



ADVERTISING AT A GLANCE

Website Banner Advertising	1 month	3 months	6 months
Top Leaderboard Banner	\$700	\$1950	-
Top Side Square Banner	\$450	\$1000	\$1950
Small Side Square Banner	\$89	\$149	\$199

Business Directory Listing*	BASIC	FEATURED	PREMIUM
	\$110	\$199	\$499

- **BONUS:** post weekly to the Facebook Group during Business hour & FREE Facebook introductory post
- Social Proxy service now available providing 24 scheduled weekly Business Night posts

Website Editorial	Current Advertisers	Non Advertisers
Website Article	FREE	\$149
Website Advertorial	\$149	\$149

EDM Advertising Options	Per Item	4 weeks
Weekly Newsletter Article	\$55	\$185
Email Direct Marketing	\$300	

MISC	
Special Occasion Features	POA
Competitions/Giveaways	\$149 / Free to current advertisers
Exclusive Community Offers	\$349
Job Board	\$59
Social Media Post	\$59
Facebook Live Q & A	\$999
New Business Launch Package	\$399

ALL PRICES EX GST

Who Are We?

We were founded in 2011 as a Facebook discussion group for local Mums. That group has evolved to become a 24/7 support group with over 18,000 members and has extended to several other Facebook groups (with a combined reach over 55,000) and a much loved website which shares lifestyle, parenting and community information to the Mums of the Northern Beaches and beyond.

Our Target Audience

Mums living on the Northern Beaches of Sydney ranging from 25–54 with 35–44 being our largest demographic. Typically they have children 0 up to 15 years & are keen to support local businesses with several recommendation request on a daily basis. **Our Mums LOVE recommendations!**

Statistics

Northern Beaches Mums Facebook Page:	16,222 Likers
Northern Beaches Mums Facebook Group:	18,813 Members
Northern Beaches Kids Classifieds Facebook Group:	16,961 Likers
Northern Beaches Business Mums:	2,519 Members
Northern Beaches Noticeboard:	6,121 Likers
Twitter:	718 Followers
Instagram:	2,613 Followers
Mailing List:	4,382 subscribers
Website Stats Jan to Jul :	Visits: 80,293 (July: 14,100 sessions) Page Views: 149,878 (July: 27,660) Unique Visitors: 57,183 (July: 10,982)

Why Advertise with Us?

Our popular website combined with a strong social media presence & weekly newsletters, allow us to provide a highly targeted & cost effective promotional opportunity for local businesses.....

- Access to a highly engaged targeted audience – you have the ability to reach nearly 18,000 mums (and their families) situated directly on the Northern Beaches
- Our collective social media and marketing channels give us a vehicle to reach out to our audience in a variety of ways, consolidating the messages we send
- Competitive pricing structure
- A proven track record of successful marketing promotions with many repeat customers
- Custom marketing solutions to help your business achieve diverse marketing objectives
- We are responsive, and LOVE working with our clients to ensure complete satisfaction
- Increased brand awareness and recognition

Northern Beaches Mums provides the perfect opportunity to promote your brand to a captive target audience of 10s of 1000s of local Mums.

Advertising Options

Website Banner Advertising

Achieve maximum exposure with a website banner advert. We offer a range of positions and prices to suit every business need and budget. Ads shown in rotation.

Banner Ad	Dimensions	1 month	3 months	6 months
Top Leaderboard Banner	900 x 160 pixels	\$700	\$1950	-
Top Side Square Banner	250 x 250 pixels	\$450	\$1000	\$1950
Small Side Square Banner	125 x 125 pixels	\$89	\$149	\$199

EDM Advertising Options

EDM Advertising Options	Dimensions	1 Week	4 Issues	1 Year
Weekly Newsletter	580 x 250 pixels	\$55	\$185	n/a
Email Direct Marketing		\$300		

Weekly Newsletter:

\$55 / \$185

Advertising in the weekly newsletter is a great opportunity to reach our growing database with special offers, new product launches or just straight brand advertising. It is delivered each Friday to **over 4200 subscribers**.

Requirements: Your URL and logo/image (580 x 250 pixels jpeg format).

Email Direct Marketing (EDM):

\$300

Use our newsletter subscriber database to send a direct marketing campaign to your target market (once only every 6 months for your business).

Requirements: You need to supply your copy in Word doc format or high quality PDF.

Job Board

\$59

Our Job Board is the perfect place to advertise situations vacant for local Mums looking for part time, full time, casual and flexible employment opportunities. Our aim is to help connect with local job seekers with family-friendly employers.

Job board listings are cross posted to our Facebook group and weekly newsletter.

Business Directory Listing:

\$110 / \$199 / \$499

Get your business directly in front of the highly engaged audience of the Northern Beaches Mums with a Business Directory listing which continues to be one of the most popular areas of our website.

BONUS: As a bonus to businesses who have a Business Listing they are able to participate in the Business Hour in our Facebook Group every Tuesday night between 7-9pm.

PLUS: Kick start your business promotion with **FREE** introductory Facebook post to welcome you.

INCLUDED:	BASIC	FEATURED	PREMIUM
Directory & Category Position (newest first)	2 nd	1st	1st
Business Name	✓	✓	✓
URL	✓	✓	✓
Description	X	100 words	500 words
Address	X	✓	✓
Social Media Links	X	✓	✓
Images (plus logo)	1	3	5
Video	X	X	✓
Categories	1	3	3
FREE Competitions	✓	✓	✓
FREE Offers	✓	✓	✓
2 Surveys to Facebook Group	X	X	✓
COST	\$110	\$199	\$499

Social Proxy Service:

\$100

Feedback consistently shows that the businesses who get the most out of their listings with us are those who regularly take part in Business Night. But we appreciate that not everyone is available each week, or perhaps you are a male business owner who is unable to join the group. Our new Social Proxy Service will make your posts for you ...

Here's how it works:

You provide content for 24 weekly Facebook Posts in advance. This should be full copy including any URLs and tags plus a high res image or video for each.

NOTE: Please be careful to check all content prior to submission, as once scheduled we cannot make any changes. You may still BUMP these posts during Business Night to add new information.

Competitions:

Advertisers FREE / Non-advertisers \$149

These are published across our website, Facebook page & weekly newsletter. Prizes must a minimum of \$100 in value.

Event Listing on the Calendar

We are delighted to assist in promoting your event to our community of Northern Beaches Mums and have several event packages:

	BRONZE	SILVER	GOLD	PLATINUM
	FREE	\$85	\$149	\$399
Free event listing on website				
Featured (top of category) listing type				
3 additional images				
Weekly newsletter ad				
Facebook Page Post				
Facebook Group Post				
Website Banner ad				

BRONZE

Your event is added to the Event Calendar on our website for FREE. All events are displayed in the appropriate category in chronological order with soonest/Featured Events at the top of the listings. Please note, this option is not available for regular paid events or classes.

SILVER

For increased awareness, your event can be created as a "Featured" which means that it will be at the top of its category. You may also add up to 3 images to a Featured listing.

GOLD

Want even more coverage? Our Gold package adds an advert in our weekly newsletter (sent weekly on a Friday to over 4,300 subscribers) AND a Facebook Page post (16,200+ likes & weekly post reach over 25,000) both linked back to your event home page.

PLATINUM

For the ultimate visibility, our Platinum package builds on the GOLD package with a 2 week Side Banner ad on our website and a post in our closed Facebook Group Northern Beaches Mums (nearly 19,000 members).

Editorial

Articles:

FREE/\$149

We welcome articles from those who are experts in their field or with a great story to share. These must be unique (not published elsewhere) & MUST NOT be a sales pitch for or contain links to a business but we will include a brief bio with backlinks. Articles are cross posted to our Facebook page and weekly newsletter.

Free service to current advertisers. Fee of \$149 applies to non-advertisers.

Advertorials:

\$149

Your advertorial must be of interest to our readership and must read like an article. It MAY also contain images and links to your landing page or social media page and may contain a call to action. Advertorials are also cross posted to our Facebook page and weekly newsletter.

Social Media Promotions:

Northern Beaches Mums Page

\$59

Sponsored Facebook Posts Costs \$59. Maximum posts 2 per month.

Optional Facebook Boost available by request – incurs a \$15 admin fee plus boost costs.

Northern Beaches Mums Group

\$149

Sponsored Facebook Posts Costs \$149 (subject to availability)

Exclusive Offers:

\$349

Have a campaign to promote? Want to generate quick sales? Make an exclusive offer to Northern Beaches Mums and you'll really make an impact! Offers include features on our website Offers and Home pages, a feature in our newsletter and a post on our Facebook Page.

Live Q & A:

\$999

Events are expensive and time consuming to organise. There's tickets to sell, room hire, catering and marketing costs....not to mention the worry about what if no one turns up!!! Let us take the stress for you and reach thousands of Northern Beaches Mums via a 1 hour live Q & A session on our Facebook group. This includes:

- 4 weekly posts in our Facebook group and page
- 4 weekly newsletter adverts
- Live recording on the night with Live video downloadable after the event has ended.

New Business Launch Package

\$399

Have you got a new business and just don't know where to start to promote it? Let us help you reach nearly 18,000 local Mums with this tailored package which includes:

- 1 survey in our Facebook group
- 1 offer to our community (cross posted to our website, Facebook Page & newsletter)

Special Occasion & School Holiday Guides

POA

We publish a number of guides throughout the year such as Gift Guides, Back To School Guides, School Holiday Activities. If you'd like to be included in the mailing list for these opportunities, please email us at admin@northernbeachesmums.com.au

Group Sponsorship:

\$15,000

Becoming a group sponsor of Northern Beaches Mums provides exclusive access to promotional opportunities not available elsewhere. Group Sponsorship includes:

- Top Leaderboard & Top Side Square banner adverts for 12 months
- Top Leaderboard adverts in newsletter for 12 months
- Up to 2 EDMs per year
- Free PREMIUM Directory Listing
- Free monthly adverts in our Facebook Page
- Free monthly editorial on our website
- Free promotional of your events on our Facebook Page
- Twice annual survey in our Facebook Group
- Exclusivity in terms of editorial content

Testimonials

"The exposure we get from you is phenomenal and we are so happy to have you as a support".

Matt Angel, Marketing Manager, Pittwater Sports Centre

"Our business has been using your services since its inception in 2011. You have always been extremely friendly and accommodating with our advertising requests. We monitor our web traffic diligently and have identified the clear positive impact that you have had on our business from our website to the bottom line".

Donna, Executive Manager, Definition Learn To Swim

"you do a really great job and I love your Facebook page and website. We've decided to take our toddler out of daycare so I can stay home and study and look after our daughters. I just went to your website and typed out all the days that there are things on for her age group". Kellie, NBM

"I just wanted to say thank you for your newsletter I love receiving it, it gives us such fun things to do that without you we would never know that these events were on with all such busy lives." Natasha, NBM

"Just wanted to say thank you for your daily guide that you post of FB and also all of your website content. I turn to it almost daily- it's a lifesaver finding fun stuff to do with my boys. Thanks!" Julie, NBM

"Thanks for your wonderful website and for sharing your personal experiences after attending different events. Based on your report, we went to the Family Show at Moore Park yesterday and had a fantastic time. Your note about 2 hour free parking and age appropriate rides sold us. Keep up the great work. With thanks from me, my husband and our two gorgeous girls." Shelley, NBM

Contact Us:

info@northernbeachesmums.com.au