	4 posts

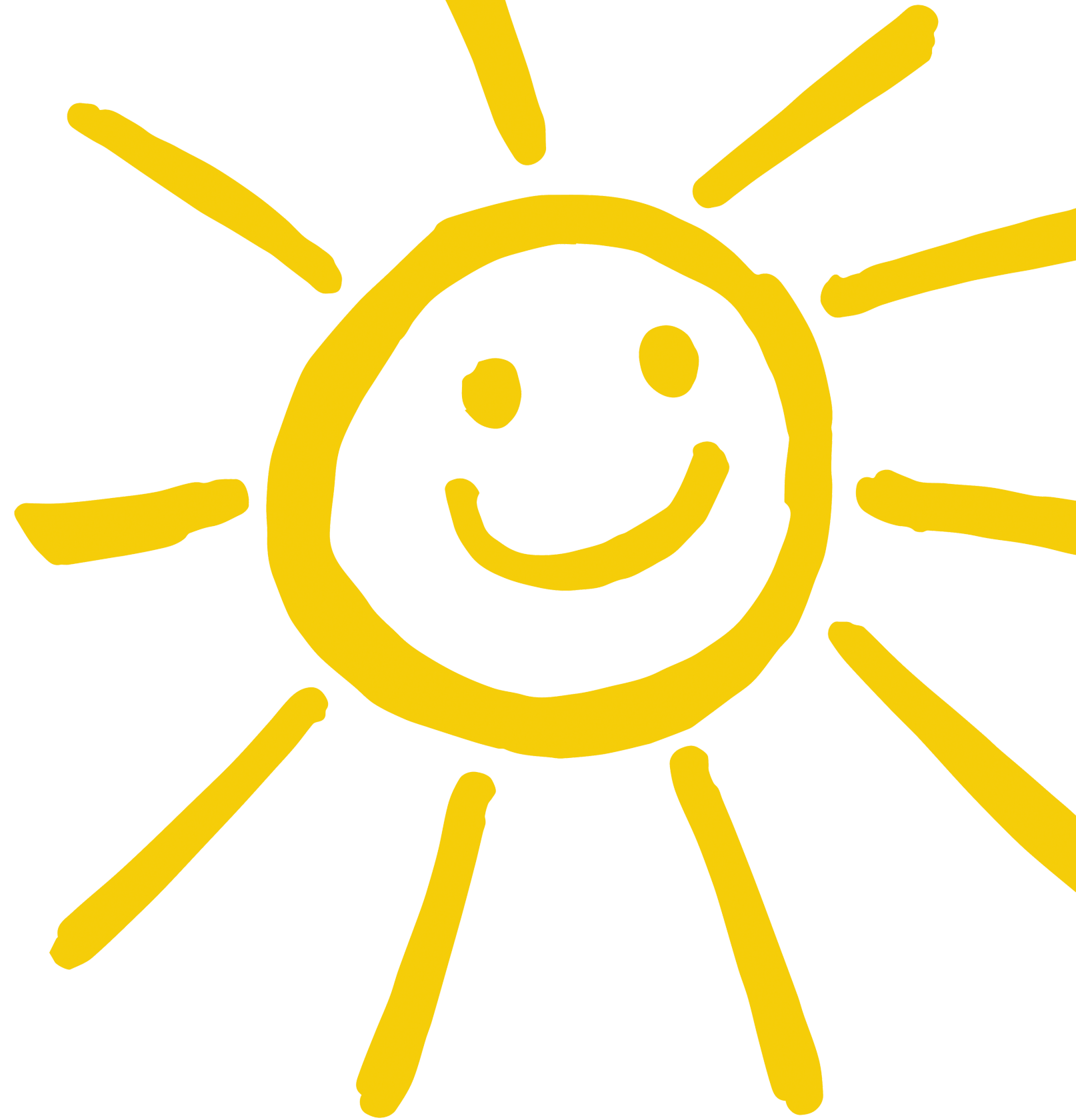


Mini Social Media Package \$300

(VALUED AT \$400) +GST

Budget friendly social medial package.

Platform	Advertisement	Reach	Frequency
Facebook	Facebook advert with links/copy. Advert will also be posted on Instagram	20,000+ followers on Facebook	2 posts
Instagram	Instagram advert with copy (links not applicable)	3,800+ followers on Instagram	2 posts



Book today!

BELINDA CORDOVA, SENIOR MARKETING OFFICER

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