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

"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

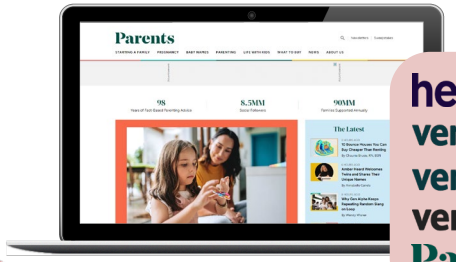
bounty PARENTS

CONNECTING WITH WOMEN ACROSS VARIOUS TOUCHPOINTS EVERY MONTH

PRINT

Print Readership
180,000
Annual Issue

PEOPLE INC. DIGITAL EXTENSION



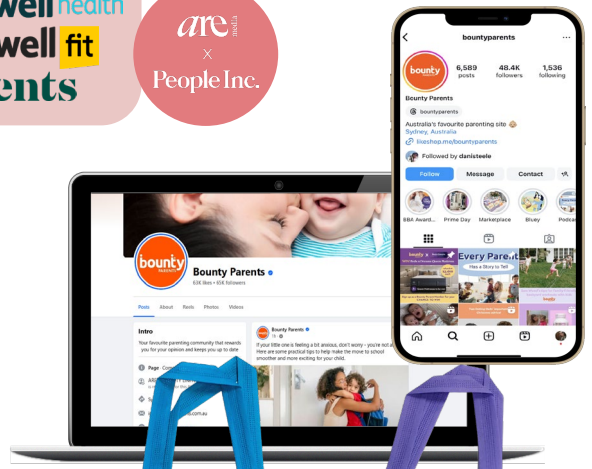
health
verywell mind
verywell health
verywell fit
Parents

8.807M MONTHLY UAs

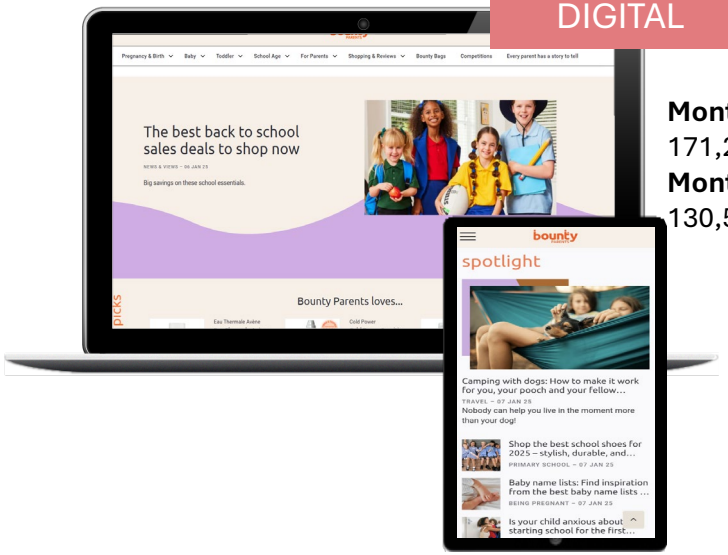
are media x People Inc.

SOCIAL

Instagram: 60,180
Facebook: 63,911



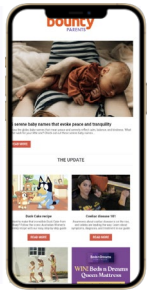
DIGITAL



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 Source: Roy Morgan Single Source Australia, Sep24; Ipsos iris Online Audience Measurement Service, November 2024, Age 14+. Social followers as of December 2024. . People Inc. source: Ipsos iris Online Audience Measurement Service, March 2024 - February 2025, Age 14+

DRIVING INFLUENCE IN LIFESTYLE AT SCALE

Via our People Inc. Partnership

are media × People Inc.

1.97M
ADDITIONAL LIFESTYLE AUDIENCE

health
474,167 MONTHLY UAs

Parents
217,008 MONTHLY UAs

verywell health
1,144,814 MONTHLY UAs

verywell mind
323,932 MONTHLY UAs

verywell fit
168,069 MONTHLY UAs

PRODUCT OFFERING
VIDEO | IAB DISPLAY FORMATS | SPONSORSHIPS

Source: Ipsos iris Online Audience Measurement Service, April 2024 – March 2025, Age 14+. Monthly UAs are an average from Dec 2024 – Feb 2025

Bounty Content *Pillars*

PREGNANCY & BIRTH

BABY

TODDLER

SCHOOL AGE

PARENTS

BOUNTY BAGS

Editorial Calendar 2025

bounty PARENTS

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

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

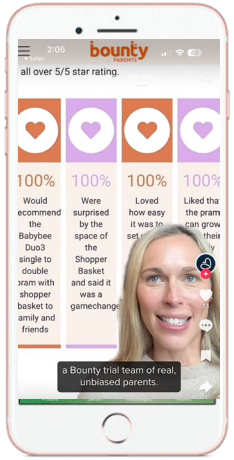
DIGITAL AND SOCIAL

Digital Membership

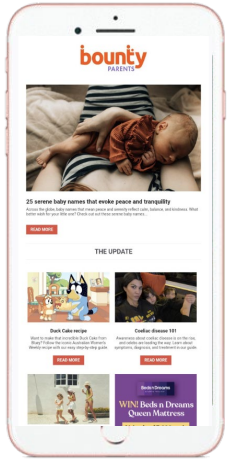
Trial Teams

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.

are media × Dotdash meredith

SPONSORSHIPS

OWN AN ENVIRONMENT WITH YOUR BRAND

HIGH IMPACT SPONSORSHIPS

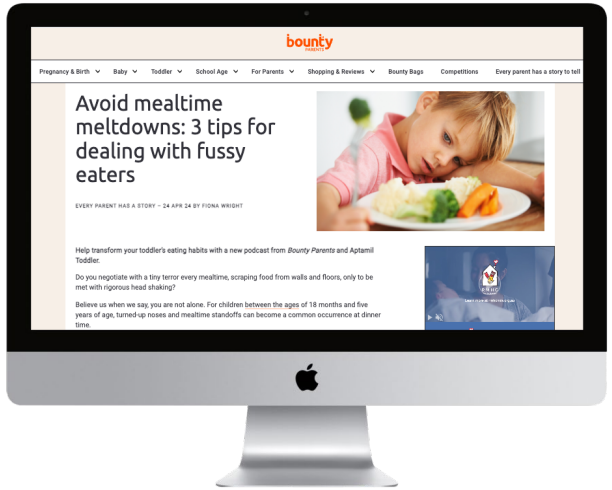
Drive awareness and create impact by owning an environment aligned to your brand. Home page and section sponsorships available, with audience targeting options.

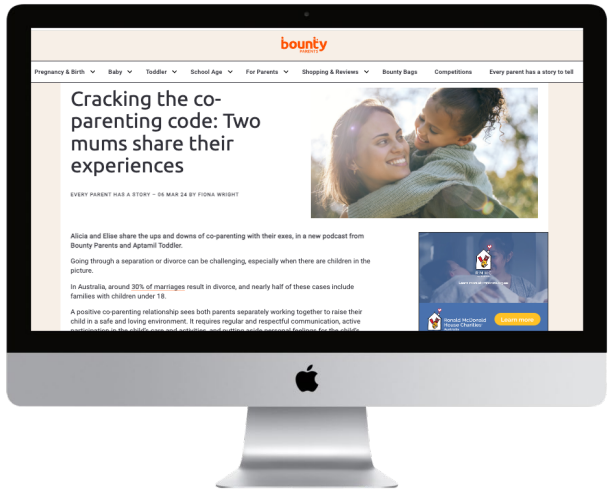
SOLUS EDM

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**

FEATURE INTEGRATION

Integrate your product into our existing relevant features and sections

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.

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

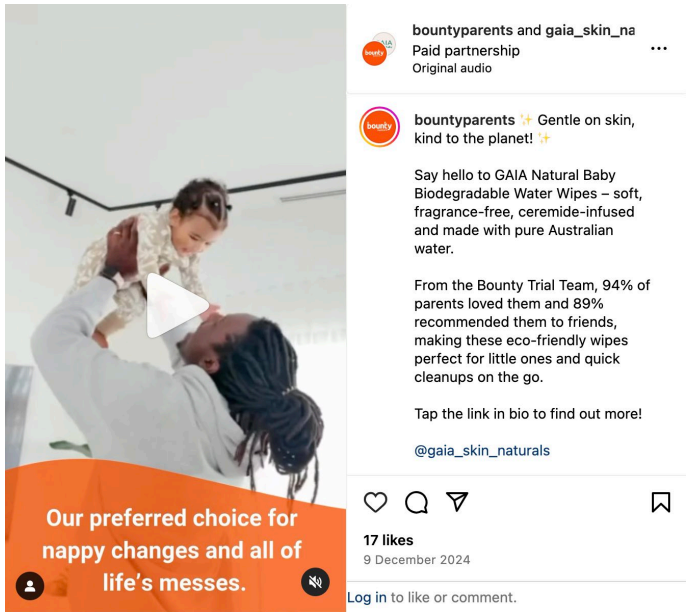
TIER TWO

STOP MOTION

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

QUICK ENGAGEMENT

Link



TIER THREE

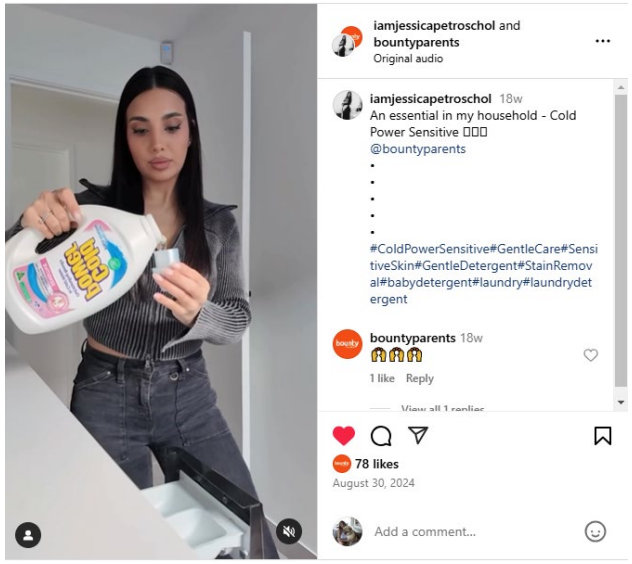
SOCIAL REEL WITH TALENT

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

ENGAGING CONTENT

Link

SOCIAL OPPORTUNITIES



POST

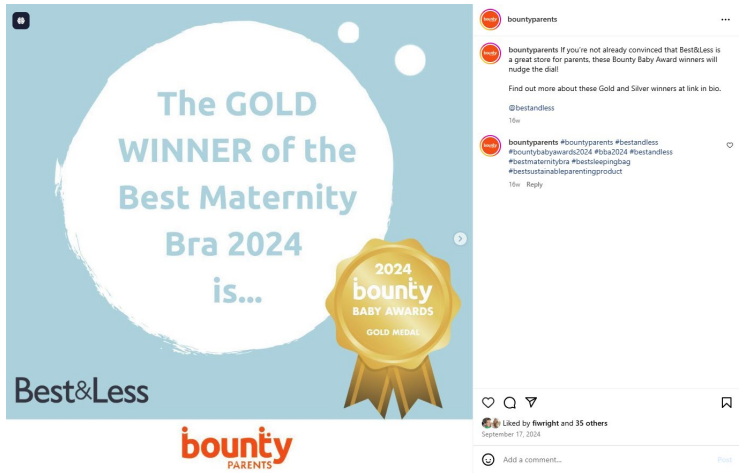
A social post on Facebook or Instagram enables our clients to reach our engaged audience, with the ability to boost to reach further audiences outside of our network with the authority of our brand handle

Link

STORY

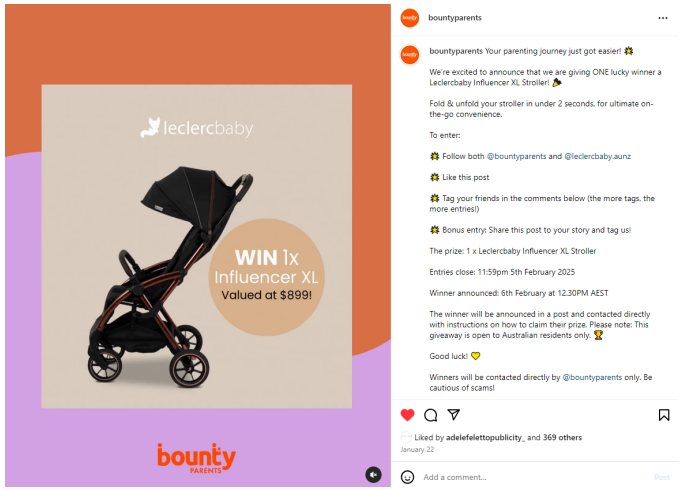
A simple and effective reach driver, using created or client assets (where relevant) – option to link out to recipe/coupon and able to be boosted to specific audiences with defined reach goals

SOCIAL OPPORTUNITIES



INSTAZINE

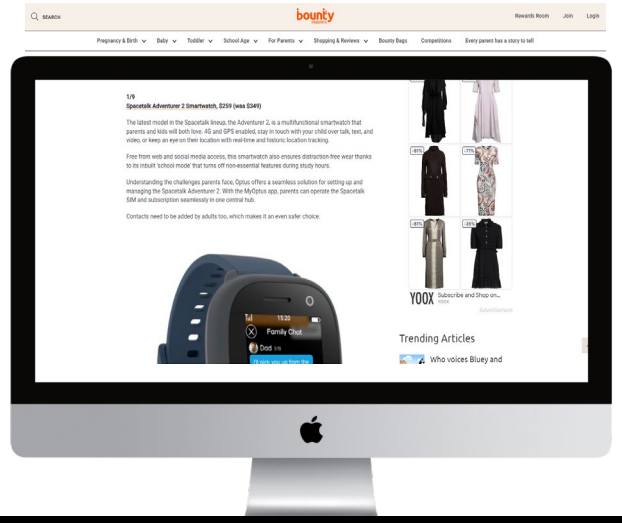
A social format that elevates a carousel making it feel more like flipping through pages of a magazine – produced by our creative studio and incorporating branding through title and end cards.



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.

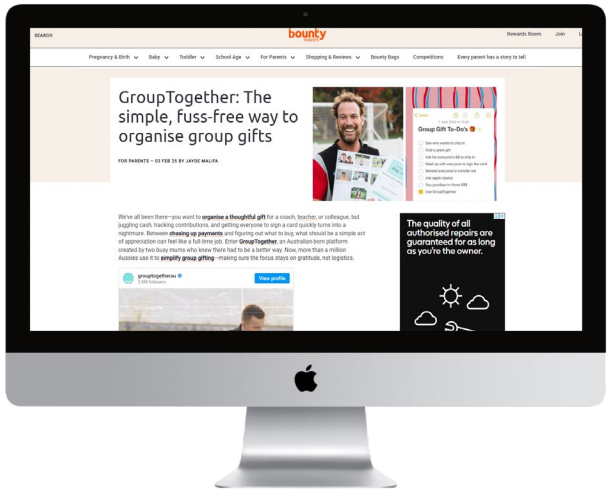
AFFILIATE OPPORTUNITIES



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

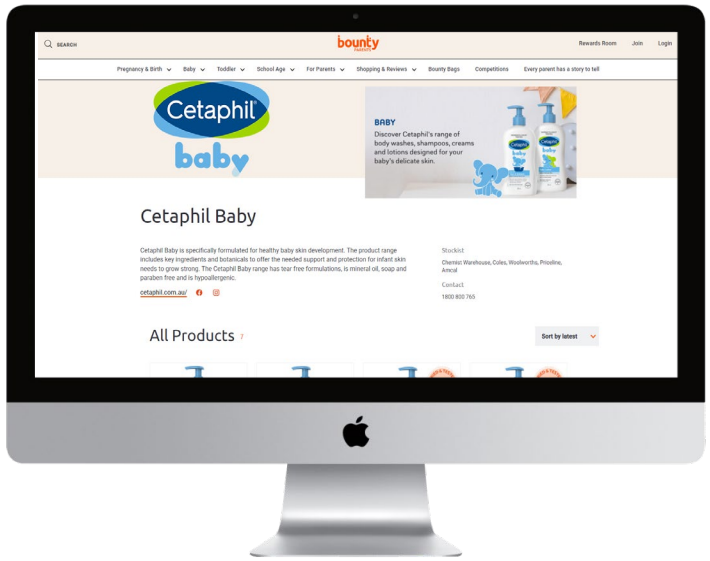
- Category exclusive logo placement on the front of either bag for a 6-month or 12-month period

SOURCE: Australian Bureau of Statistics 2023

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

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

Formula Containers

Teats

Bottles

Bottle warmers

Cot bumpers

Cot pillows

Infant/toddler formula

Cot quilts/doonas

WHERE CONNECTION
ignites intention

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