

Advertising Guide

Connect with **WA families**
with young children

 July 2026 – June 2027



Why Advertise with Playgroup WA



35,000+
family email
subscribers



300+
playgroups
across WA



50+ years
supporting
families in WA

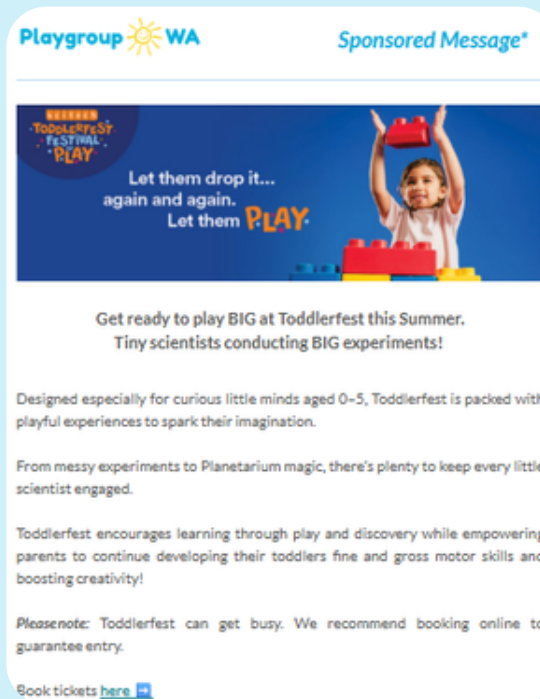
Who your advertisement will reach:

- ✓ 95% women aged 25-44
- ✓ Families across metropolitan, regional and remote WA
- ✓ Household decision makers
- ✓ Parents actively investing in their children's development
- ✓ An audience engaged in quality play and early learning
- ✓ Parents open to trusted advice and recommendations
- ✓ Community-minded families with strong local connections



Advertising Opportunities

eFlash



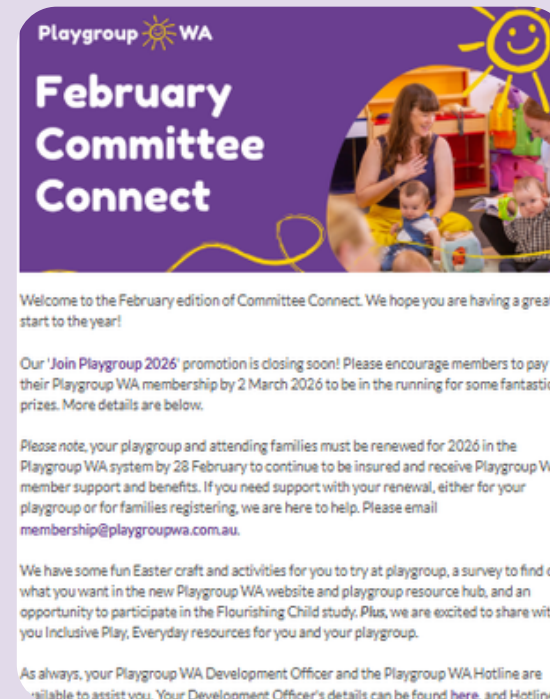
A dedicated promotional email sent exclusively to **35,000+** subscribers, providing undivided attention and maximum visibility for your organisation.

eNews



Advertise in our monthly newsletter to **35,000+** subscribers, alongside Playgroup WA news, events and family resources, with a dedicated partner promotions section.

Committee Connect



Reach **800+** playgroup committee members and volunteers through our monthly newsletter, featuring resources, updates and a dedicated partner promotions section.

Social Media



Promote your organisation across our social media channels. Social media bookings includes publication on both Facebook (**+23K**) and Instagram (**+4K**).

Promotional Reach & Rates



eFlash

35,000+
subscribers

28%+

average open rate
approx. +9,800 opens

350+
average clicks

1 per week maximum

\$900
+GST



eNews

35,000+
subscribers

30%+*

average open rate
approx. +10,000 opens

400+*
average clicks

1st week of each month

\$400
+GST



Committee Connect

800+
subscribers

55%+*
average open rate

10%+*
average click rate

4th week of each month

\$200
+GST



Social Media

23,000+
Facebook followers

5,000+
Instagram followers

~2M
views across both

1 per week maximum

\$350*
+GST

* across whole newsletter

★ price includes two posts on
both Facebook and Instagram

Advertising Packages

MOST COMPREHENSIVE

Deluxe Package

SAVE
\$300

\$1,350 +GST
(VALUED AT \$1650)

- ✓ eFlash to database
- ✓ eNews to database
- ✓ Facebook (2 posts)
- ✓ Instagram (2 posts)



MOST POPULAR

Value Package

SAVE
\$175

\$750 +GST
(VALUED AT \$925)

- ✓ eNews to database
- ✓ Facebook (2 posts)
- ✓ Instagram (2 posts)



BUDGET FRIENDLY

Social Media Package

\$350 +GST

- ✓ Facebook (2 posts)
- ✓ Instagram (2 posts)





We'd love to work with
you! Book today 

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