

Parenting |



Media



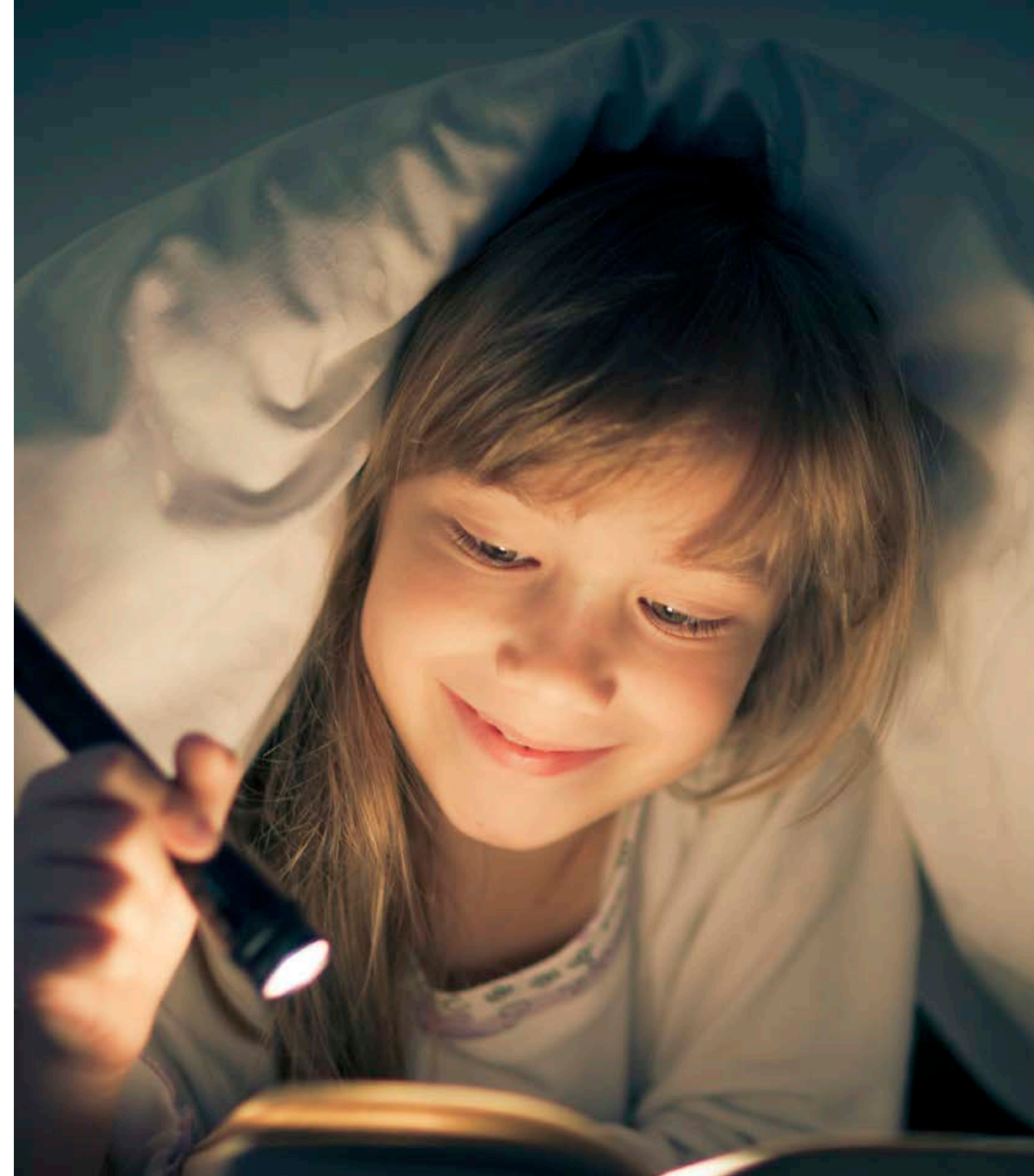
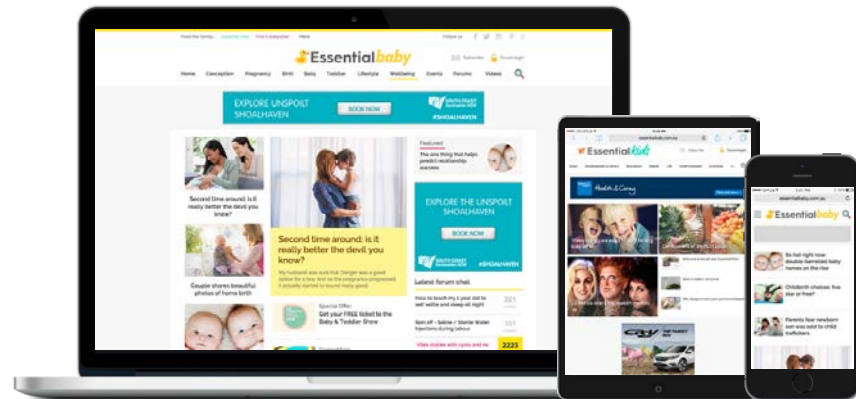
M E D I A K I T 2 0 1 8

Parenting Overview

The Essential Parenting brands combine real-life experience and the quality, integrity and credibility of Fairfax journalism to support mums and dads through their journey of parenthood by helping them feel informed and connected in an honest and non-judgemental environment.



ADVICE | EDUCATION | INFORMATION | CONNECTION



Why are mums an important market?



THERE ARE
6,227,000*
mums
IN AUSTRALIA



Mums
ARE THE FAMILY
CFOs



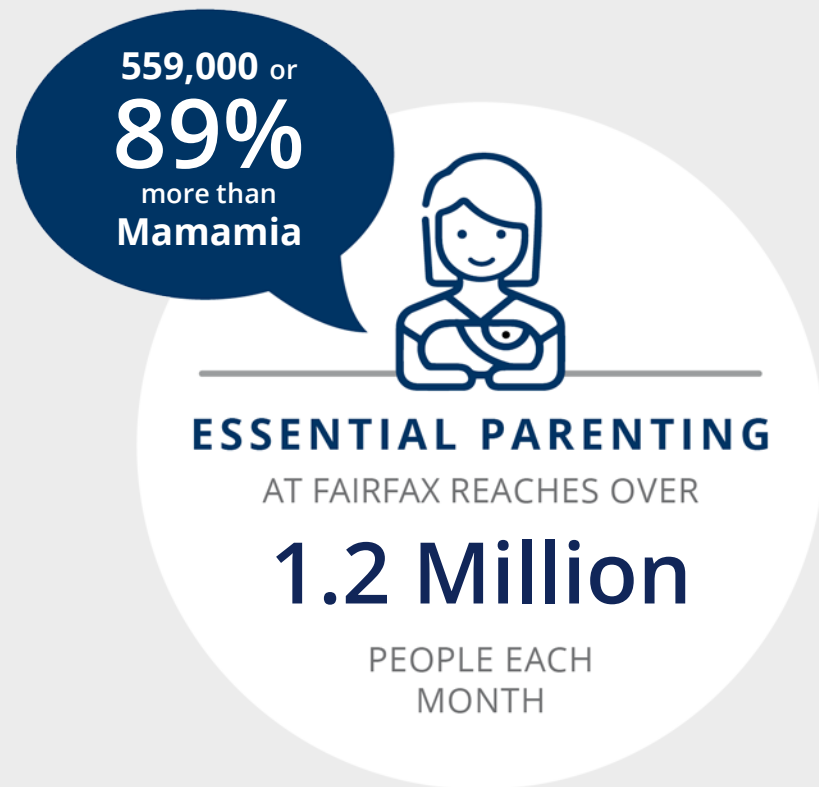
THEY'RE RESPONSIBLE FOR
\$132 billion
WORTH OF SPENDING IN
AUSTRALIA EACH YEAR
(GlobalData Insights, 2011)



ONE BIRTH EVERY
**1 minute &
44 seconds***
IN AUSTRALIA

*Mother's Day 2015 Media Release, Australian Bureau of Statistics (abs.gov.au)

The power of Fairfax Parenting



ESSENTIAL PARENTING AUDIENCES ARE



Source: emma conducted by Ipsos MediaCT; People 14+ for the 12 months ending May 2018. Nielsen Digital Ratings Monthly, May 2018; People 14+

Editorial Team



GENEVIEVE QUIGLEY
Head of Parenting & Lifestyle

With almost 20 years of media experience, Genevieve has held editor positions at numerous titles both here and in the UK. With 12 years experience in the parenting category and as a mother of two children, she brings her experience - in work and life - to the Essential Baby and Essential Kids websites.



LETITIA ROWLANDS
Deputy Editor

Letitia is a journalist with more than 20 years' experience writing and editing for newspapers, magazines and news websites. Since joining Essential Baby and Essential Kids a number of years ago, Letitia has focused on bringing our readers all the most important parenting news and views.



SUZI CATCHPOLE
Content Producer

Suzi has been writing in parenting media for more than a decade. She brings her experience as a former primary teacher to the world of parenting writing, with strong interests in education, gender and equity issues, as well as product design. With three boys of her own, there's always plenty to write about.



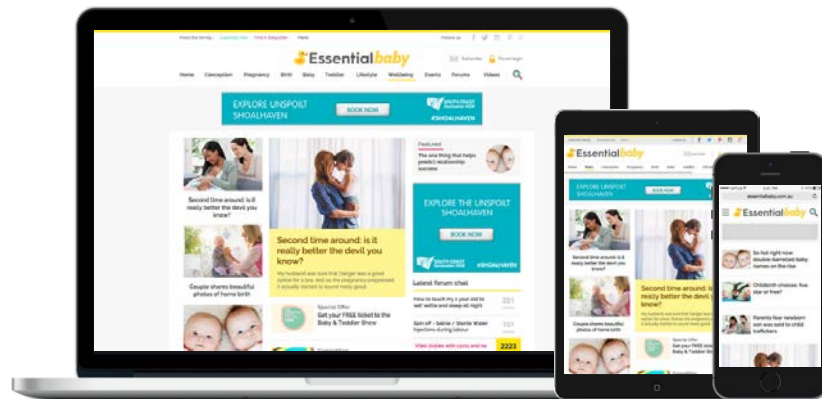
ARIANE BEESTON
Content Producer

Ariane Beeston has been part of the Essential Baby and Essential Kids team since 2016. During that time, she has written about everything from umbilical cord mobile phone chargers to post-natal psychosis and everything in between. She is a mother of one and previously worked as a psychologist in child protection.

Essentialbaby Overview

Essential Baby is the largest parenting community in Australia.

Our active member base includes over 1,003,582* Facebook fans and 270,000^ forum members who come to us to feel well informed, supported and connected in an honest and non-judgmental environment.



*Facebook fans as at 12.06.2018, www.facebook.com/EssentialBabyAU.

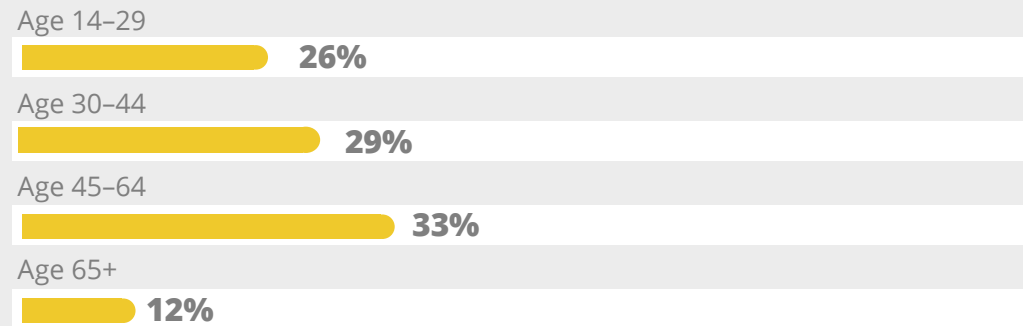
^<http://www.essentialbaby.com.au/forums/>





Audience Demographic

AGE



GENDER

FEMALE 82%



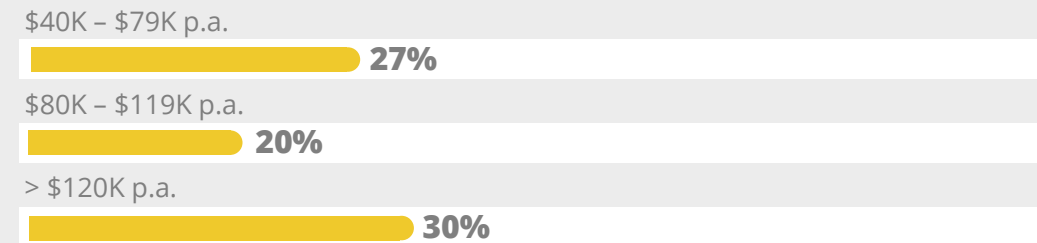
MALE 18%



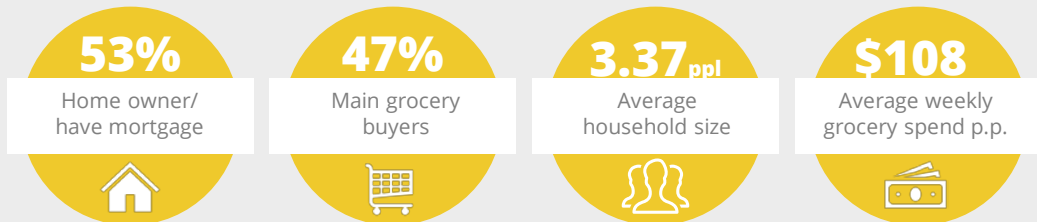
TOTAL READERSHIP

678,600

HOUSEHOLD INCOME



DEMOGRAPHICS



Source: emma conducted by Ipsos MediaCT; People 14+ for the 12 months ending May 2018. Nielsen Digital Ratings Monthly, May 2018; People 14+

Essential**baby** What's Online

NEWS

Current Affairs
Celebrity Parent News

CONCEPTION

Trying to Conceive
Fertility
IVF
Adoption and Fostering
Surrogacy

PREGNANCY

Pregnancy Symptoms
Stages of Pregnancy
Pregnancy Week by Week
Pregnancy Health
Pregnancy News & Views
Prepare for Baby
Shopping for Baby
Baby Showers
Baby Names

BIRTH

Birth Options
Caesarean
Vaginal birth
Water Birth
Birth Plan
Pain Relief
Home Birth
Stages of Labour
Birth Stories
Postnatal
Depression

BABY

Baby Development
0-6 Months
6-12 Months
Breastfeeding
Life with a Baby
Baby Care
Baby Sleep
Baby Food
Baby Health
Education & Play
Baby Products

TODDLER

Toddler Development
Life with a Toddler
Toilet Training
Toddler Health
Education & Play
Toddler Products
Childcare



Essentialbaby What's Online

LIFESTYLE

Travel
Money
Entertainment
Home

JUST FOR YOU

Mind, Body & Fitness
Beauty & Fashion
Relationships
Career
Feature Members

EVENTS

A dedicated section to inform and excite our audience about the latest news on the Essential Baby & Toddler Show.

FORUMS

The Essential Baby forum is one of the largest forum communities in Australia.

A place where parents connect to discuss and support one another from conception and pregnancy to birth and beyond.

The forums are 100% user-generated, authentic and very active, with more than 500 user-generated conversations started every week.

Our forums are moderated by our community managers to ensure they remain consistently safe and supportive.



Essential**baby** Editorial Calendar 2018

JANUARY  Water safety	FEBRUARY  Starting daycare	MARCH  	APRIL  Easter	MAY  Mother's Day	JUNE Winter Health Red Nose Day
JULY  Toy sales	AUGUST Breastfeeding Week	SEPTEMBER Father's Day Fertility Awareness Week	OCTOBER Halloween Babywearing Week	NOVEMBER Family holidays PND awareness	DECEMBER Christmas gifts Sun safety



Reach new and expectant families through a cross-platform partnership with the Essential Baby Toddler Shows driving targeted brand awareness, alignment and engagement.



AWARENESS

Drive brand awareness with a targeted parenting audience pre-during and post event.

Digital Awareness

- Fairfax Network including: Essential Baby, Essential Kids, Social, 3rd Party websites



MELBOURNE

5-7 April 2019
Royal Exhibition Building, Carlton



ALIGNMENT

Align your brand to a major parenting event with logo association and optional on-site activation and product demonstrations.

Brand Alignment

- Logo association on all Event collateral, On-site Activation, Product demonstrations

SYDNEY

21-23 September 2018
ICC Sydney, Darling Harbour



ENGAGEMENT

Provide unique offers to our loyal and engaged audience throughout the event and via additional marketing channels.

Consumer Engagement

- Audience data to deepen relationship with customer, Retail opportunities, Sales offers to drive in-store/online purchases



BRISBANE

15-17 March 2019
Brisbane Convention & Exhibition Centre

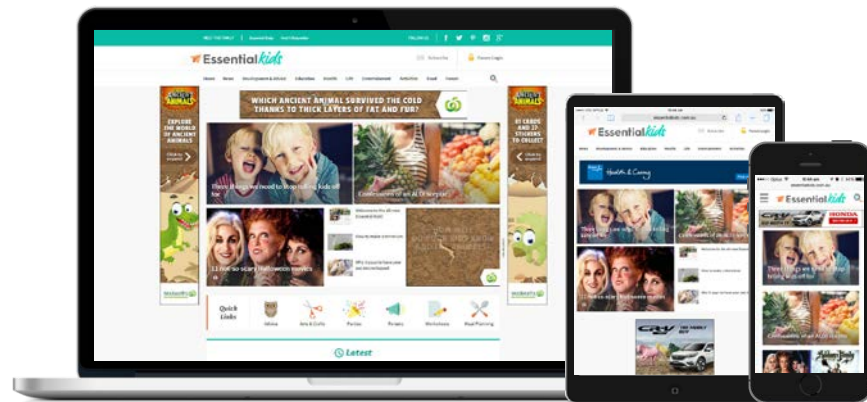


Essentialkids Overview

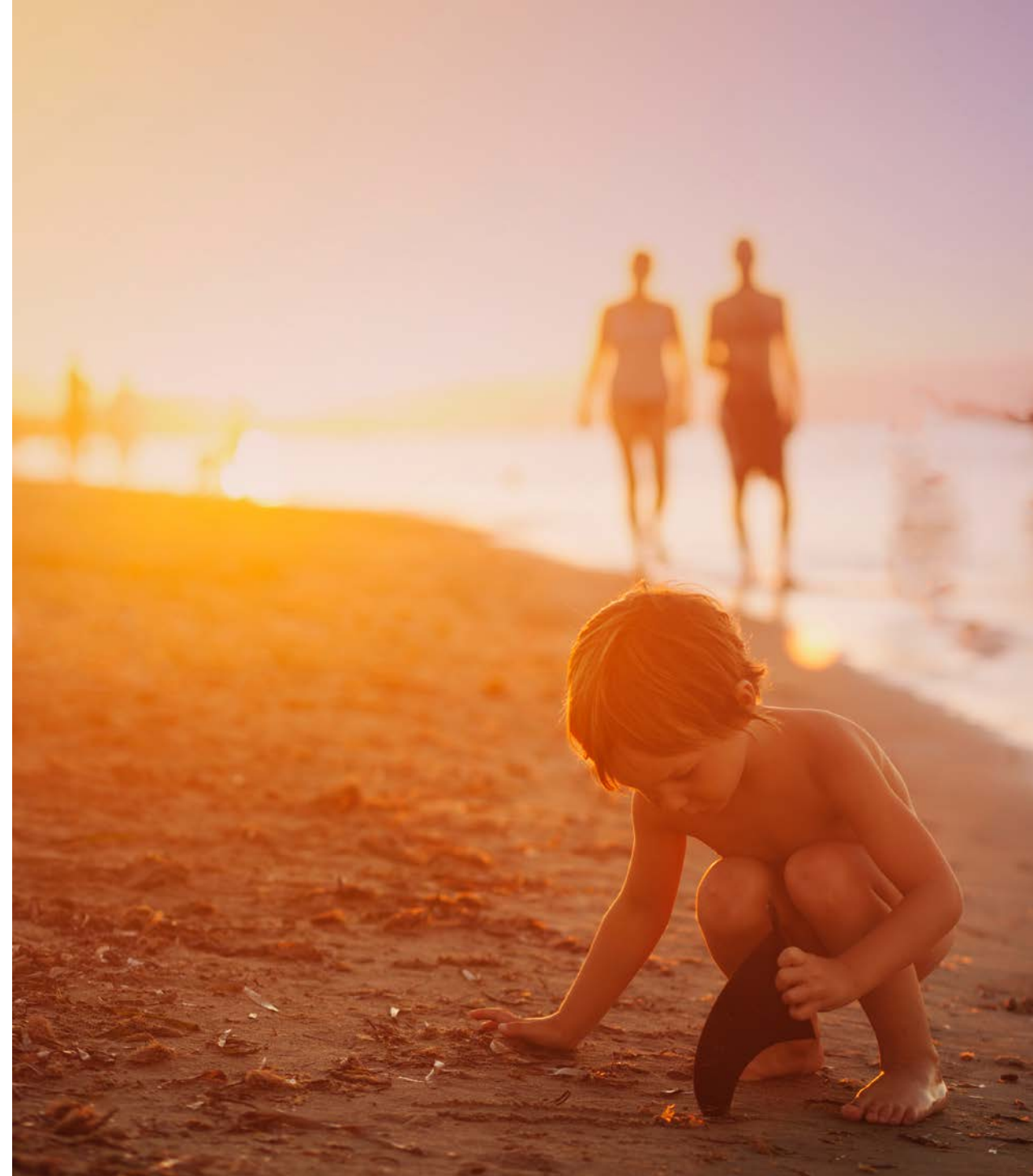
Essential Kids is the older sibling of the well known Essential Baby website.

With over 380,000* Facebook fans and 270,000^ forum members, Essential Kids empowers parents by arming them with tools to be the parent they want to be.

We inspire them and make it easier for them to achieve their parenting goals.

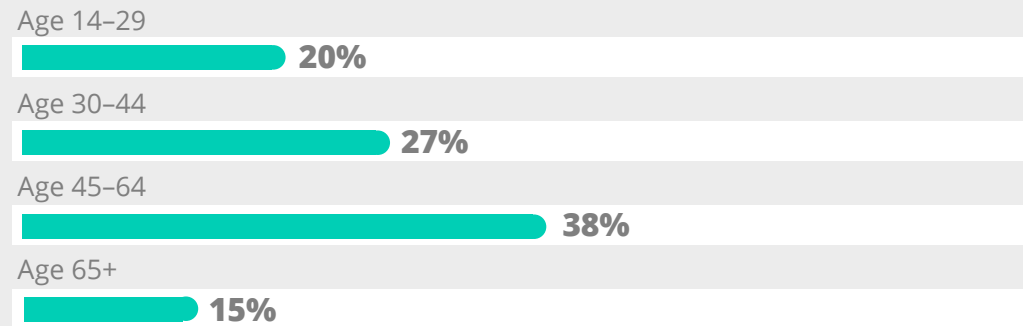


*Facebook fans as at 12.06.2018, www.facebook.com/EssentialKids/.
^www.essentialkids.com.au/forums



Audience Demographic

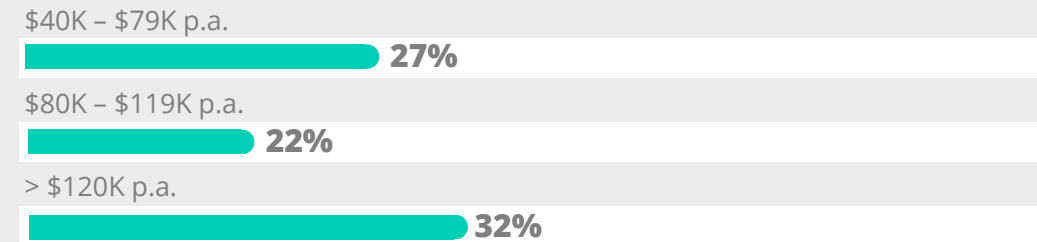
AGE



TOTAL READERSHIP

652,300

HOUSEHOLD INCOME



GENDER

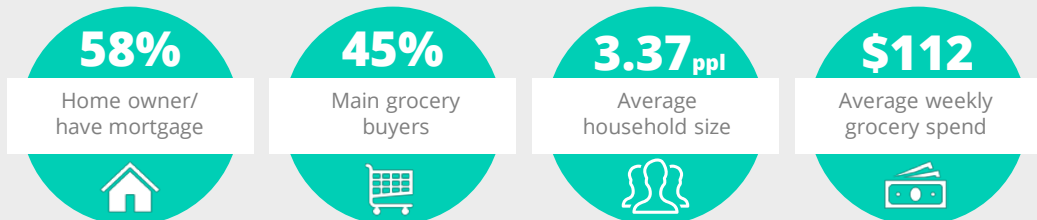
FEMALE 70%



MALE 30%



DEMOGRAPHICS



Source: emma conducted by Ipsos MediaCT; People 14+ for the 12 months ending May 2018. Nielsen Digital Ratings Monthly, May 2018; People 14+

NEWS

Current Affairs
Celebrities

**DEVELOPMENT
& ADVICE**

Development
Advice
Behaviour & discipline
Puberty
Special Needs

EDUCATION

School
Preschool
First year of school
High School
Reading

HEALTH

Health & wellbeing
Allergies & illness
Relationships

LIFE

Money
Work
Travel
Road trips
Home
Technology
Pets



ENTERTAINMENT

Movies
TV
Toys & Products
Competitions

ACTIVITIES

Worksheets
School Holidays
Seasons: Easter, Christmas &
Halloween
Parties
Art & Craft
Games
Colouring-in Sheets



FOOD

Nutrition
Meal Planning

Recipes:

Lunchbox, Family Meals,
Desserts, Party Food,
Kids Cooking, Share Your Recipe

FORUM

270,000 members and growing

More than 15 million
posts to date

Over 9,000 members online
at any one time

Editorial Calendar 2018

JANUARY Water safety Back to school	FEBRUARY  Starting school	MARCH 	APRIL Easter Winter sports	MAY Mother's Day Naplan	JUNE Winter Health Winter holidays
JULY  Toy sales	AUGUST  Book month	SEPTEMBER Father's Day Asthma awareness	OCTOBER Halloween Summer sports	NOVEMBER  Family holidays	DECEMBER Christmas gifts Sun safety

Essentialkids School Holiday Guide 2018

Wondering how you will keep the kids entertained on their school break? *The Essential Kids School Holiday Guides* have you covered.

Appearing in the centre of *The Sun-Herald's S* and *The Sunday Age's M*, our school holiday guides will be action-packed with events and attractions during the school holidays to keep the kids amused and out of mischief.

The guides will feature shows, films, music, eating out and heaps of other activities to keep school-aged kids and young teenagers entertained.

If your product or service is entertainment-focused and geared to stimulate the attention and imagination of the younger generation (and their affluent parents), advertise in this practical guide to ensure that you receive the best newspaper exposure in the state!

MARCH

JUNE

SEPTEMBER

DECEMBER



School Holiday Guide 2018 (Rates and Deadlines)

Publication Date	Booking Deadline	Material Deadline
Sunday 25 th March	Wednesday 14 th March	Wednesday 21 nd March
Sunday 24 th June	Wednesday 13 th June	Wednesday 20 st June
Sunday 16 th September	Wednesday 5 th September	Wednesday 12 th September
Sunday 16 th December	Wednesday 5 th December	Wednesday 12 th December

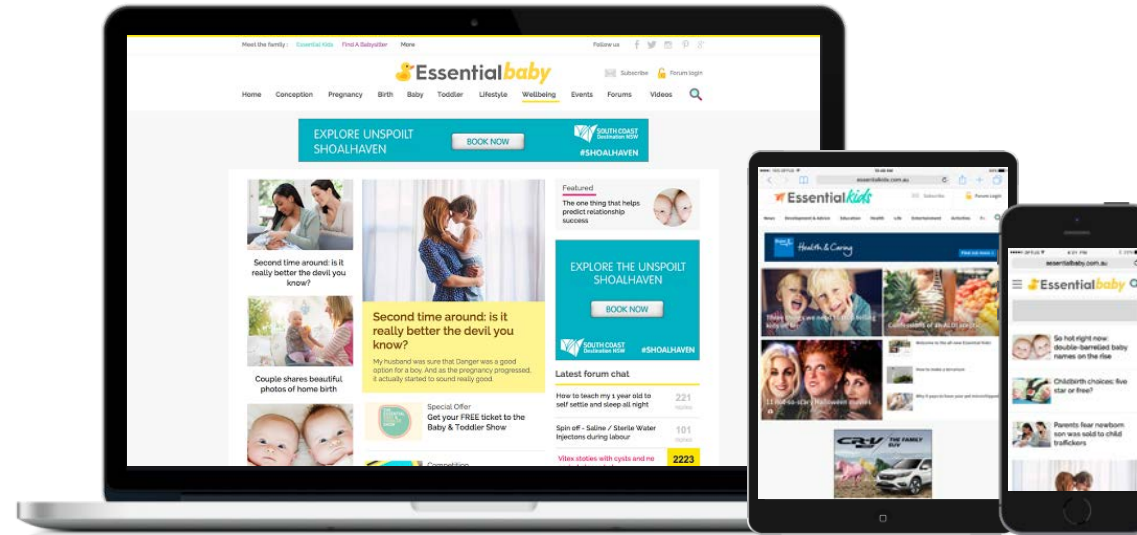
Sizes	Casual Rate Sun-Herald	Casual Rate Sunday Age	Feature Rate Sun-Herald	Feature Rate Sunday Age	Feature Rate Dual State
Postcard	\$5,792	\$3,217	\$2,500	\$2,000	\$4,200
¼ Page Strip	\$11,585	\$6,434	\$4,000	\$3,200	\$7,000
Half Page	\$23,170	\$12,869	\$7,000	\$5,600	\$10,000
Full Page	\$46,340	\$25,738	\$12,000	\$9,000	\$20,000

Essential Parenting Advertising Opportunities



PRINT ADVERTISING

School Holidays Guides



DIGITAL ADVERTISING

Digital Advertising
Branded Content
Story | Immersive | Beyond the Page
Rich Media
Competitions
Sponsored Sections



EVENTS

Event Sponsorship
Activation opportunities

Contact

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