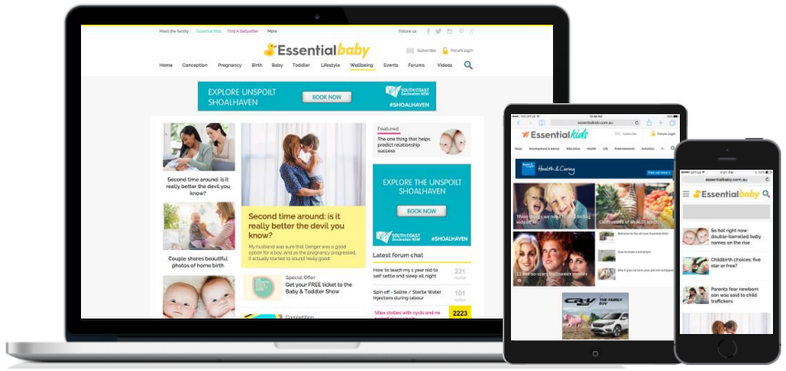
Essential Parenting 2019

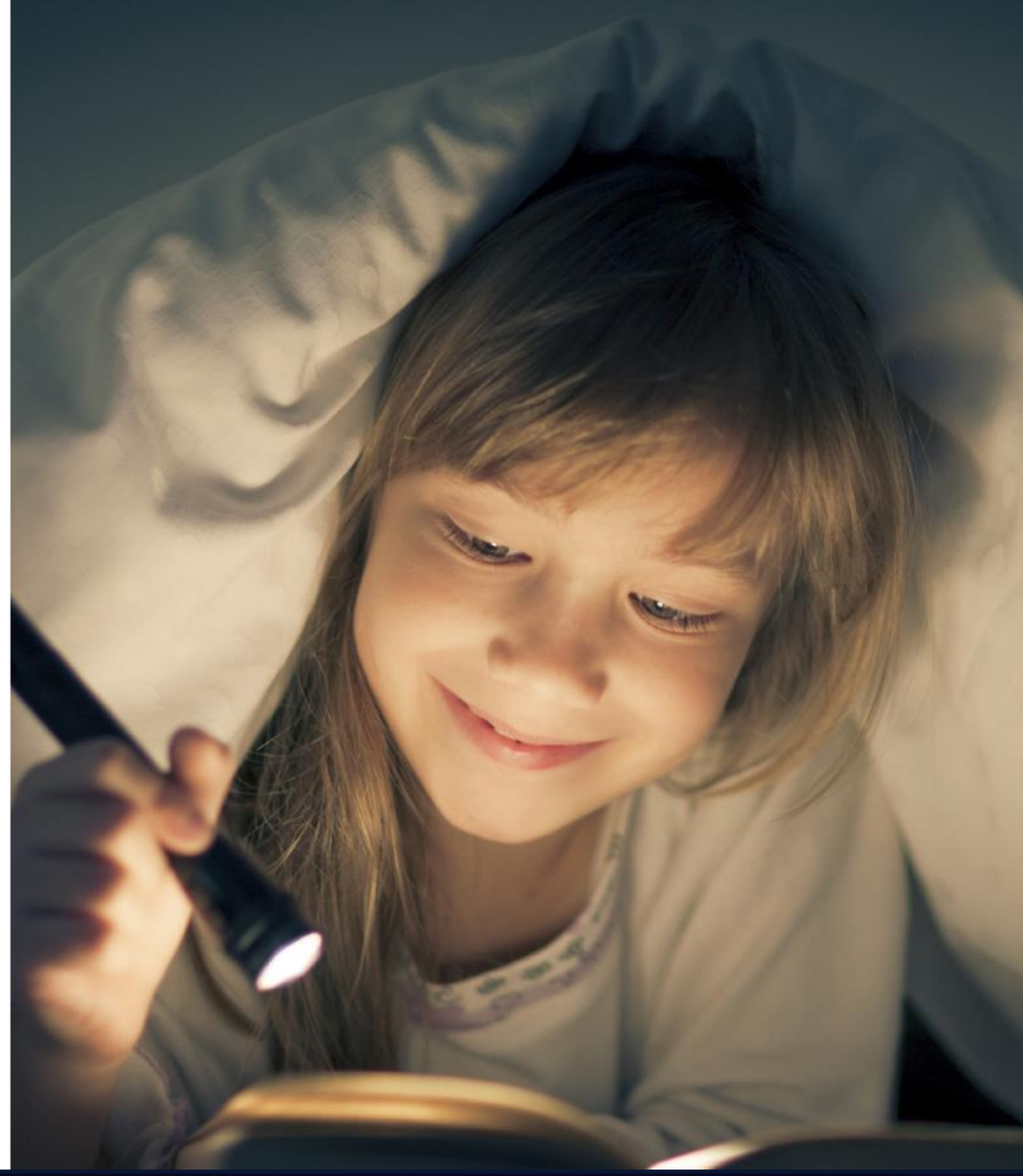
Parenting Overview

The Essential Parenting brands combine real-life experience and the quality, integrity and credibility of our trusted 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.

Essentialbaby Essentialkids

ADVICE | EDUCATION | INFORMATION | CONNECTION





Nine

Why are mums an important market?

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

The power of Essential Parenting

559,000 or **89%** more than **Mamamia**

ESSENTIAL PARENTING

AT FAIRFAX REACHES OVER

1.2 Million

PEOPLE EACH MONTH

ESSENTIAL PARENTING AUDIENCES ARE

11% MORE LIKELY TO BE **SOCIAL GRADE AB**

19% MORE LIKELY TO BE **GROCERY DECISION MAKERS**

12% MORE LIKELY TO HAVE A **HOUSEHOLD INCOME** OF **$120K+**

16% MORE LIKELY TO **BECOME A PARENT** (OR HAVE ANOTHER CHILD) IN THE NEXT **12 MONTHS**

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.

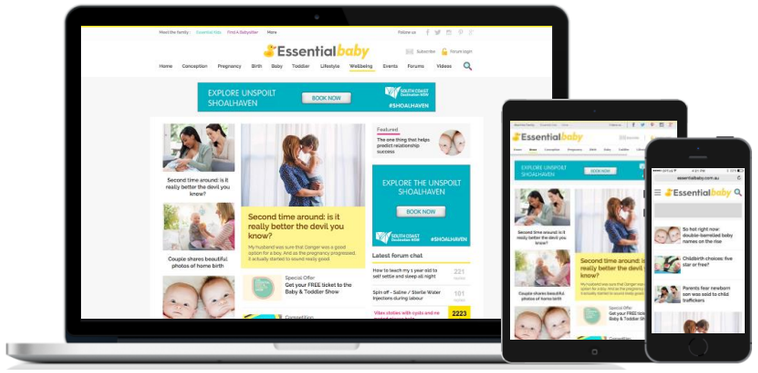
ARIANE BEESTON
Content Producer

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 995,517* 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 08.01.2019, www.facebook.com/EssentialBabyAU.
^http://www.essentialbaby.com.au/forums/

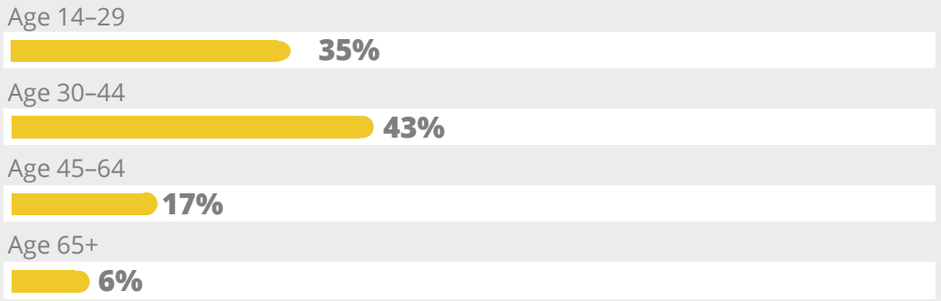
Essentialbaby

Audience Demographic

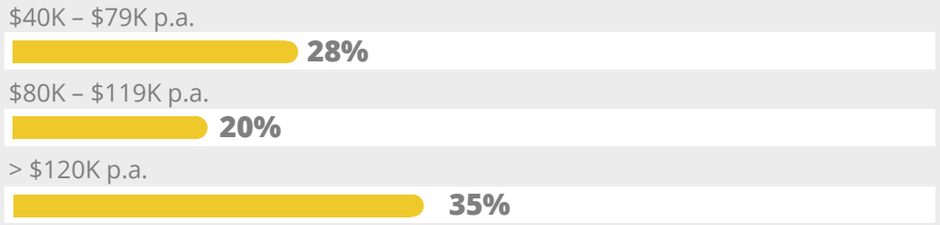
TOTAL READERSHIP

567,000

AGE

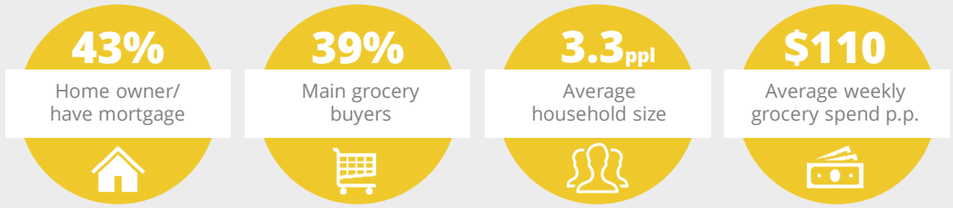


HOUSEHOLD INCOME



GENDER

DEMOGRAPHICS



Source: emma conducted by Ipsos MediaCT; People 14+ for the 12 months ending July 2019. Nielsen Digital Ratings Monthly, July 2019; People 14+

Nine

Essentialbaby 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.

Essentialbaby Editorial Calendar 2019

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Water safety	Starting daycare		Easter	Mother's Day	Winter Health Red Nose Day

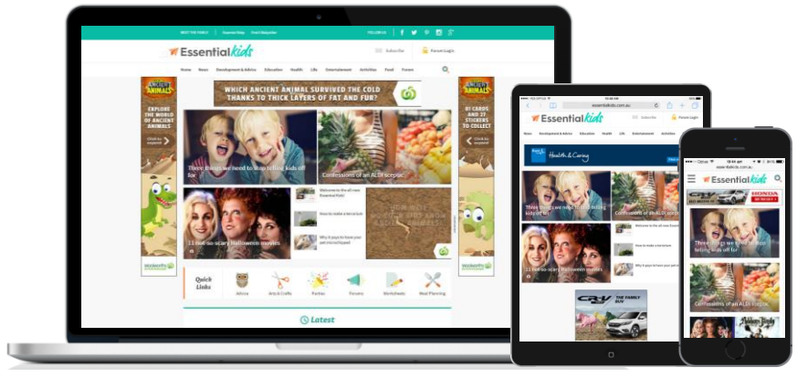
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Toy sales	Breastfeeding Week	Father's Day Fertility Awareness Week	Halloween Babywearing Week	Family holidays PND awareness	Christmas gifts Sun safety

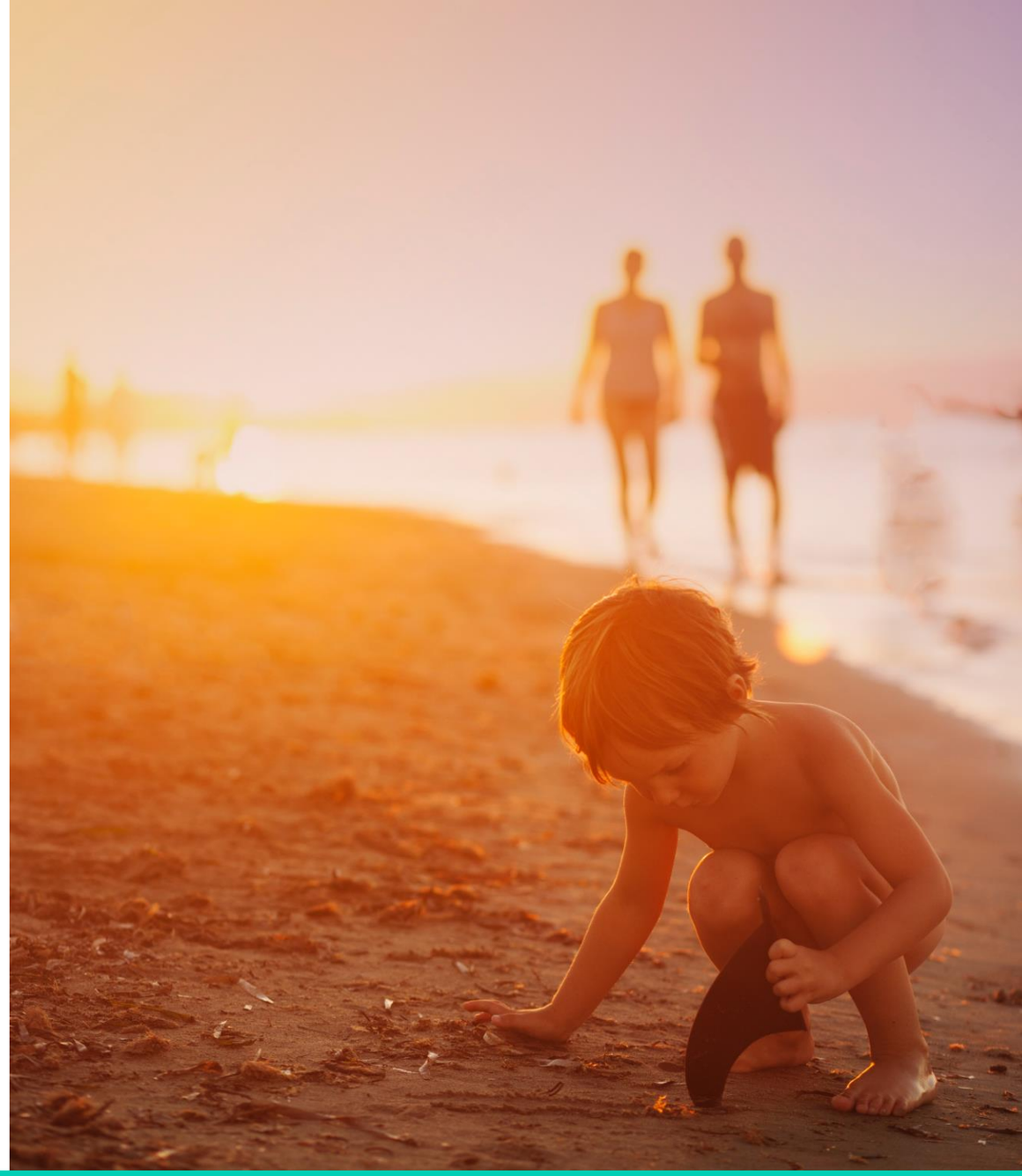
Essential kids Overview

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 08.01.2019, www.facebook.com/EssentialKids/.
^www.essentialkids.com.au/forums

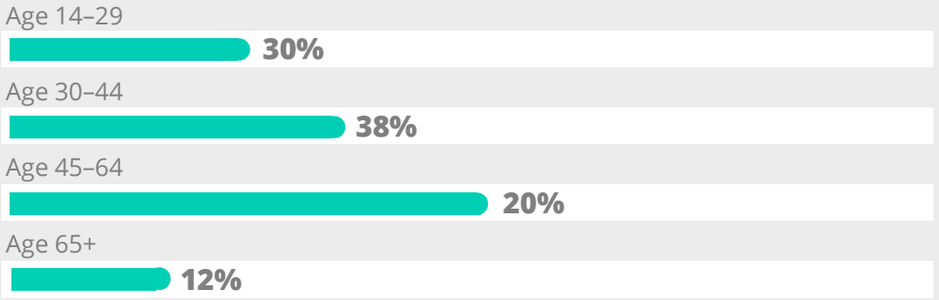
Essential kids

Audience Demographic

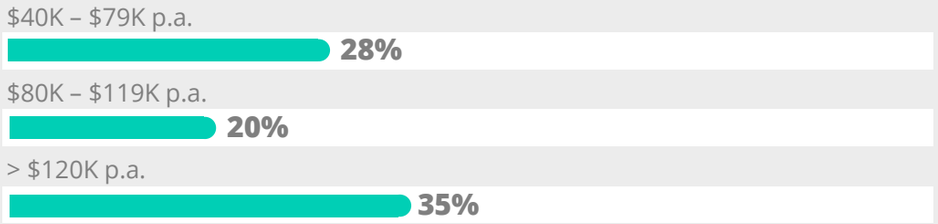
TOTAL READERSHIP

589,000

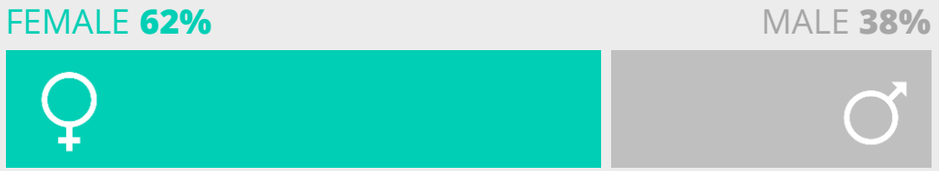
AGE



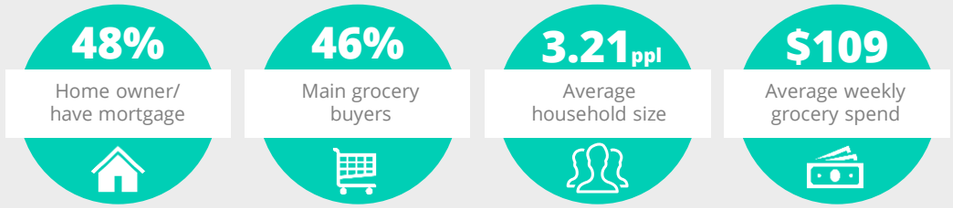
HOUSEHOLD INCOME



GENDER



DEMOGRAPHICS



Source: emma conducted by Ipsos MediaCT; People 14+ for the 12 months ending June 2019. Nielsen Digital Ratings Monthly, June 2019; People 14+

Essential kids What's Online

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

Essentialkids What's Online

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

Essential kids Editorial Calendar 2019

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Water safety Back to school	 Starting school		Easter Winter sports	Mother's Day Naplan	Winter Health Winter holidays

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
 Toy sales	 Book month	Father's Day Asthma awareness	Halloween Summer sports	 Family holidays	Christmas gifts Sun safety

Nine

Essential kids School Holiday Guide 2019

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

Essential kids School Holiday Guide 2019 (Rates and Deadlines)

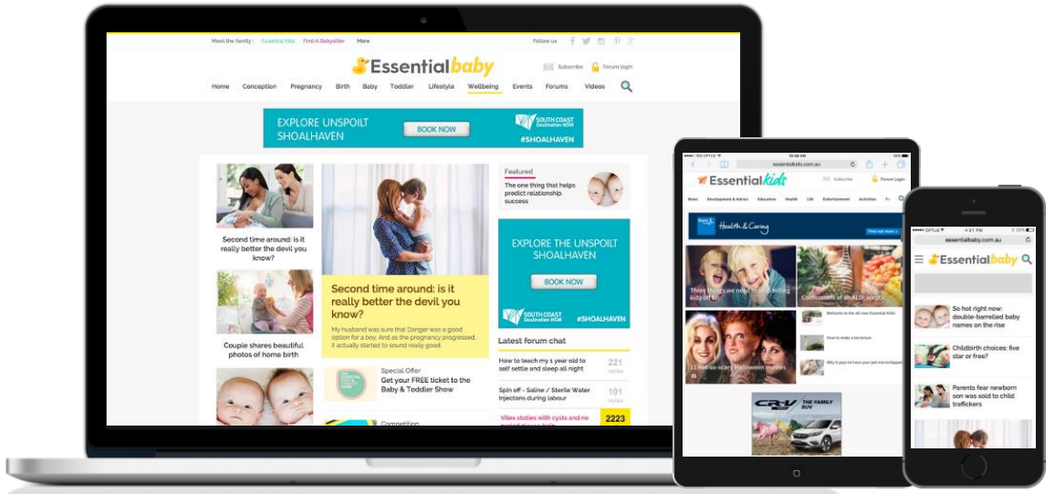
Publication Date	Booking Deadline	Material Deadline
Sunday 25th March	Wednesday 14th March	Wednesday 21nd March
Sunday 24th June	Wednesday 13th June	Wednesday 20st June
Sunday 16th September	Wednesday 5th September	Wednesday 12th September
Sunday 16th December	Wednesday 5th December	Wednesday 12th December

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
Rich Media
Competitions
Sponsored Sections

Contact

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