



# Playgroup WA Advertising Guide

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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

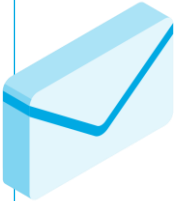
## Your advertisement will reach:

- ☀ 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

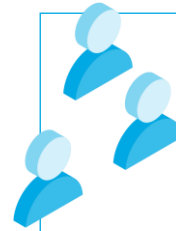


Playgroup WA is the State's largest membership organisation of families with young children.



## 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](http://playgroupwa.com.au)



## Facebook

18,000 + followers  
[Facebook.com/PlaygroupWA](https://Facebook.com/PlaygroupWA)  
Regional Facebook Page/  
PlaygroupWA SouthWest



# Advertising Opportunities



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 <sup>st</sup> week of the month	\$350 + GST
	eNewsletter (Committee Connect)	Advertisement in our monthly E-Newsletter sent to Playgroup Committee Members		1,000	4 <sup>th</sup> week of the month	\$200 + GST
	eFlash (Solus email)	Targeted email to subscriber database for direct promotion		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.	18,000+ followers on Facebook	2 posts
Instagram	Instagram advert with copy (links not applicable)	2,500+	1 post





# Value Package \$700 (valued at \$850) +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.	18,000+ followers on Facebook	2 posts
Instagram	Instagram advert with copy (links not applicable)	2,500+	2 posts

# Social Media Package \$550 (valued at \$700) +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	18,000+ followers on Facebook	4 posts
Instagram	Instagram advert with copy (links not applicable)	2,500+	1 post





# Book today!

Belinda Cordova, Marketing Officer

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