



**Playgroup  WA**  
**ADVERTISING GUIDE**

*January – December 2025*

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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 >28%    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](#)

22,000+ followers

[Instagram](#)

4,000+ followers



# Advertising Opportunities



**SOCIAL MEDIA: FACEBOOK & INSTAGRAM**



**EFLASH**



**ENEWS**



**COMMITTEE CONNECT**

# Advertising Rate Card

Platform	Advertisement	Description	Audience	Reach	Publication Timing	Price
<b>Email</b>	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		800	4 <sup>th</sup> week of the month	\$200 + GST
<b>Email</b>	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
<b>Social Media Facebook &amp; Instagram</b>	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 22,000+ followers Instagram 4,000+ followers	Upon availability	Available only as a package - see Social Media packages

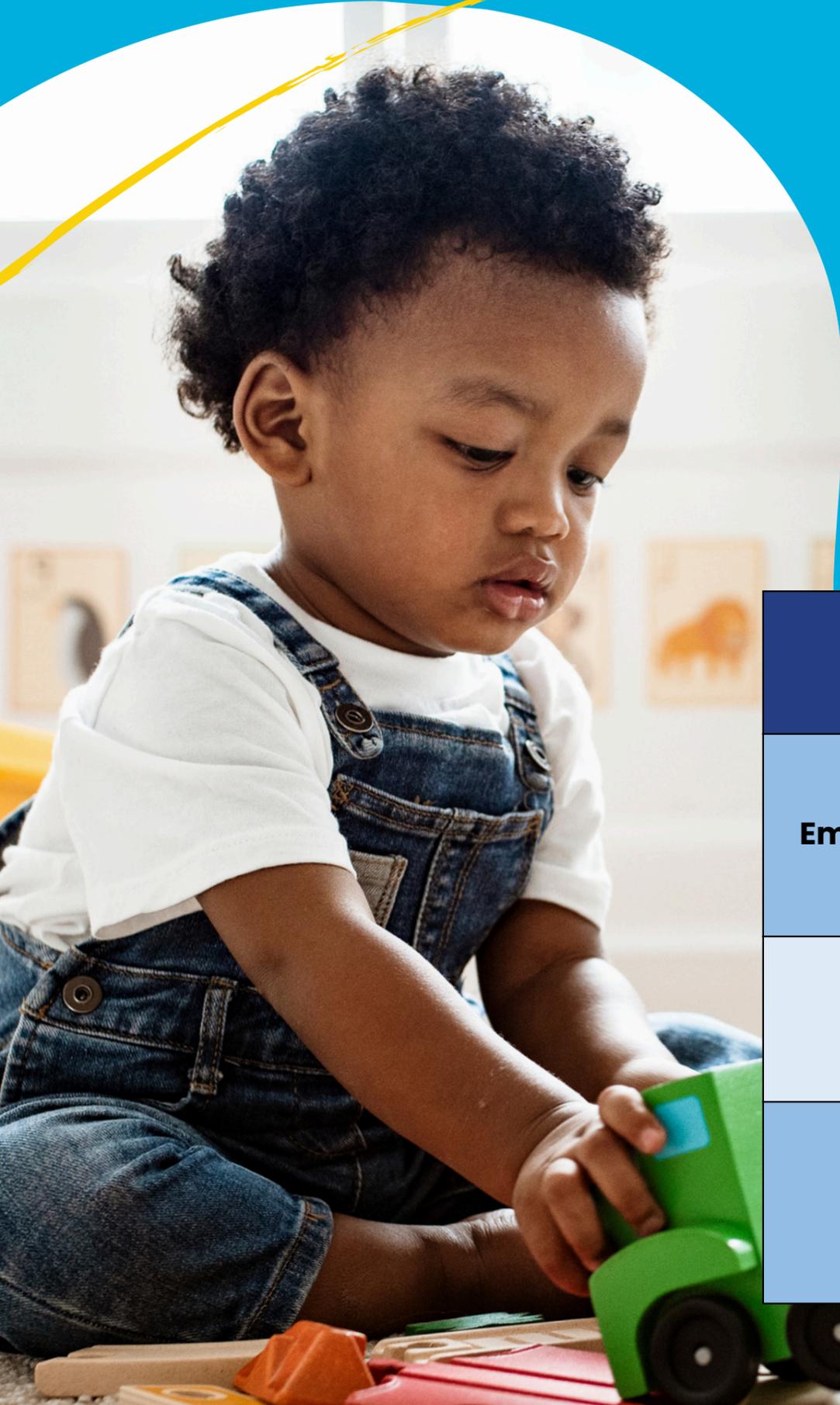
# Deluxe Package \$1,200

(VALUED AT \$1,600) +GST

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

Platform	Advertisement	Reach	Frequency
<b>Email to Database</b>	eNewsletter Advertisement in our eNewsletter	35,000+	1 newsletter
<b>Email to Database</b>	eFlash (Solus email)	35,000+	1 email
<b>Facebook</b>	Facebook advert with links/copy.	20,000+ followers on Facebook	2 posts
<b>Instagram</b>	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
<b>Email to Database</b>	eNewsletter Advertisement in our eNewsletter	35,000+	1 newsletter
<b>Facebook</b>	Facebook advert with links/copy.	20,000+ followers on Facebook	3 posts
<b>Instagram</b>	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
<b>Facebook</b>	Facebook advert with links/copy. Advert will also be posted on Instagram	20,000+ followers on Facebook	4 posts
<b>Instagram</b>	Instagram advert with copy (links not applicable)	3,800+ followers on Instagram	4 posts

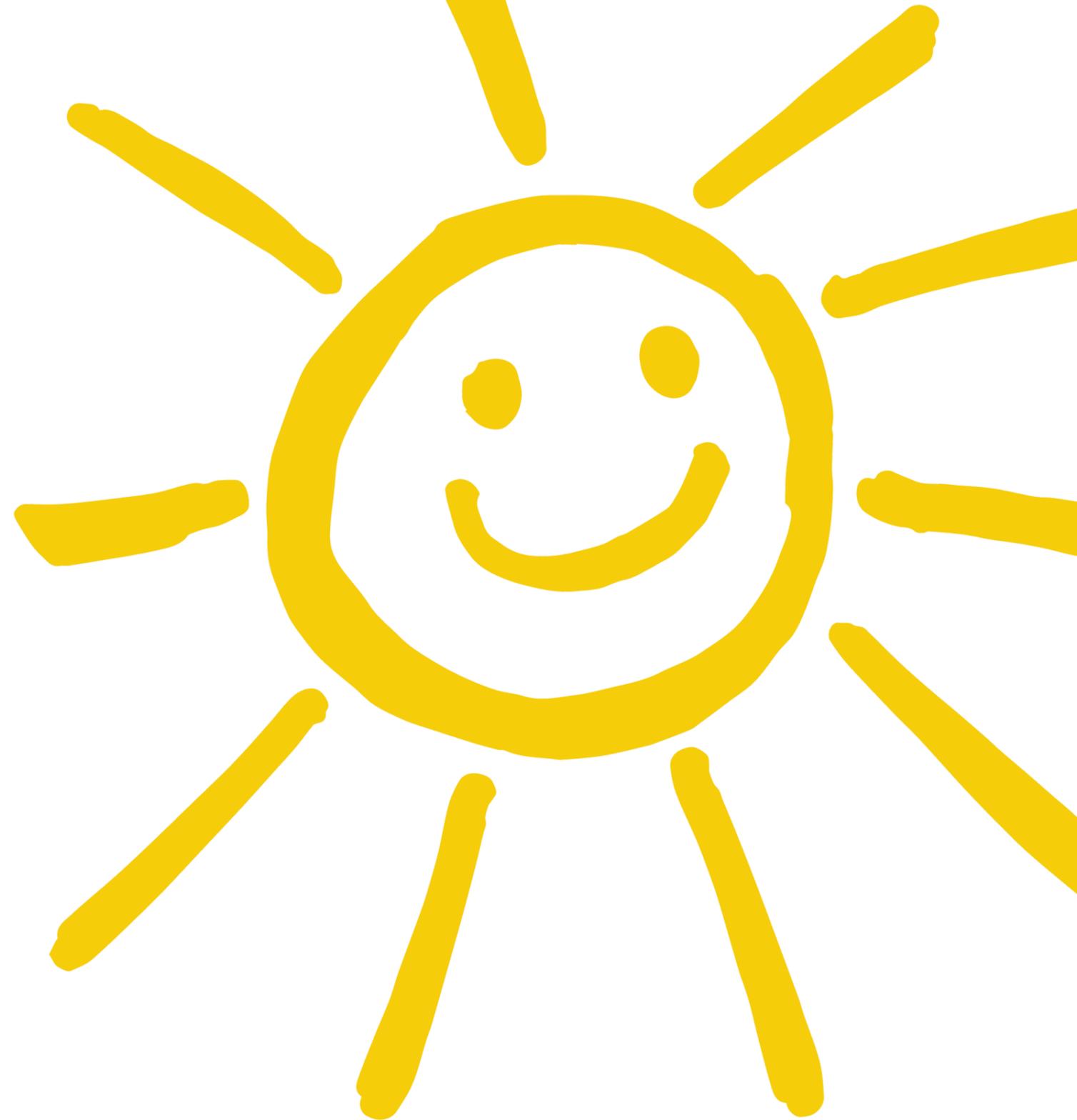


# Mini Social Media Package \$300

**(VALUED AT \$400) +GST**

Budget friendly social medial package.

Platform	Advertisement	Reach	Frequency
<b>Facebook</b>	Facebook advert with links/copy. Advert will also be posted on Instagram	20,000+ followers on Facebook	2 posts
<b>Instagram</b>	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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