

bounty

2023 MEDIA KIT





A TRUSTED RESOURCE FOR TODAY'S PARENTS

Bounty is an established brand that has been providing trusted information to expectant and new parents for nearly 40 years.

Whilst family dynamics have evolved throughout this time, the need for trusted, relevant information remains essential.

Our Bounty offering is multi channel, allowing our audience to connect with us through each relevant milestone.



Bounty bag sampling
Reach 450K expecting and new parents



bountyparents.com.au
Reach over 400K Australian unique
users per month



Bounty social channels
Reach 100K+



Bounty database
Reach 100K+

National
Distribution

210K
Annually



PARENT-TO-BE

Received between 12-20 weeks of pregnancy and is distributed by midwives in hospitals, pharmacies and ultrasound clinics.

National
Distribution

240K
Annually



NEW PARENT

Received by parents 24-48 hours after having their baby and is distributed by midwives in hospitals, pharmacies and ultrasound clinics.

Bounty Bags

Trusted & credible expert advice

- Bounty Bags have been connecting with expectant and new parents for 38 years.
- We deliver information and samples to expectant and new parents via our hospital distribution, at a time when they are highly receptive to new products and services.

Cost per Thousand from \$500

Target by National, State, and Metro regions.
Campaign timings from 3 months



Reaches over
200k
Pregnant
Women

Bump to Birth Magazine

- Annual magazine distributed to over 200,000 pregnant women and new mothers around Australia.
- Content focuses on key pregnancy stages, as well as major milestones for new parents with babies 0-6 months.
- Written by experts, Bounty's Bump to Birth provides trusted information that both pregnant women and new parents can continue to refer back to, ensuring a highly impactful environment for our advertising partners.

COVER DATE	BOOKING DEADLINE	MATERIAL DEADLINE
23 Nov 2023	6 Oct 2023	13 Oct 2023
Distribution via Bounty Parent To Be Bag		
CASUAL RATE \$11,995		

Relevant and trusted seasonal content for Bounty members



JANUARY

Back to School



FEBRUARY

Toilet Time



MARCH

Sleep Safety



APRIL

Fertility Awareness



MAY

Mother's Day



JUNE

Winter Essentials

Relevant and trusted seasonal content for Bounty members



Sensitive Skin

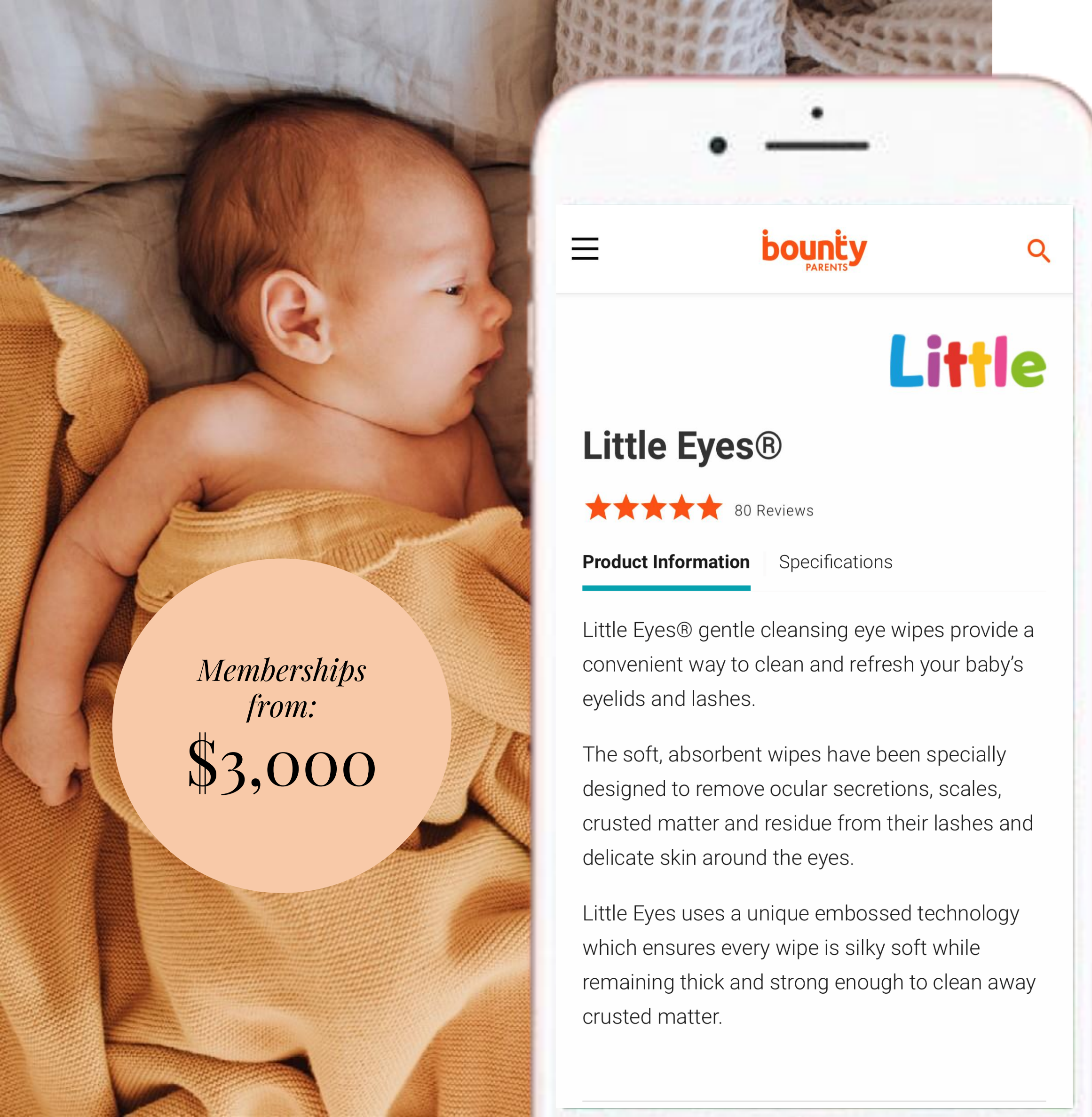
Bounty Baby
Awards

Father's Day

Natural Parenting

Summer Essentials

Christmas

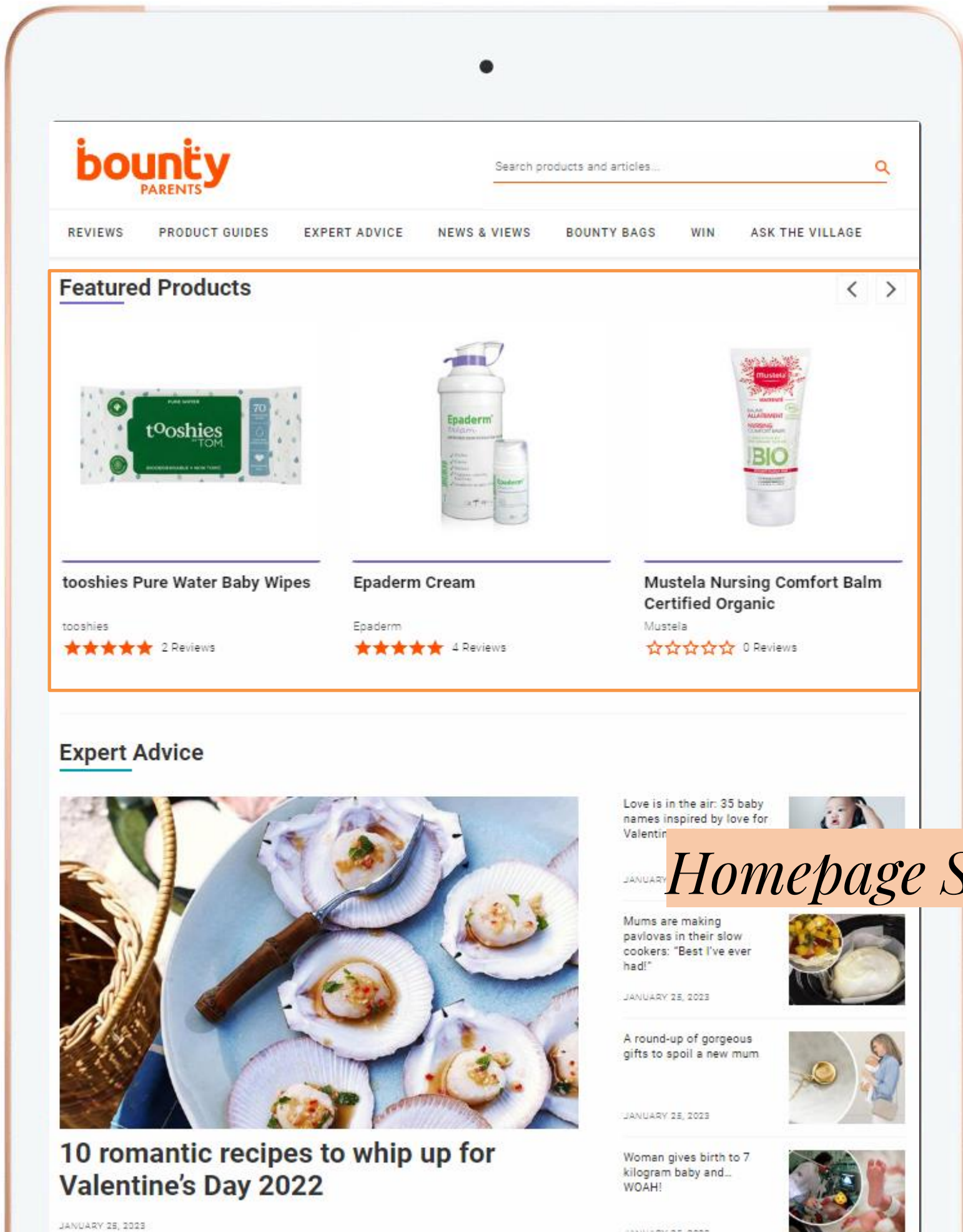
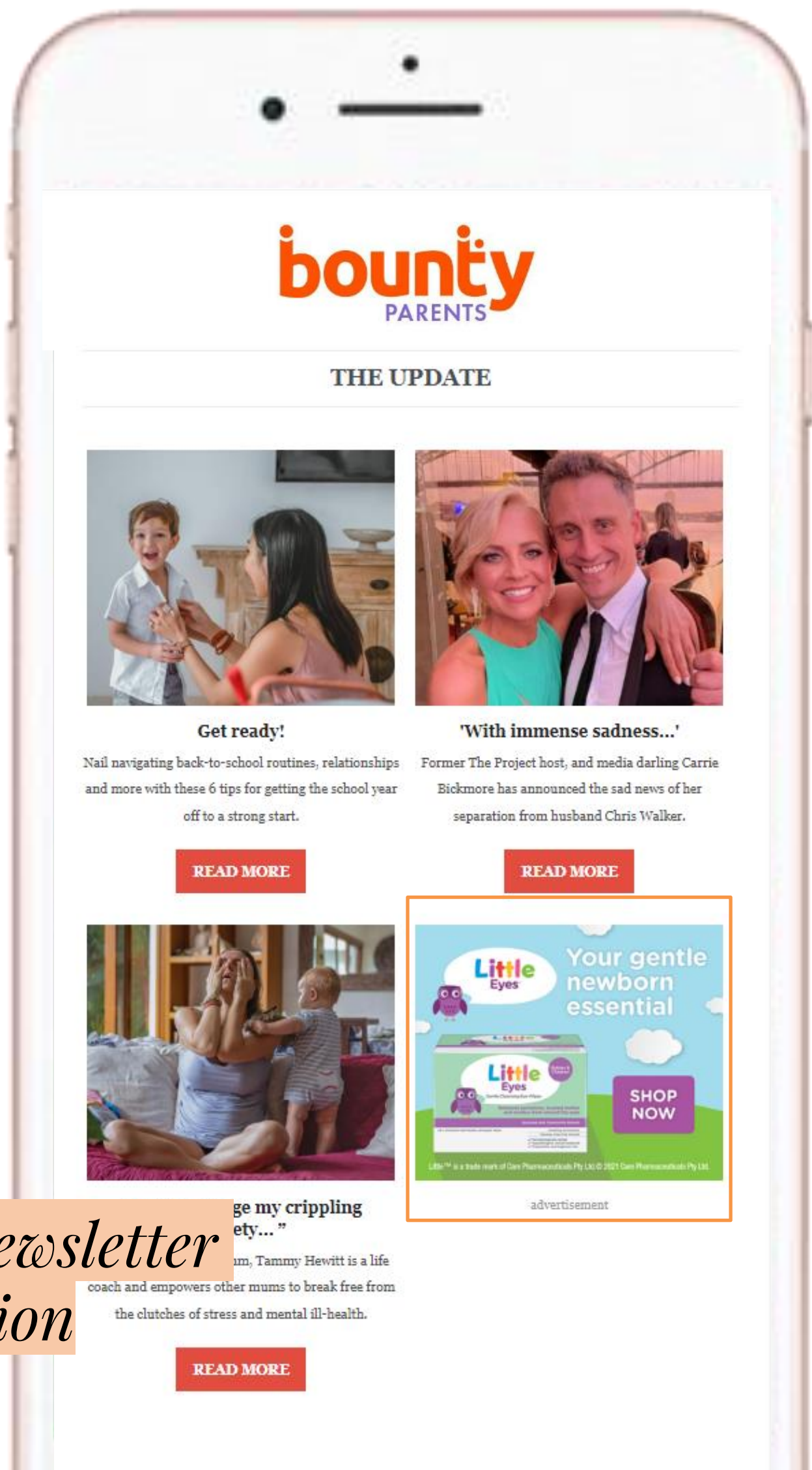


Brand + Product Listings

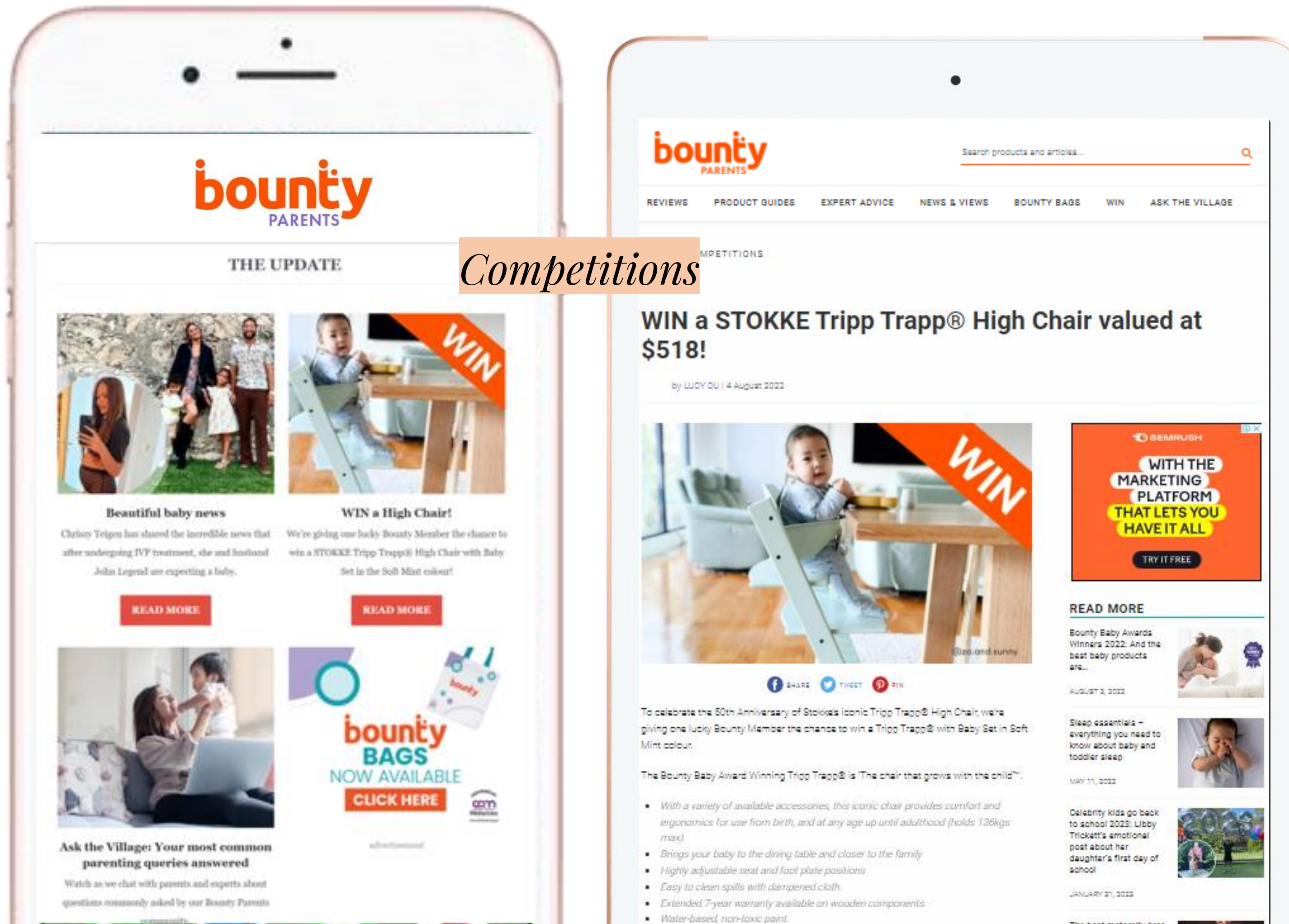
Pregnant women and new parents are seeking out product information and looking for recommendations. A brand + product listing provides visibility to this audience as a result of editorial recommendations + integration as well as strong SEO outcomes.

- Product listing with buy now links, and unlimited updates for new products, news and launches throughout the year
- List of your official retailers, consumer hotline and website link on your product listings page
- Moderated consumer-generated reviews
- Editorial coverage throughout the year for new launches and pre-existing products
- Hero product showcase
- Social media support and share options on all products listed on site
- SEO benefits for your brand
- 2 x editorial inclusions (minimum)
- 1 x branded competition hosted on site
- Review generation sampling opportunity
- Brand eligibility for annual awards

Brand + Product Listing Inclusions:



Brand + Product Listing Inclusions:



Competitions

WIN a STOKKE Tripp Trapp® High Chair valued at \$518!

by LUCY DU | 4 August 2022



SHARE TWEET PIN

To celebrate the 50th Anniversary of Stokke's iconic Tripp Trapp® High Chair, we're giving one lucky Bounty Member the chance to win a Tripp Trapp® with Baby Set in Soft Mint colour.

The Bounty Baby Award Winning Tripp Trapp® is 'The chair that grows with the child™'.

- With a variety of available accessories, this iconic chair provides comfort and ergonomics for use from birth, and at any age up until adulthood (holds 136kgs max).
- Brings your baby to the dining table and closer to the family
- Highly adjustable seat and foot plate positions
- Easy to clean spills with dampened cloth.
- Extended 7-year warranty available on wooden components.
- Water-based, non-toxic paint.



READ MORE

Bounty Baby Awards Winners 2022: And the best baby products are...



AUGUST 3, 2022

Sleep essentials - everything you need to know about baby and toddler sleep



MAY 11, 2022

Celebrity kids go back to school 2022: Libby Trickett's emotional post about her daughter's first day of school



JANUARY 21, 2022

The best maternity bags



Partnership
opportunities
AVAILABLE

Brand + Product Listing Inclusions:

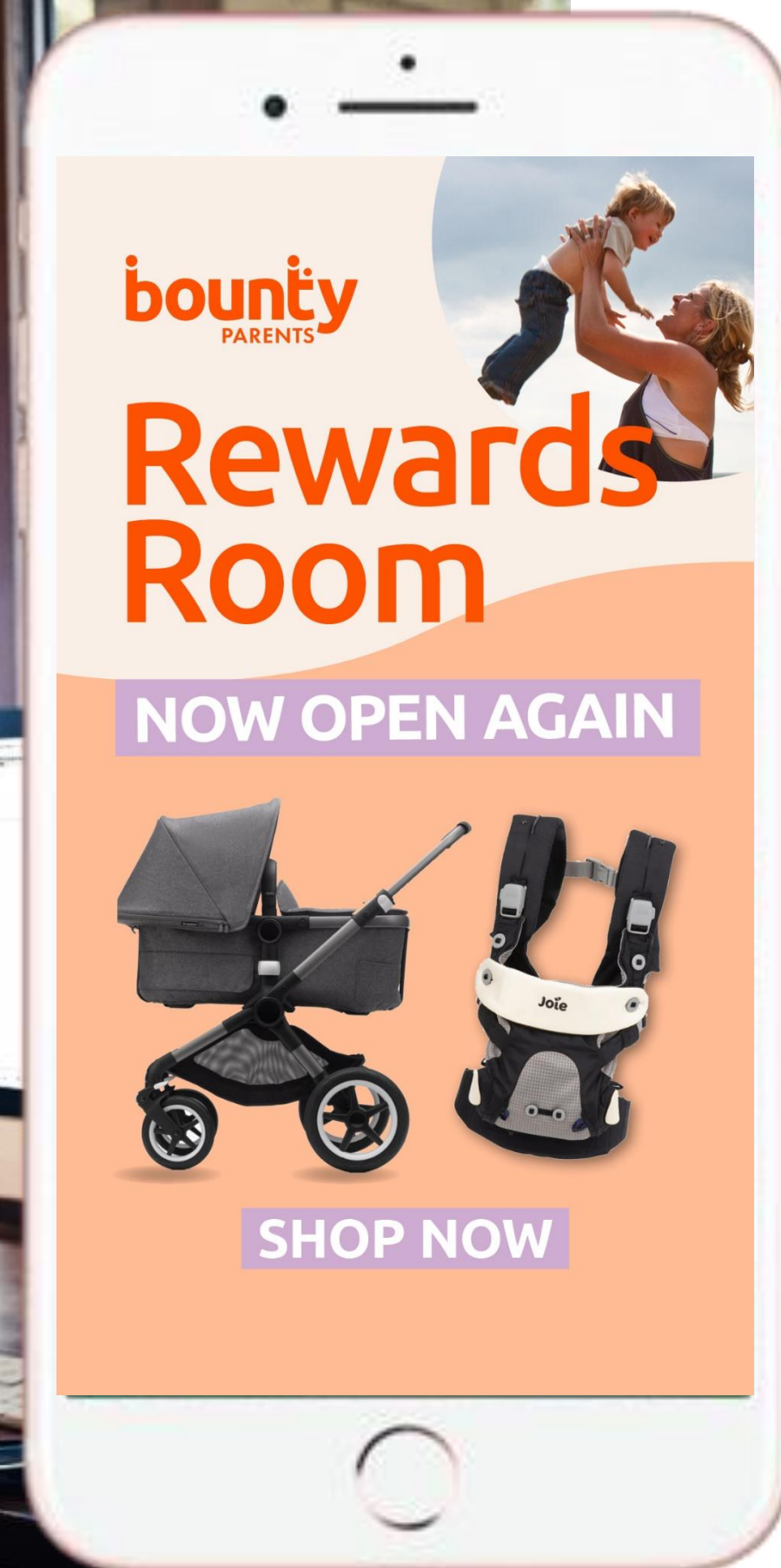
Bounty Rewards Room

Launching in August 2022, The Bounty Parent Rewards Room is our product shopfront where our members can swap their hard-earned loyalty points for products.

With an always on approach launching in 2023, members can browse a multitude of brands and products across all categories, add their favourites to their shopping basket and check-out by paying with their Bounty points.

Points are earned by being active on the site through reviewing products, commenting on articles, and contributing to Trial Teams.

Brands with Brand + Product listings can benefit from the Bounty Rewards Room by supplying products for inclusion throughout the year, in return for strategic brand support on Bountyparents.com.au.



*Sponsorship
packages*
AVAILABLE

15:15



bounty
PARENTS



Bounty Baby Awards Winners 2022: And the best baby products are...

Parents, carers and industry experts have voted
and these are the products they say are the best.



Bounty Baby Awards

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

The Bounty Baby Awards have more than 25 categories, and reach more than 500,000 potential customers enabling brands to leverage the credibility and authoritative voice of Bounty across multiple platforms.

Winners of the Bounty Baby Awards receive a customised Bounty Baby Awards dinkus to use across their marketing material, packaging and POS and will be featured across all Bounty platforms.

The 2022 Bounty Baby Awards received more than 40,000 votes from our highly engaged consumers. Contact us about your involvement this year - entries will be open from Feb 2023 for brands with Brand + Product Listings.

Cost from:
\$7,000

11:55

bounty
PARENTS

TRIAL TEAM: Bounty Parents have their say on the DermaGen Active 8 Serum

"I've tried loads of creams and moisturisers with no luck. That is, until using DermaGen Active 8 serum. It completely cleared up my eczema."

by SUSANNA XU | 24 January 2023



Trial Teams & Reviews

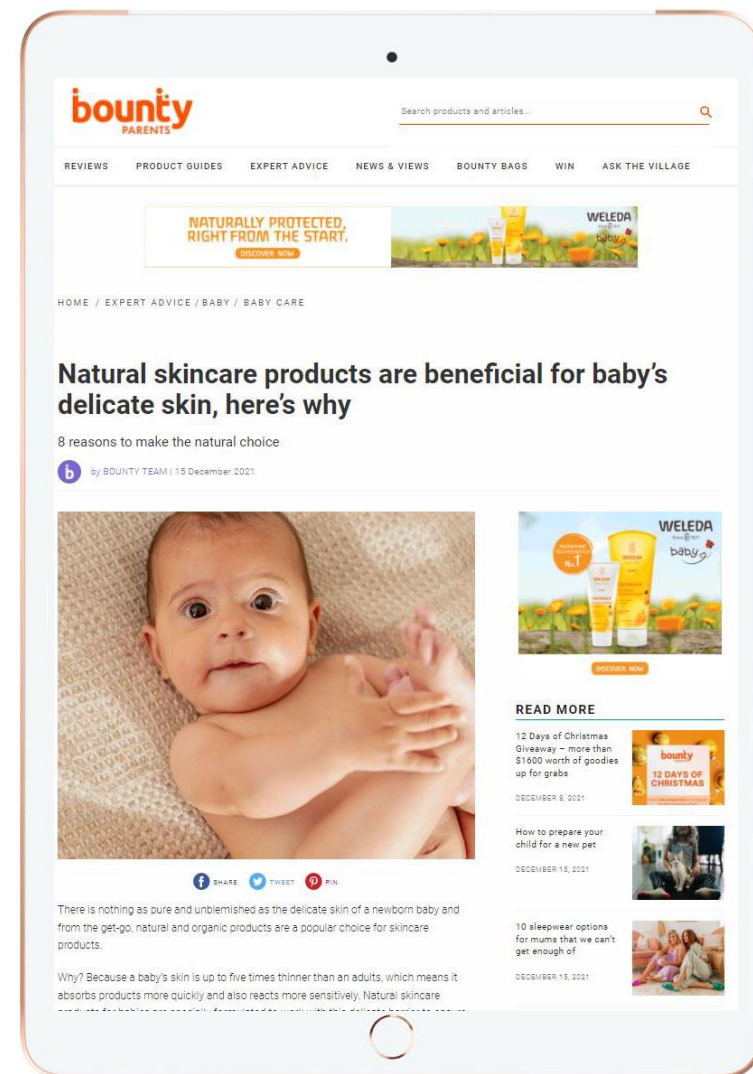
Trial Teams provide brands with consumer generated content that is directly in line with a brand's requested target audience.

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
- Native article summary page
- Editorial drivers
- Co-branded Bounty built display media banners
- 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
- Opportunity to include survey questions to gain additional insights

Bounty Content

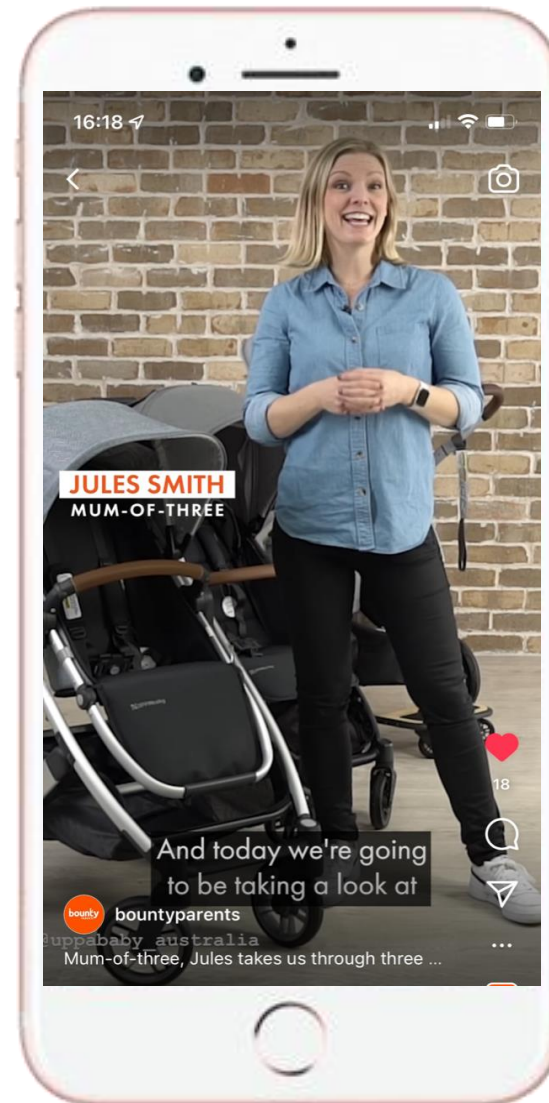
Reaching Parents through multiple touchpoints



native & video

Sponsored native and video content enable consumers to be educated and informed whilst also generating engagement with a chosen product or product range. Our talented team will provide concepts, write the content and also enable syndication opportunities

Costs from \$7,500

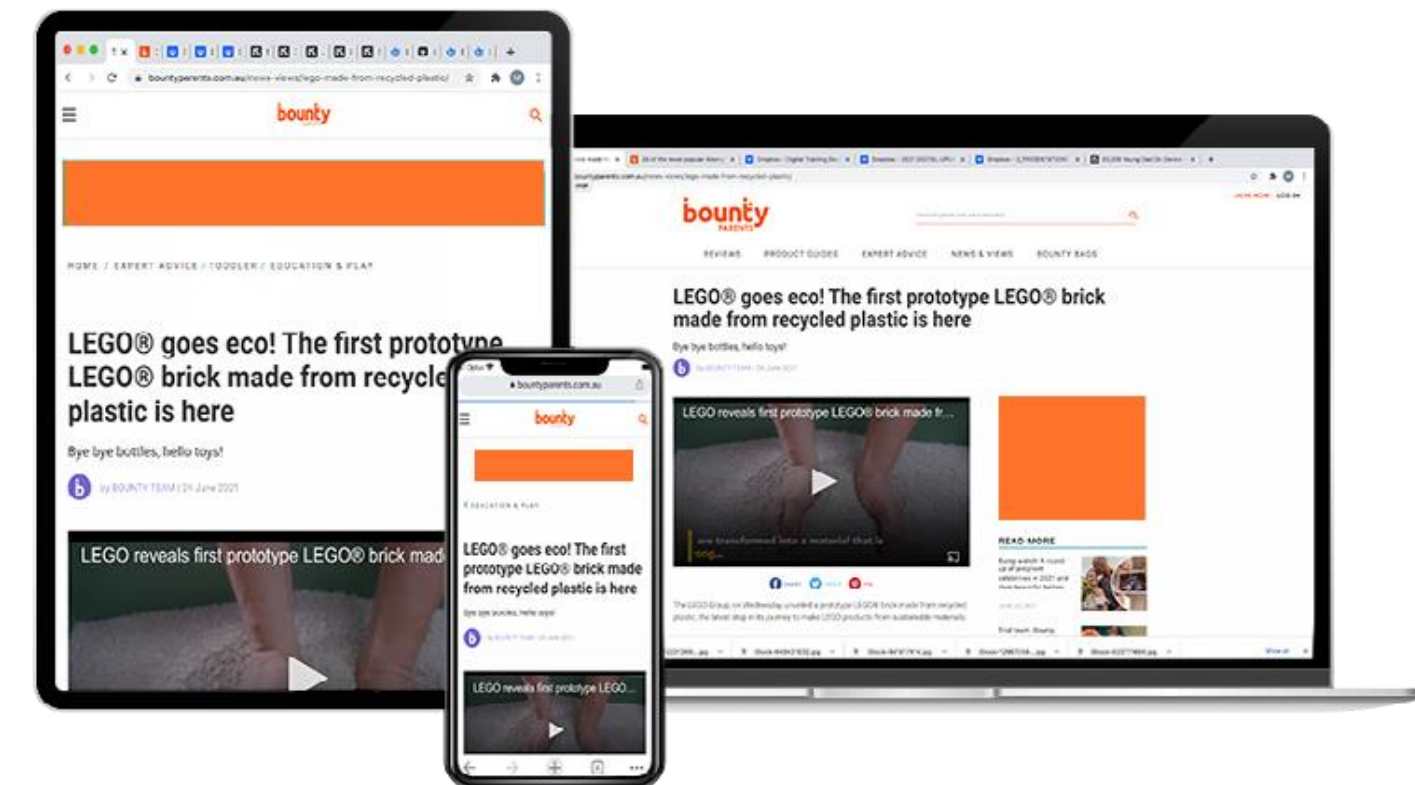
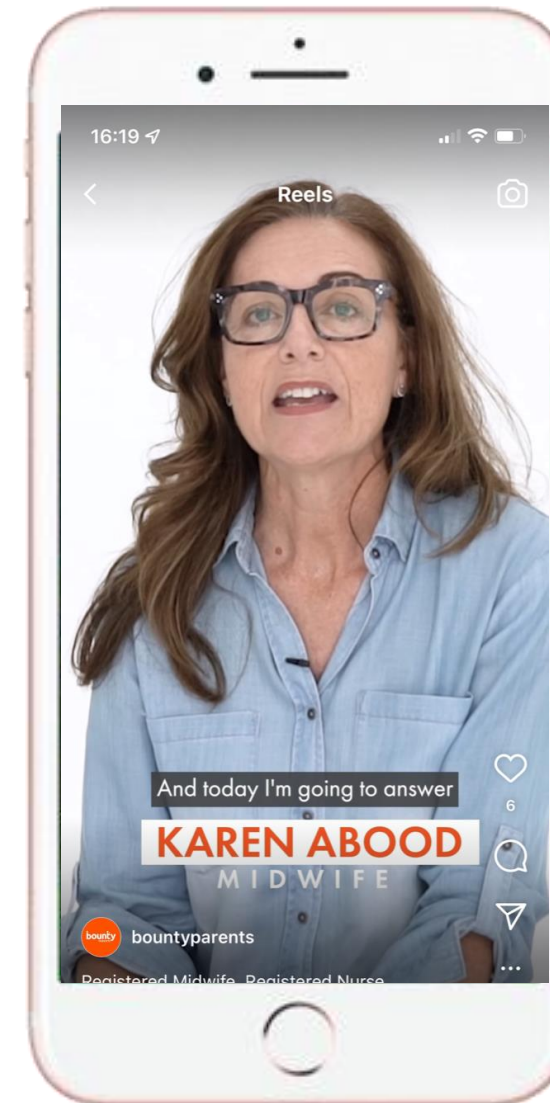


social

Social media campaigns provide a platform for communicating with consumers outside of a standard website via:

- Sponsored posts – flat lays or still images
- Stop motion video posts
- Instagram stories
- IGTV videos
- Social Competitions

Costs from \$5,000



display & take-overs

Display media is a great way to gain brand awareness. Brands have the opportunity to have their assets run across the site, on the homepage, or on a select silo, with a click-through URL directing consumers to your brand's preferred website or Bounty Parents listing.

Costs from \$30CPM

Bounty database

Our Bounty database consists of more than 100K highly engaged pregnant women and new parents and can be segmented due to their life stage. We communicate with them through our helpful milestone newsletters with personal updates; editorial newsletters that are designed to entertain and inform; solus edm's promoting offers and commercial messages.

DATABASE OPTIONS

- Solus eDM (60K)
- Editorial newsletter inclusion (140K)

INVESTMENT

Solus: \$6000 + production
Newsletter Inclusion : \$3000



Solus Open
Rate average
25%

Solus CTR
average
6%

World Health Organisation

As Bounty is compliant to the World Health Organisation (WHO) code regarding the promotion & protection of breastfeeding and supports SIDS recommendations for aiding in prevention of suffocation, Bounty CANNOT feature editorial or accept advertising for the products below.

Please speak to your Account Manager for further clarification.

RESTRICTED PRODUCTS				
Dummies	Teats	Bottles	Bottle warmers	Infant/toddler formula
Formula containers	Nipple creams	Cot bumpers	Cot pillows	Cot quilts/ doonas

