

Experience Real Parent Power

Essential Parenting

Essential *baby*

Essential *kids*





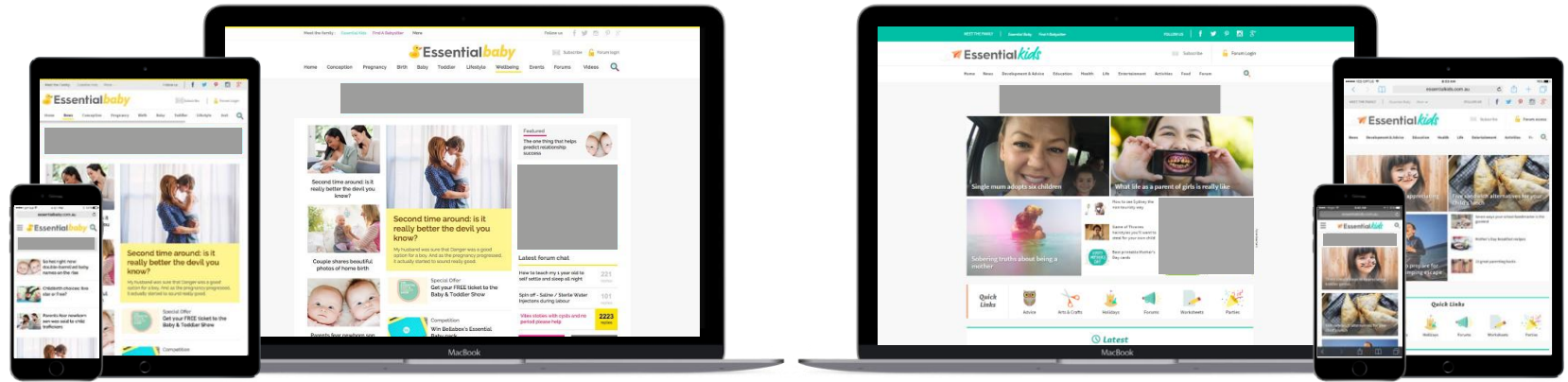
Essential Parenting

Essential Parenting is Australia's premium online parenting community, providing support, advice and inspiration to help guide parents and parents-to-be on their journey from conception all the way through to those challenging but rewarding teenage years.

Each month more than a million parents and parents-to-be visit our Essential Parenting brands, Essential Baby and Essential Kids. They can read articles by experts and influencers, watch videos, take part in polls, and join the discussions in the busy forums.

Our parents are highly engaged, socially active and affluent - and they're in the market for more than just children's products. They're looking for cars, mortgages, insurance, beauty products, holidays and a whole lot more, and Essential Parenting can connect you directly to them every step of the way.

The Essential Parenting Network



THE PARENT MINDSET




Essential Baby supports mums by helping them feel well informed, supported and connected in an honest and non-judgmental environment.



Essential Kids provides inspiration, practical advice and tools in an easy and accessible way that saves time and energy so parents can instead spend time with their kids.



A photograph of a man and a woman sitting together, looking at a smartphone. The woman is wearing a red sweater and is eating a cookie. The man is wearing a blue t-shirt and has a beard. They are in a room with bookshelves in the background.

**Who is the
Essential Parenting
Audience?**



Essential Baby and Essential Kids reaches a total audience of **1,363,000** Australians each month.*

There is minimal duplication (**just 33%**) between the Essential Baby and Essential Kids audiences.^

By advertising across both sites you are reaching 67% more people^

Fairfax Media

EssentialParenting

The Essential Parenting Audience



959,000

Essential Baby UA's



589,000

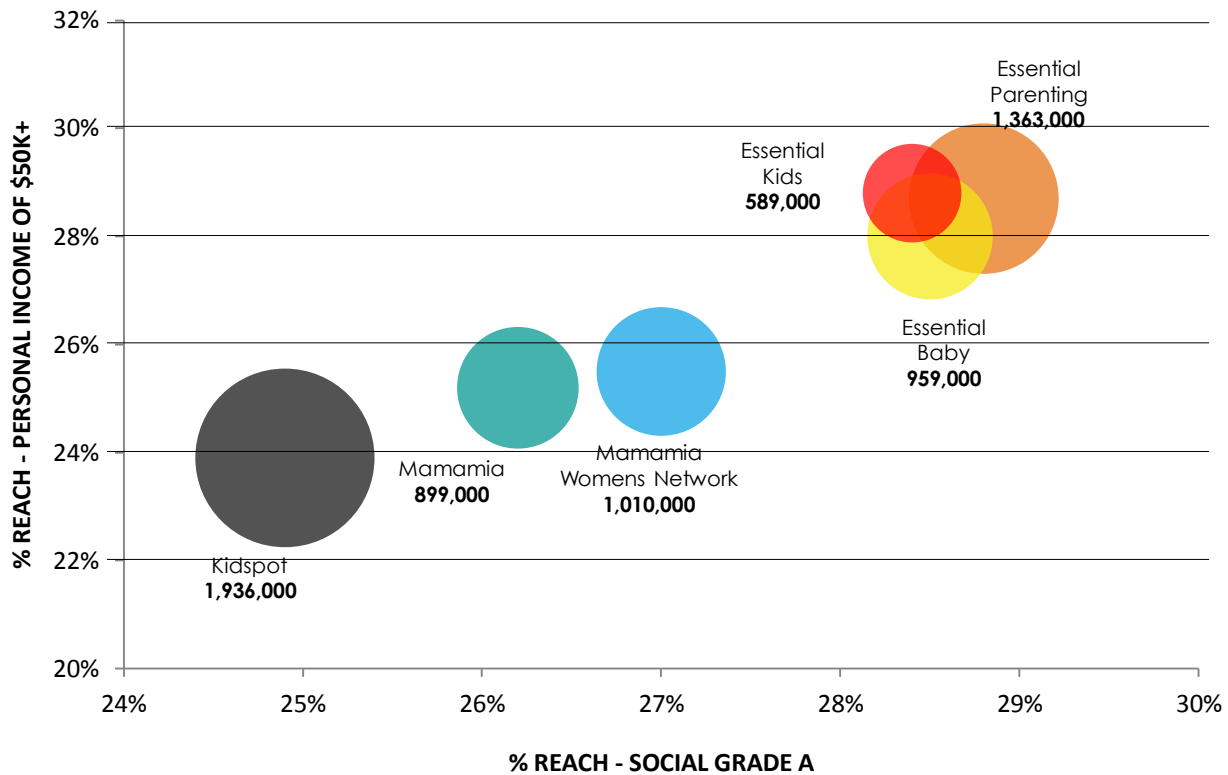
Essential Kids UA's

193,000

Common Audience

SOURCE: *Nielsen Digital Ratings Monthly, March 2016, Ppl 2+ (Computer); Ppl 18+ (Smartphone/Tablet);

Essential Parenting reaches an affluent audience with spending power



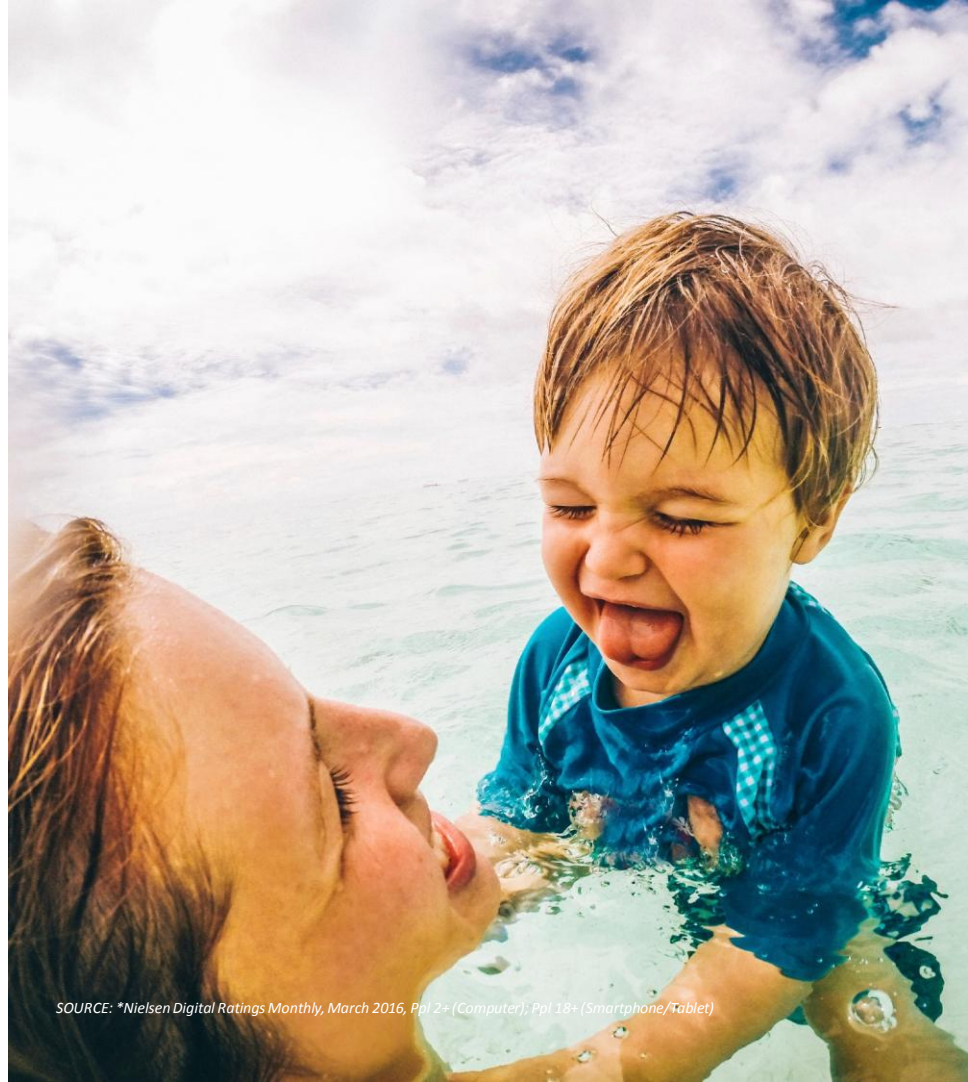
Competitor Comparison

Don't miss out on our valuable and significant audience who aren't engaging with other parenting websites.

72% of the Essential Parenting audience
DO NOT visit our nearest competitor.

Fairfax Media

EssentialParenting



SOURCE: *Nielsen Digital Ratings Monthly, March 2016, Ppl 2+ (Computer); Ppl 18+ (Smartphone/Tablet)



The Essential Parenting Audience

Total*	Desktop*	Smartphone*
1,363,000 UA's	719,000 UA's	436,000 UA's
3,517,000 Page Views	1,403,000 Page Views	1,435,000 Page Views
0:12:54 Time spent pp (Essential Baby)	00:05:15 Time spent pp (Essential Baby)	00:26:02 Time spent pp (Essential Baby)
0:09:43 EK Time spent pp (Essential Kids)	00:03:35 Time spent pp (Essential Kids)	
Facebook^	Instagram~	Forum#
1,110,356 Total Followers	15.5K Essential Baby	262,466 Members
786,485 Essential Baby	5.2K Essential Kids	
323,871 Essential Kids		

SOURCE: *Nielsen Digital Ratings Monthly, March 2016, Ppl 2+ (Computer); Ppl 18+ (Smartphone/Tablet). NB: Data for tablet is not reliable due to low sample size and has not been included. ^ Facebook as at 06/05/16; ~ Instagram as at 06/05/16; # Fairfax Media internal reporting as at 04/04/16

Essential Parenting Audience Profile

29%

Social grade A

48%

Tertiary Educated

\$51,425

Average full-time
personal income

\$104,437

Average household
income

29%

Occupation –
Managers/ Professionals





FMCG

Audience Category

87%
Grocery Buyers

69%
Believe quality is more
important than price

64%
Have bought something
online in last 3 months

73%
Go shopping at a
department store

34%
Medium spenders
on groceries

27%
Big spenders
on groceries

Travel

Audience Category

77%

Intend to travel domestically in the next 12 mths

27%

Frequent domestic Traveller (4+ times in past year)

36%

Intend to travel Internationally in the next 12 mths

70%

like to experience new and exciting places

43%

Prefer quite out of the way places

31%

Take multiple short breaks, rather than Long annual holidays each year





Finance

Audience Category

\$104,425
Avg household
income

\$51,425
Avg Personal
Income

32%
Finance
decision maker

21% more likely
than average to
apply or change
Credit Card in the
next 12 mths

10% more likely
than average to
apply or change
Life Insurance in the
next 12 months

Auto

Audience Category

22%
intend to buy a
new car in next 2 yrs

15%
Dissatisfied with
their current car

17%
say the next car
they purchase will
be a new car

25%
considering a
small car

13%
considering a
medium car



A close-up photograph of a man and a young girl. The man, on the left, is wearing a blue denim shirt and looking towards the girl. The girl, on the right, has long dark hair and is wearing a light-colored sweater, looking up at the man with a slight smile. The background is softly blurred, suggesting an indoor setting with natural light.

Essential Parenting Advertising Opportunities

Why you need to advertise across both sites?



Reach 1,363,000 parents with real buying power.



Ability for advertisers to **tailor their message** for each of the sites.



The perfect place for readers to **connect** with the next generation of modern parents who are accessing us through social, mobile & actively participating in our peer-to-peer forums.



Offering advertisers new **sponsorship opportunities and custom integration options** that receive premium audience drivers across all devices, encouraging audience engagement and a higher return-on-investment.



Showcase advertising brand message to parents, grocery buyers and women through our refreshed, easy to navigate sites.



Opportunity to **align with content which educates and entertains** every facet of the parenting stage of life, including family, finances, home & self.

2016

MAY

Mothers day

JUL

EB World
Breastfeeding wk
EK Winter Health **EK**
Toy Sales
EK School Holidays

OCT

Halloween
EB Pink Ribbon
month
EK Toy Sales

AUG

Father's day
EK Book Month
EK Olympics 2016

NOV

EB PND awareness
week
EK Toy Sales
EK School Holidays /
Back to School

JUN

EB Winter Health
EK winter Health &
Activities
EK Toy Sales

SEP

Grandparent's day
EB EBTS Sydney
EB EB Awards
EK Olympics 2016
EK School Holidays

DEC

Christmas
EK School Holidays /
Back to School



Advertising Opportunities

Essential Parenting provides additional opportunities for advertisers outside standard sponsorships, enabling complete integration into both Essential Baby and Essential Kids.

We provide a range of solutions to ensure that campaign objectives are met. For each content lead execution, we support your integration with editorial drivers across Homepage, Index, Newsletter & Social Media.

Category sponsorships	Audience targeted buy
Content solutions	Movie screenings
Bespoke sections	Ask an expert
Video	Product and event reviews
Competitions	Cross platform opportunities
Reader events	Single advertorial
Sampling	Advertorial collection





Rich Media Opportunities

Stand out with Fairfax Media's Rich Media solutions to create engaging ad experiences that are engaging, actionable and personalised to your audience.

Fairfax Media's Rich Media solutions are successful as they are based on the user experience, not just pushing a message.

CAPTURE ATTENTION, while measuring engagement

ENGAGE users with in-ad interactive features, functionality and content

EXPRESS BRAND IDENTITY with video, images, games, music, social and more

CREATE A MINI-WEBSITE EXPERIENCE, so the user doesn't have to click-through to new site

LEVERAGE PLATFORM CAPABILITIES to personalise the ad experience for your audience



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