

KIDS  PERTH

Parents' Paper

MEDIA KIT
2020

KEEPING PERTH PARENTS IN THE KNOW SINCE 1994

OUR VISION YOUR SOLUTION

Our vision is to empower Perth parents, just like us to discover the best events, activities, classes, receive trusted advice and get the most out of today, tomorrow and the future.



OUR AUDIENCE. YOUR CUSTOMER

103,700

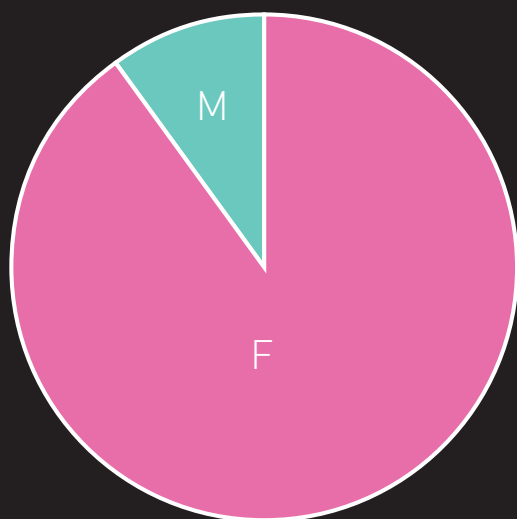
monthly print readership*

60,000

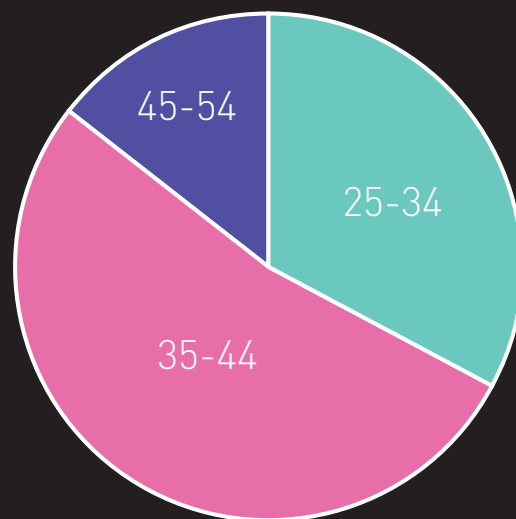
copies printed per month

700+

Perth metro distribution partners



GENDER



AGE

SOCIAL FOLLOWING

 **16,388**

 **2,380**

GROWTH

275+ new family households reached every month using The Parents Paper.

1.5% weekly growth across our social channels

*Print readership is measured at 1.7 x Monthly Print Run

WORK WITH OUR BUSINESS. WATCH YOURS GROW

Let's create value together. We bring passion, ideas and a community that engage with. Putting you in front of the people that matter.



CAMPAIGN SOLUTIONS

THAT WORK FOR YOU



PRINT

The Parents' Paper

Why print?

We are committed to getting to our audience in the most creative, engaging and relevant ways, our digital content is the perfect chance to do this and get you in front of your customers.



10x1

100mm H x 62mm W

15x1

150mm H x 62mm W

10x2

100mm H x 130mm W

1/4 Page

Portrait - 200mm H x 130mm W
Landscape - 100mm H x 265mm W

1/2 Page

Portrait - 400mm H x 130mm W
Landscape - 200mm H x 265mm W

Full Page

400mm H x 265mm W

Editorial

From 150 words + Image (QR Code)

Highlight

Offer, Hero Image & Blurb

FRONT PAGE

EDITORIAL EDITORIAL

1/2 PAGE
Horizontal

1/2 PAGE
Vertical

10x1

15x1

10x2

1/4 PAGE
Vertical

1/4 PAGE
Horizontal

FULL PAGE /
BACK PAGE

DIGITAL

kidsinperth.com.au

Why digital?

We are committed to getting to our audience in the most creative, engaging and relevant ways, our digital content is the perfect chance to do this and get you in front of your customers.

Sponsored article

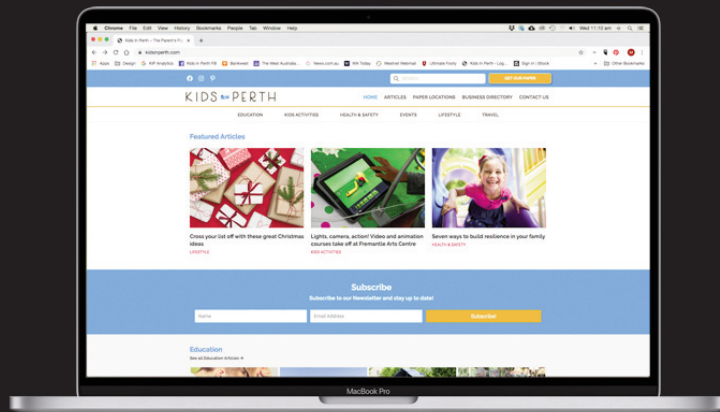
Pick a topic that matters to your brand, an opinion piece, top tips, a how to guide, one that helps your audience and as a result your business.

Premium Business Listing

Amplify your online presence, attract new customers and strengthen your reputation with inclusion.

Banner Adverts

Build immediate brand recognition and target your audience effectively from day one.



SOCIAL

@kidsinperth

Why social?

Drive traffic to your website or social channels, increase sales and get your message in front of your target audience.



Facebook/Instagram Post

Create moments of real impact and emotional involvement with carefully curated posts that will generate sharing and discussion of your brand.

Branded Instagram Story

An opportunity to creatively showcase your products or services, communicating the essence of your brand and bring it to life.

Social Competition

An interactive way to promote your business and get our audience involved.



ENTERTAINMENT EXPERIENCES

Advertising and entertainment solutions for shopping centres, schools, local council events & family restaurants.

- Cross promotional marketing
- Covered by \$20m public liability insurance

A photograph of two children sitting on a large blue beanbag chair. The child on the left is holding a VR headset up to their face, looking at it with interest. The child on the right is wearing the VR headset and looking down. They are in a room with shelves of toys in the background.

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- A photograph of two children sitting on a large blue beanbag chair. The child on the left is holding a VR headset up to their face, looking at it with interest. The child on the right is wearing the VR headset and looking down. They are in a room with shelves of toys in the background.



TALK TO US

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 [/kidsinperth](https://www.facebook.com/kidsinperth)

 [/kidsinperth](https://www.instagram.com/kidsinperth)