

# bounty

PARENTS

Media Kit  
2025





Supporting Australian parents with expert advice, real stories, product reviews, and Bounty Bags with essential samples and resources from pregnancy to early parenting.

Bounty Parents is a comprehensive online resource supporting Australian parents from conception and pregnancy through to starting school. Offering expert advice, real-life stories, and product reviews, it empowers parents with the information they need to navigate their unique parenting journeys.

Bounty Bags are resource packs provided to expectant and new parents across Australia, offering product samples, informative materials, and support to assist during pregnancy and early parenthood.

**bounty**  
PARENTS



# Editorial Talent



**Fiona Wright**  
Editor



**Jayde Malifa**  
Head of Digital - Lifestyle



*"Bounty Parents is Australia's most trusted parenting resource, dedicated to making parenthood easier, more enjoyable, and fully supported. We provide expert advice, trusted product recommendations, and practical solutions to guide parents every step of the way."*

*"Through our iconic Bounty Bags, we connect with new parents from day one, offering valuable insights, trusted product suggestions, and helpful samples to ease their transition into parenthood."*

*"As we continue to grow our presence online and across social media, we're building strong connections with parents who value our knowledge, passion, and relatable approach to parenting. We're here to support parents at every turn, ensuring they have the resources and confidence to navigate this exciting, sometimes exhausting, but always rewarding adventure."*

# BOUNTY BAGS

Providing trusted information for expectant and new parents for over 40 years

Highly informative content reaching 86% of all pregnant women and new parents through a unique sampling option within Bounty Bags.

Over 420,000 Bounty Bags are distributed each year to parents, making our Bounty Bag distribution the largest of its kind within Australia.

All items sampled in the bags are approved and endorsed by the Australian College of Midwives, which ensures trust and authority behind every bag inclusion.

Through Are Direct, we pack and distribute over 8 million individual products and samples annually, all which are WHO Code Compliant.

SOURCE: Australian Bureau of Statistics 2023



## PRINT

**Print Readership**  
180,000  
Annual Issue

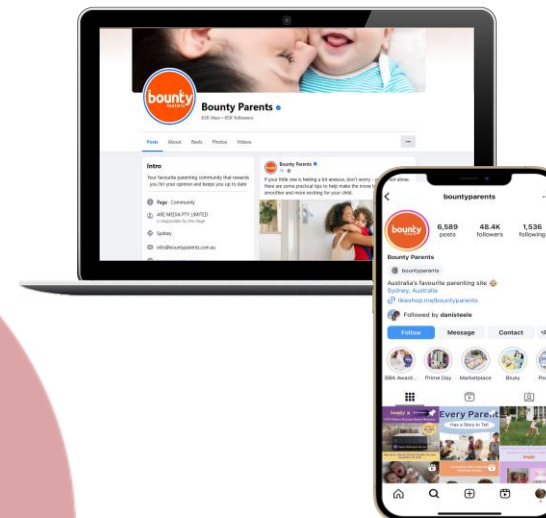


**bounty**  
PARENTS

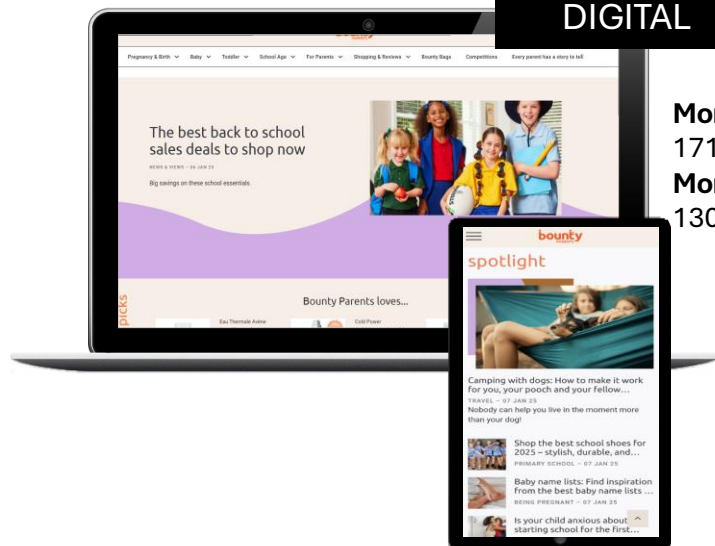
CONNECTING WITH  
WOMEN ACROSS VARIOUS  
TOUCHPOINTS EVERY  
MONTH

## SOCIAL

**Instagram:** 60,180  
**Facebook:** 63,911



## DIGITAL



**Monthly Page Views:**  
171,234  
**Monthly Unique Audience:**  
130,576

## EDMS

**Newsletter:** 59,900  
**Solus:** 65,700



## BOUNTY BAGS



**Parent-To-Be Bag:**  
180,000 distributed annually  
**New Parent Bag:**  
240,000 distributed annually

## BABY AWARDS



**AVE AGE: 37YRS | AVE HHI: \$125K | AVE GROCERY SPEND: \$266**



# Bounty Content *Pillars*



**PREGNANCY & BIRTH**



**BABY**



**TODDLER**



**SCHOOL AGE**



**PARENTS**



**BOUNTY BAGS**

# Editorial Calendar 2025



New Year  
Back to School



Sleep Safety



Mother's Day



Bounty Awards  
Entries



Sensitive Skin  
Family Cruising Special



Summer Essentials  
Summer Travel  
New Bump to Birth Issue

JAN

FEB

MAR

APR

MAY

JUNE

JULY

AUG

SEPT

OCT

NOV

DEC

Toilet Time  
Health



Easter Holidays  
Fertility



Mid-Year Toy Sale  
Winter Essentials



Introducing Solids  
Breastfeeding Week  
Bounty Bags Sponsorships



Bounty Awards Winners  
Announced  
Natural Parenting  
Eco-Living



Christmas Guide  
School Holidays  
New Year





A photograph of a pregnant woman from the waist down, wearing a white ribbed tank top and blue jeans. A young child with blonde hair, wearing blue jeans, is leaning against the woman's pregnant belly. The background is a plain, light gray.

# *advertising* **OPPORTUNITIES**

*driving intention through connection*



# Opportunities for Bounty Parents

By aligning with Bounty Parents, you can connect with parents when they're most receptive to discovering products that meet their needs, ensuring greater trust and influence in their decision-making process.

## Digital and Social

Bountyparents.com.au  
@bountyparents

## Sampling and Trial Teams

Parent to Be & New Parent  
Bounty Bags

## Print

Annual Bump to Birth magazine

## Bounty Baby Awards

Annual Baby Awards,  
as voted by mums

# DIGITAL AND SOCIAL



Digital Membership



Trial Teams



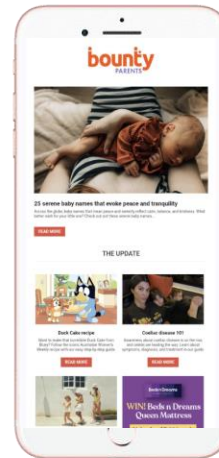
Native & Expert Tried and Tested



Sponsorships



Social Media Reviews & Content



Solus eDMs

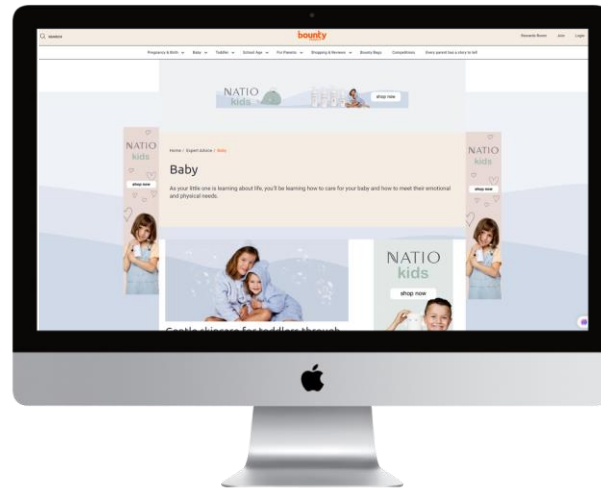


Our Bounty Parents **community** love to share their experiences, be educated and are looking for what to purchase next for their **family**.



# SPONSORSHIPS

OWN AN ENVIRONMENT WITH YOUR BRAND



## HIGH IMPACT SPONSORSHIPS

Drive awareness and create impact by owning an environment aligned to your brand. Home page and section sponsorships available, with audience targeting options.

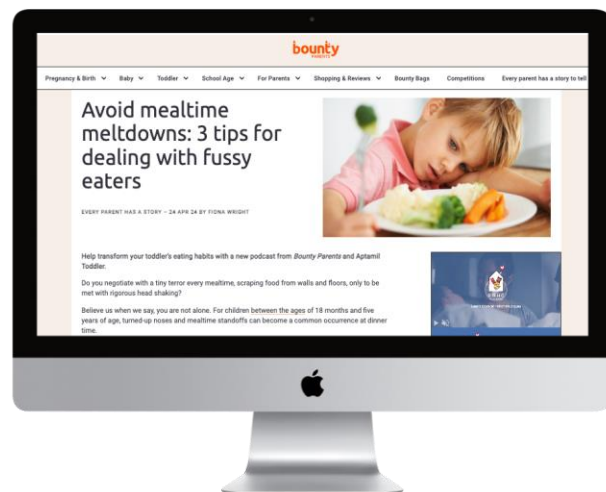


## SOLUS EDM

With 100% share of voice, share your brand's story to an engaged audience who have signed up for communications from the masthead. Perfect for new product offers or competitions. Subscriber base: 65,700.

# CONTENT CREATION | *Digital*

CREATE ENVIRONMENTS AND CUSTOM CONTENT WITHIN



## NATIVE ARTICLE

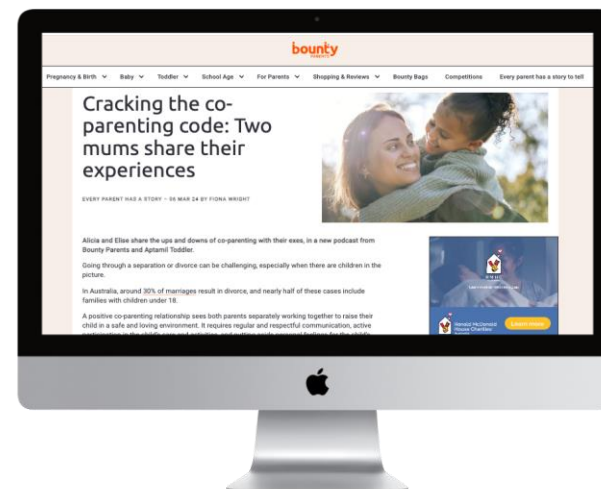
An article written with the client's contextual environment in mind. Article has the look, feel and tone of editorial, as such, carries editorial's authority. Reader-first approach

### INCLUSIONS

- 5,000 PVs and 1 social post
- 500 words of copy + 2 x Brand mentions
- BTYB Client name at Head and Foot of article.
- 1 x Internal body copy product mention.
  - No product image guarantees

### EXAMPLE

[Link](#)



## ADVERTORIAL ARTICLE

An article entirely themed around client's desired messaging, written by our content team in the tone of the brand it's housed on. Client has 100% Share of voice (SOV)

### INCLUSIONS

- 2,500 PVs & 1 social post
- 500 words of copy + 5 x brand mentions
- BTYB Client name at Head and Foot of article
- Can include multiple (2) product imagery

### EXAMPLE

[Link](#)



# CONTENT CREATION | *Print*

CREATE ENVIRONMENTS AND CUSTOM CONTENT WITHIN ANNUAL BUMP TO BIRTH MAGAZINE

The collage displays three distinct FPC advertorials. The first, for Biosland, features 'Award-winning nutrition for every stage of life' and showcases Gold DHA for Pregnancy, Gold DHA for Kids, and Silver Zinc for Kids, all highlighted with 'Bounty Awards 2024' medals. The second, for Panadol Children, is titled 'HELP KIDS BACK TO THEIR BEST: Fast pain relief with Children's Panadol' and includes a QR code for more information. The third, for The Jiffle wagon, is titled 'The Jiffle wagon 6-in-1 stroller grows with your family' and lists key features like reversible seat, folding options, and compatibility with various accessories. Each advertorial is designed to blend seamlessly with the magazine's editorial content.

## ADVERTORIAL

Using your brand assets, our creative team will create a FPC advertorial with the design elements of the magazine, aligning it closely in look and feel to editorial content.

## FEATURE INTEGRATION

Integrate your product into our existing relevant features and sections

## BESPOKE BRANDED SPONSORED CONTENT

Integrate your products seamlessly; beautifully shot and curated by our editorial team with your brand in mind

# VIDEO PACKAGES – *off the shelf*



TIER ONE

## SUPPLIED VIDEO

Using video supplied by brand that is informative and links to content on site.

**EASY EXPLAINER**

[Link](#)



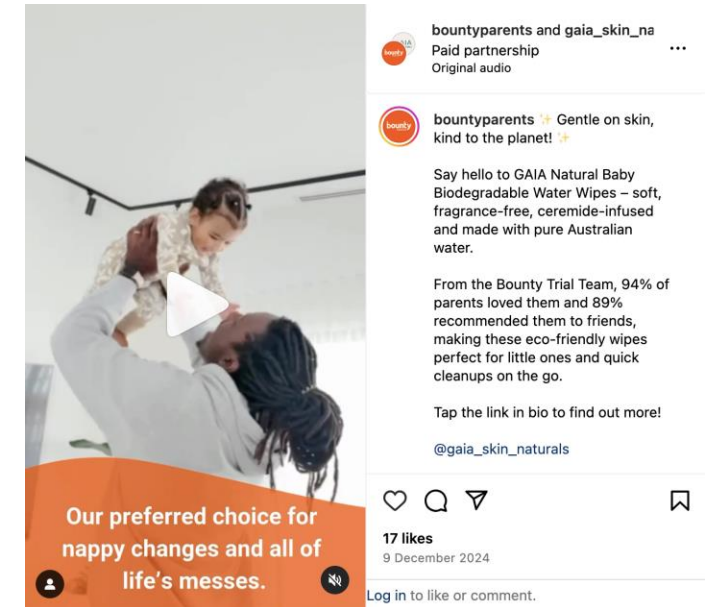
TIER TWO

## STOP MOTION

Compiling still images to create a simple and effective video asset with your brand at the forefront.

**QUICK ENGAGEMENT**

[Link](#)



TIER THREE

## SOCIAL REEL WITH TALENT

A scripted reel featuring talent sourced by the Bounty team, bringing the brand's message to life.

**ENGAGING CONTENT**

[Link](#)



# SOCIAL OPPORTUNITIES



## POST

A social post on Facebook or Instagram enables our clients to reach our engaged audience, with the ability to boost to reach further audiences outside of our network with the authority of our brand handle

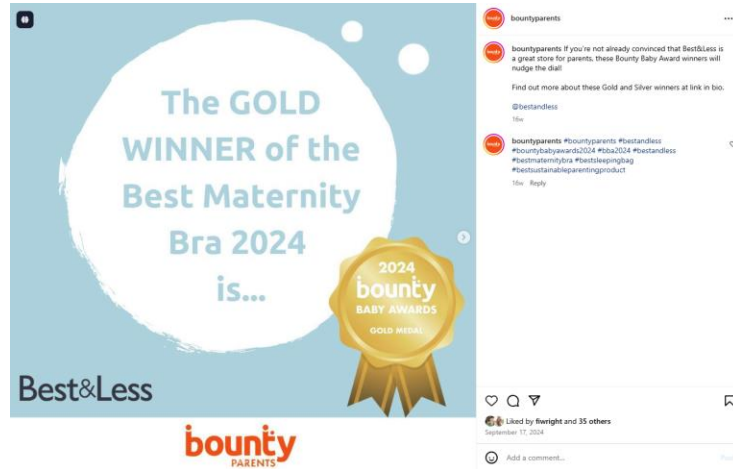
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## STORY

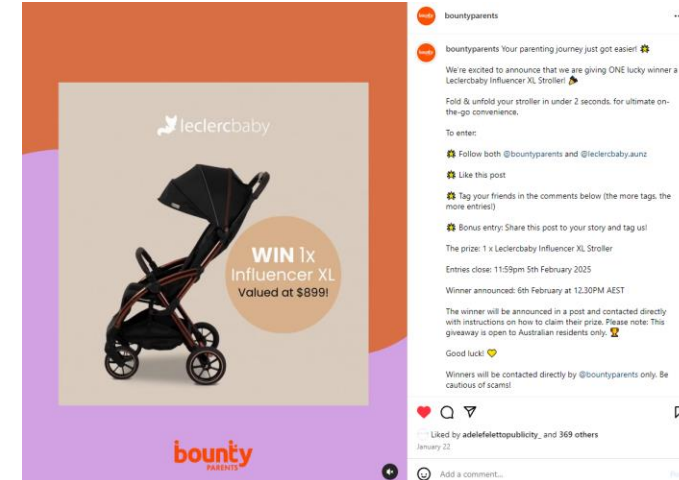
A simple and effective reach driver, using created or client assets (where relevant) – option to link out to recipe/coupon and able to be boosted to specific audiences with defined reach goals

# SOCIAL OPPORTUNITIES



## INSTAZINE

A social format that elevates a carousel making it feel more like flipping through pages of a magazine – produced by our creative studio and incorporating branding through title and end cards.

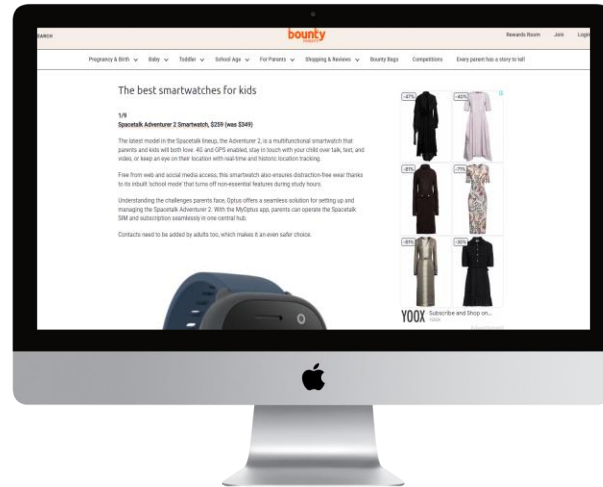


## SHOPPABLE SOCIAL

Showcase new collections, top products and key sale events with a shoppable post. Choose from client supplied static image, video, collection or carousel. Designed to boost sales by making shopping seamless and convenient across IG & Facebook. Engaging visuals with enticing purchase opportunities, featuring products and shoppable links.



# AFFILIATE OPPORTUNITIES

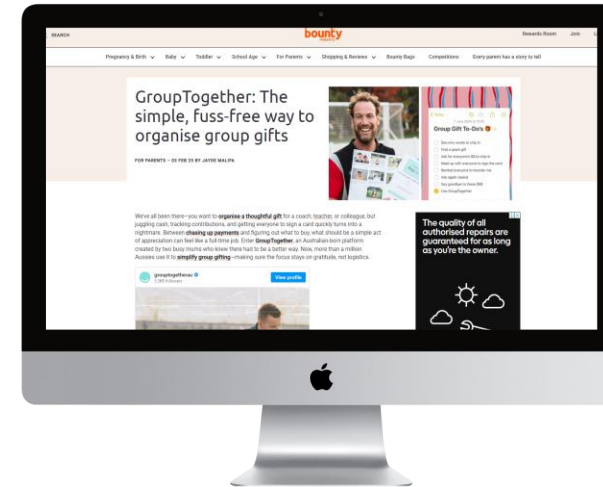


## FIXED FEE

Speak to an audience of intent using a shopping editorial format. Showcase your brands' best-selling product range in a seasonal or evergreen format or in a hands-on, in-depth review style or in a range of related listicles. Promote an upcoming sale event and highlight discounts across your product range.

### EXAMPLE

[Spacetalk](#)



## LINKBY

Linkby is a platform where we, the publisher, can connect with brands and retailers who are looking to get more editorial coverage via cost-per-click press releases.

### EXAMPLE

[GroupTogether](#)

# Bounty Bag Sampling

For over 40 years, our Bounty Bags have been delivered straight into the hands of expectant parents through our extensive network of maternity hospitals, medical practitioners, ultrasound clinics, and selected pharmacies nationally. Our team of experienced hospital representatives personally deliver the Bounty Bags into the hands of new mothers in the maternity wards including the Mater Hospital, Brisbane, which has Australia's highest birth rate, delivering 10,000 babies every year. With distributions available in every state, sampling through Bounty ensures your brand can directly target woman at a National, State or Metro level.

## Parent To Be Bag

- Delivered between 12-20 weeks pregnancy
- 180,000 bags distributed annually nationwide



## New Parent Bag

- Delivered 24-48 hours after having their baby
- 240,000 bags distributed annually nationwide



## Logo Sponsorship

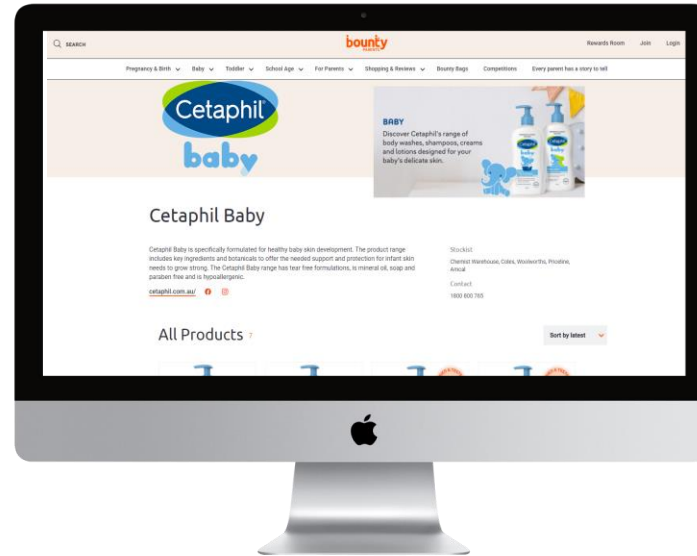
- Category exclusive logo placement on the front of either bag for a 6-month or 12-month period



# Digital Membership

## 12-month Brand and Product Listings

Each brand membership on Bounty Parents includes a brand overview page along with individual product listings for all your brand's products. Product listings includes a Buy Now link, moderated consumer-generated reviews through Bazaarvoice and unlimited updates for new products, news and launches throughout the year.



## Inclusions

- 10 x Guaranteed Reviews on 1 product
- 2 x Editorial Inclusions (minimum)
- 1 x MREC advertisement in Weekly Newsletter
- 1 X Homepage Top Picks Product Spotlight
- 1 x Branded competition hosted on Bounty
- 2 x Nominations into the Bounty Baby Awards



# Trial Team Content Packages

## Reviews, advertorial and amplification

Trial Teams provide brands with consumer generated content that is directly in line with a brand's requested target audience. The results generated can also form a wider marketing and communications strategy when products are launching which is invaluable for instilling trust in new products to market.

- Recruitment, administration and send out of product to targeted demographic.
- Guaranteed reviews on Bounty Parents product listing
- Up to 5 Survey questions included
- Native article summary page
- Social media driver
- Newsletter driver
- On-going SEO benefits from permanently archived content
- Star-rating badge to utilise across all assets for a 12-month period



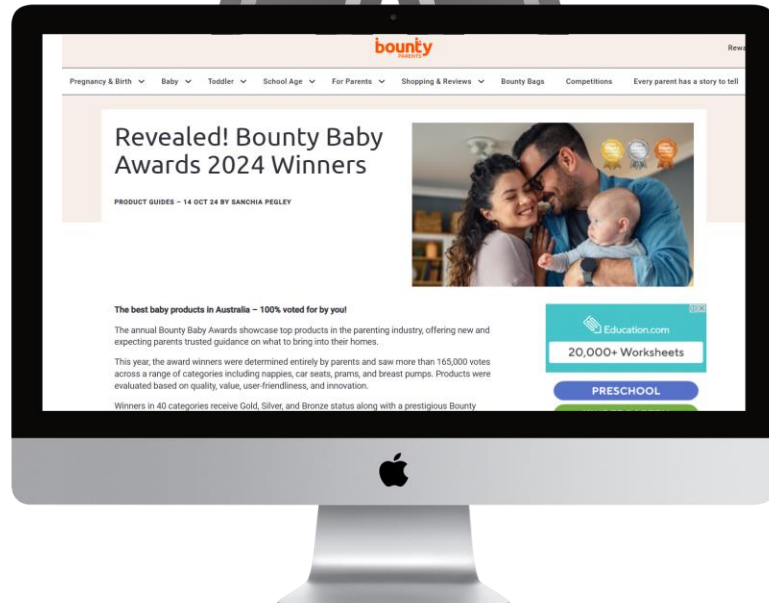
# Bounty Baby Awards 2025

**Over 165,000 votes were cast in 2024!**

Our Annual Bounty Baby Awards provide expectant mothers and new parents with a trusted list of the best products in market, as voted for by real parents

The Awards have more than 30 categories and the voting period is promoted in July 2025 across the Are Media network to encourage as many votes as possible

Winners of the Bounty Baby Awards receive a Bounty Baby Awards logo to use across their marketing material, packaging and POS along with it being featured across Bounty.



# BIGGER INTEGRATION OPPORTUNITIES

EVENTS (IRL OR  
VIRTUAL)

COMPETITIONS

CONTENT HUB

PODCASTS

TIP ONS /  
SAMPLING  
GIFT WITH  
PURCHASE

IP

Comp



bounty  
PARENTS

Every  
Parent

Has A Story To Tell

Brought to you by Aptamil

Podcast

Content  
Hub







Bounty is compliant with the World Health Organisation (WHO) code guidelines for the promotion and protection of breastfeeding and supports SIDS recommendations for aiding in prevention of suffocation. Bounty cannot feature editorial or accept advertising for the products below.

#### RESTRICTED PRODUCTS

Dummies

Bottles

Cot bumpers

Infant/toddler  
formula

Formula Containers

Bottle warmers

Cot pillows

Cot quilts/doonas

Teats

**bounty**  
PARENTS



# WHERE CONNECTION *ignites intention*

## **Ange Crotty**

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## **Alyssa McCorquodale**

Brand Executive - Lifestyle  
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