



bounty
PARENTS

2024

Why Bounty

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.



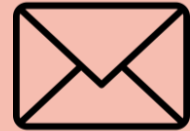
Bounty bag sampling
**Reach 450K expecting
and new parents**



bountyparents.com.au
**Reach over 200k Australian
unique users per month**



Bounty social channels
Reach 100K+



Bounty database
Reach 64K+

Sentiments For Bounty

BountyParents.com.au

97%

Bounty reviews are
credible & trustworthy.

98%

Content on Bounty
is *informative*

90%

Bounty *reviews*
influence their
thoughts on baby
products

Bounty Bags

95%

It educated them
on the products/
services in the bag

97%

Now more aware
of brands that were
in the bag *and of*
Bounty

90%

Felt more positive
about the products in
the bag after trialing
them

94%

Would recommend
products to a friend
that were in the bag

98%

More likely to
trial the products
after receiving it



BountyParent.com.au

Relevant and trusted seasonal content for Bounty members



JANUARY

Back to School



FEBRUARY

Toilet Time



MARCH

Sleep Safety
Easter Holidays



APRIL

Fertility Awareness
Bounty Awards 2024
Entries



MAY

Mother's Day
Bounty Parents
Marketplace



JUNE

Winter Essentials
Bounty Awards 2024
Voting

BountyParent.com.au

Relevant and trusted seasonal content for Bounty members



JULY

Introducing Solids

Plastic Free July

Bounty Awards 2024
Winners



AUGUST

Introducing Solids

Breastfeeding week

Bounty Bags
Sponsorships



SEPTEMBER

Sensitive Skin

Bump to Birth
Bookings



OCTOBER

Natural Parenting

Eco-Living



NOVEMBER

Summer Essentials

Summer Travel

New Bump to Birth
Issue



DECEMBER

Christmas Guide

Multiple Touch Points

National
Distribution

210k
Annually



PARENT-TO-BE

Received between 12-20 weeks of pregnancy and is distributed by Midwives in hospitals, Pharmacies, ultrasound clinics, GPs and Obstetricians

National
Distribution

240k
Annually



NEW PARENT

Received by parents 24-48 hours after having their baby and is distributed by Midwives in hospitals, Pharmacies, ultrasound clinics, GPs and Obstetricians

National
Distribution

100k
Annually



PARENTING ESSENTIALS

LAUNCHING JUNE 2024

Received by parents with children one to four years of age through pharmacies

* Please note that the Practical Parenting bag is a mockup only and design will differ on final product.



Bump to Birth Magazine



Reaches
over

210k

Pregnant
Women

- 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
25 November 2024	7 October 2024	14 October 2024
Distribution via Bounty Parent To Be Bag		

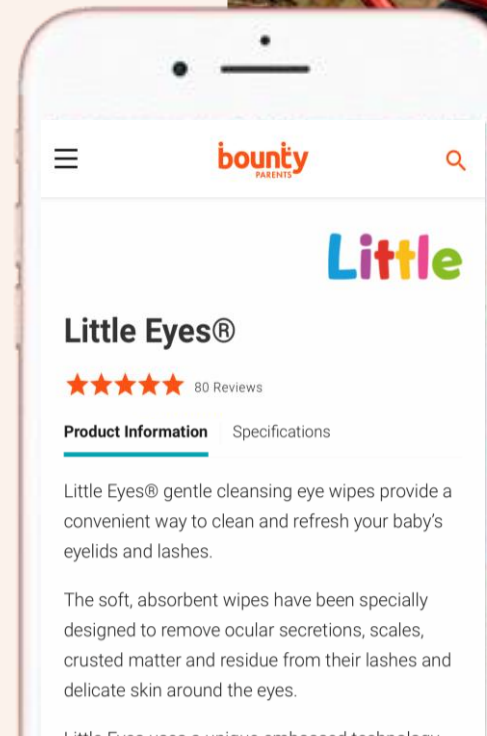


Bounty Membership

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.

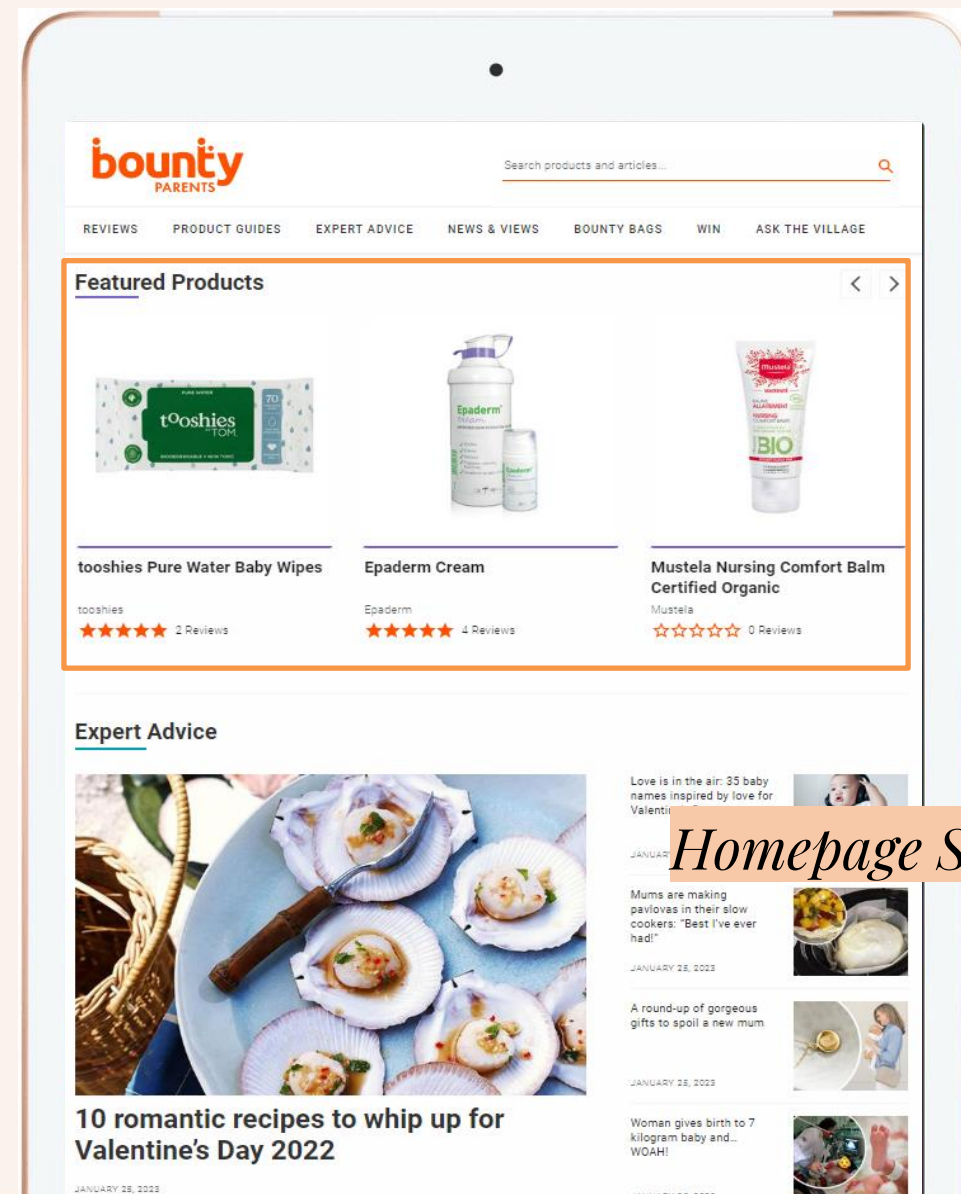
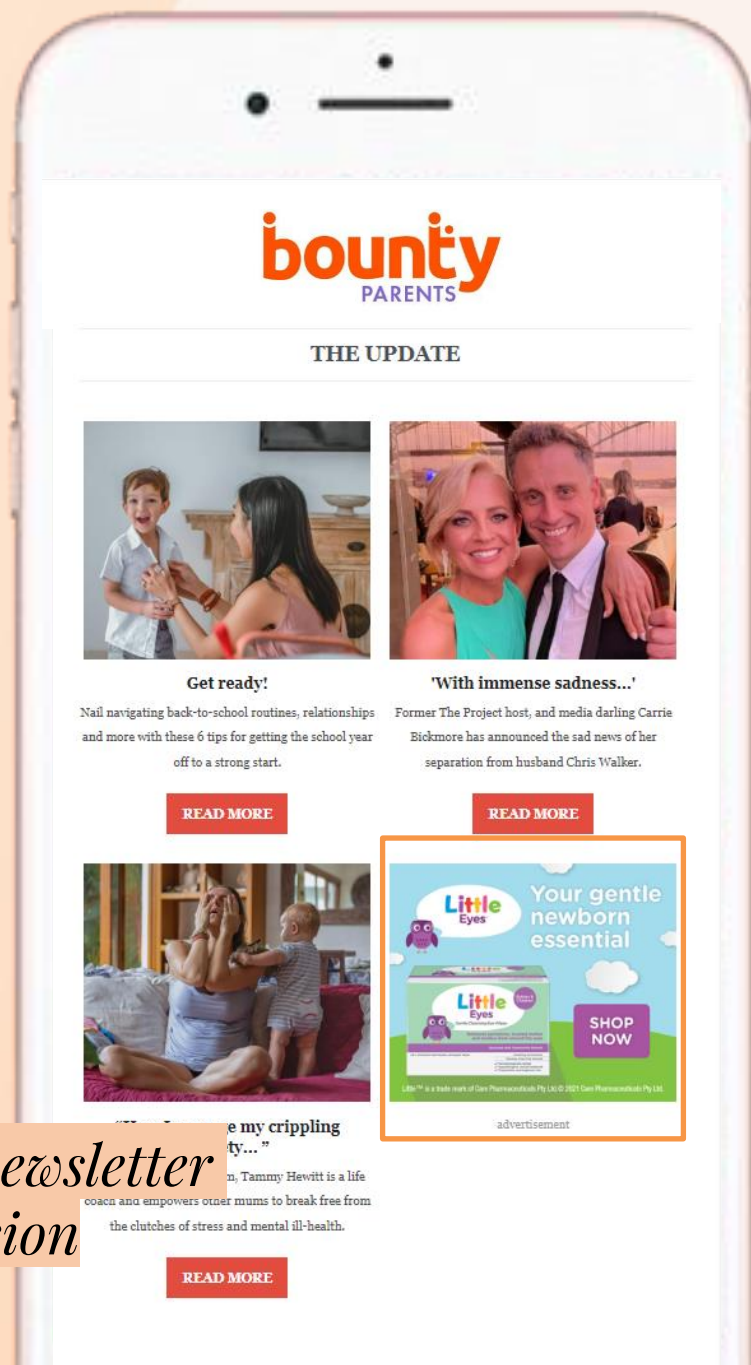
- Product listing with buy now links, and unlimited updates for new products.
- List of your official retailers, consumer hotline and website link on your product listings page
- 10 Guaranteed Reviews on a selected product
- Platform to gain organic moderated consumer-generated reviews
- Hero product showcase on product listing
- SEO benefits for your brand
- 2 x guaranteed editorial inclusions (minimum)
- 1 x Homepage Featured Product mention
- 1 x branded competition hosted on site
- 1 x Brand entry into for annual awards
- 1 x MREC in newsletter sent to 60K subs

Cost From: \$2,500 +GST



Brand + Product Listing Inclusions:

Editorial e-newsletter
MREC inclusion



[REVIEWS](#)
[PRODUCT GUIDES](#)
[EXPERT ADVICE](#)
[NEWS & VIEWS](#)
[BOUNTY BAGS](#)
[WIN](#)
[ASK THE VILLAGE](#)

Contestations

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

by LUCY DUNN | 4 August 2022

WIN

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

WITH THE MARKETING PLATFORM THAT LETS YOU HAVE IT ALL

TRY IT FREE

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 2023: Libby Tricklett's emotional post about her daughter's first day of school

JANUARY 27, 2023

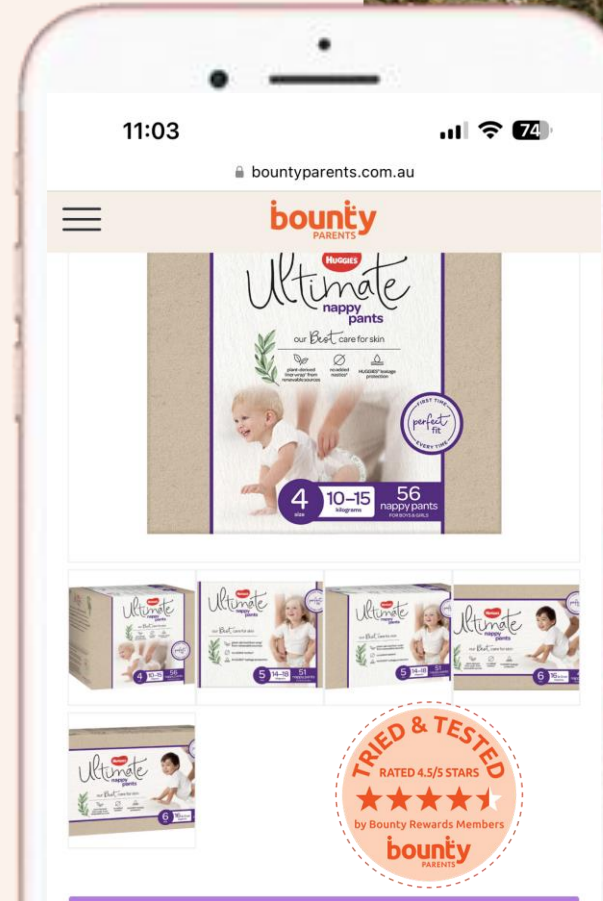
Trial Teams

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

Cost From: \$6,500

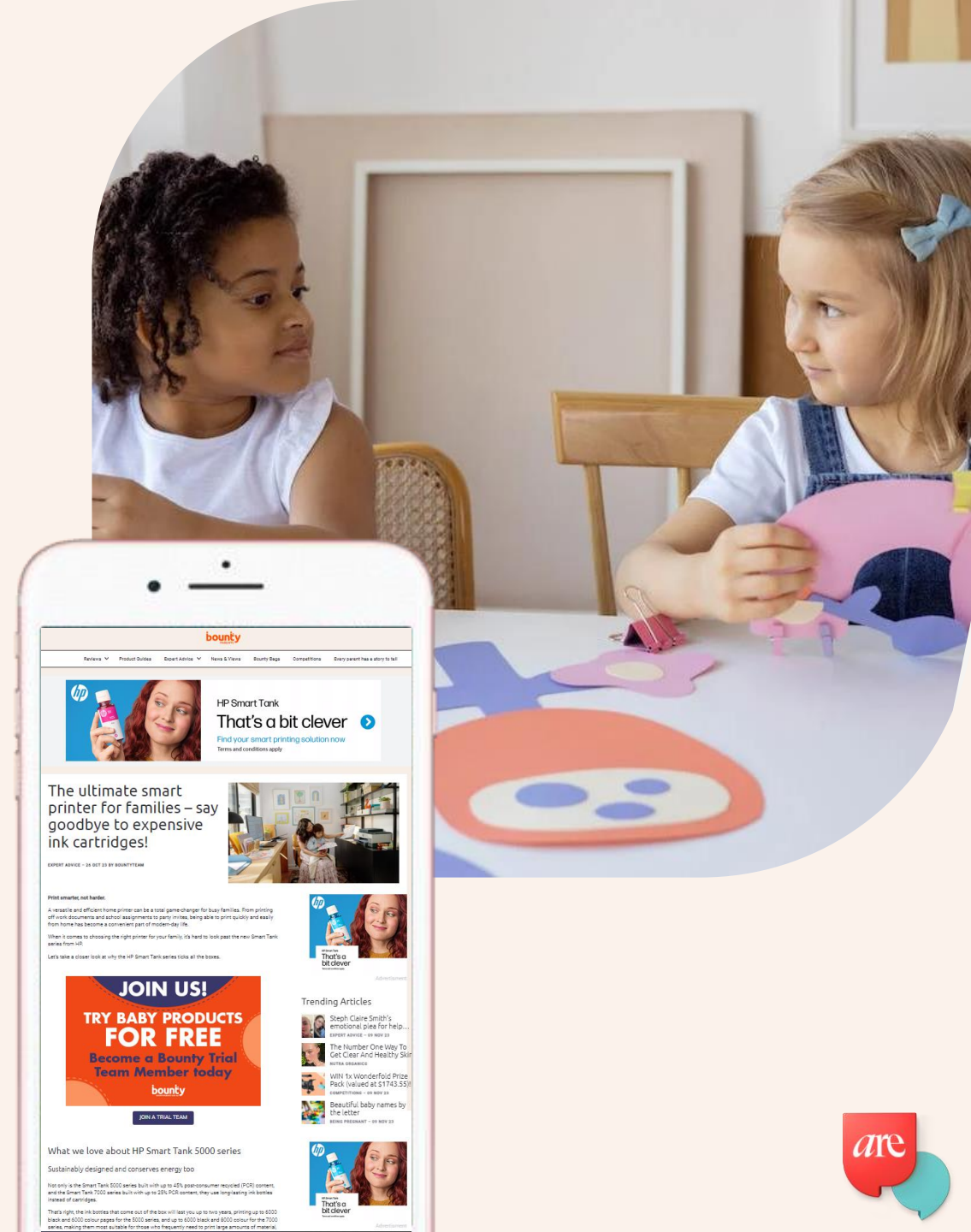


Native Content

Stand out with your own content piece whilst also educating and informing your target audience. Included in this package is as follows:

- Full briefing form will be filled in by a client to ensure the editorial team understand your brand and your objectives prior to writing content.
- 2 x rounds of changes allowed and approval before publishing on site
- 1 x native piece of content promoted for a 6-week period across Bounty Parents and Are Media sites.
- 100% display media ad's surrounding content for campaign period
- 1 x social media driver to 60,000 fans
- 1 x newsletter driver to 64k subscribers
- Opportunity to include a lead generation link at the bottom of the article to drive audience to your website.

Cost From: \$6,000



Video and Social Content

Video Content:

We can create video content specifically about Playgroup and highlight its benefits. This can be shared on your website as well as on social media. This is a great way to engage our audience.

Social Posts:

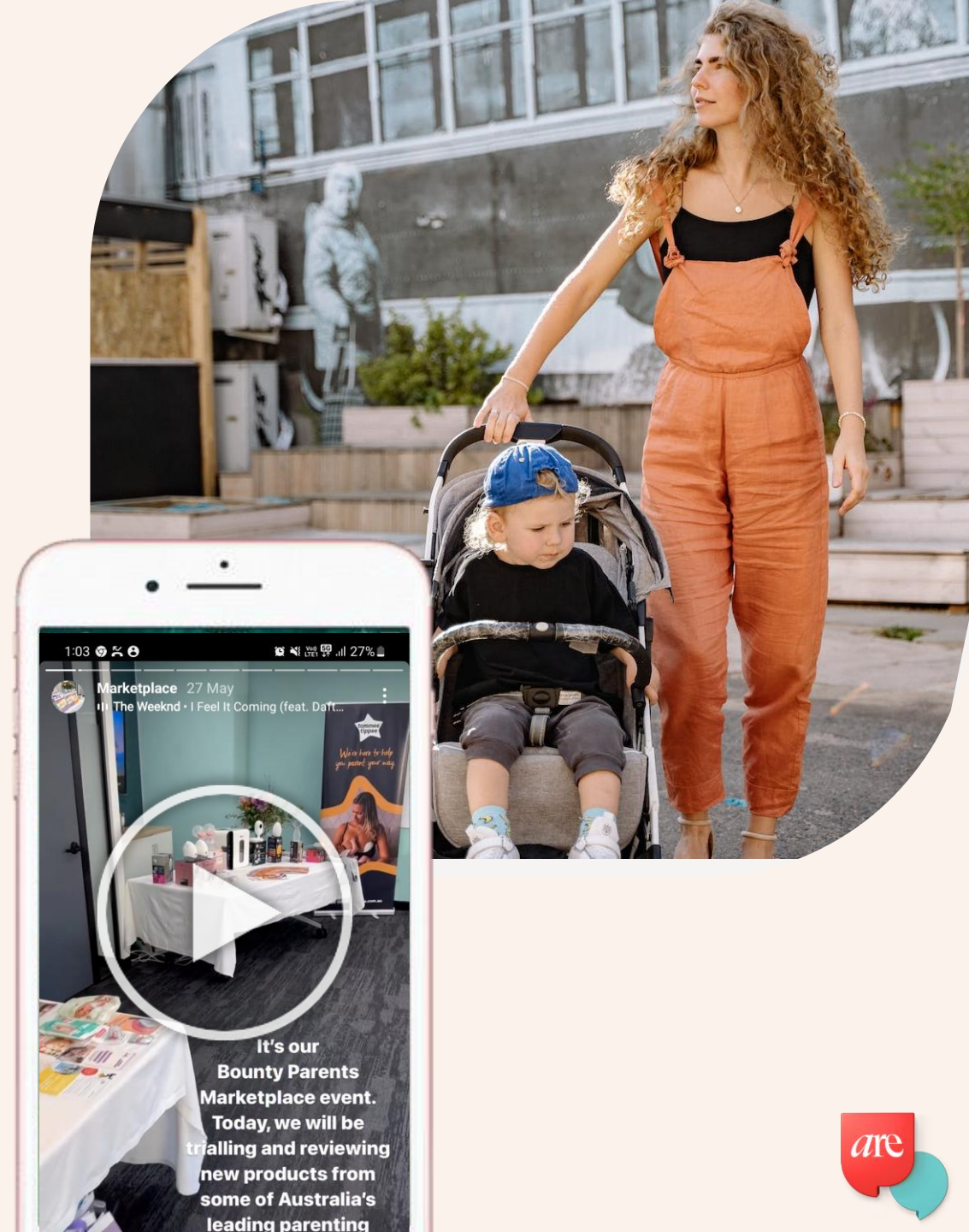
We can share updates or details on Playgroups around Australia. Or we can create a fun reel/story, engaging our social audience on both Bounty and Practical Parenting Social accounts. The possibilities with socials is endless.

Using our expert team and talent, we can make something bespoke to Playgroup

Examples:

[Antenatal Series: Pregnancy](#)
[Instagram Reels](#)

Cost From: \$5,000



Display Media & eDMs

Display Media

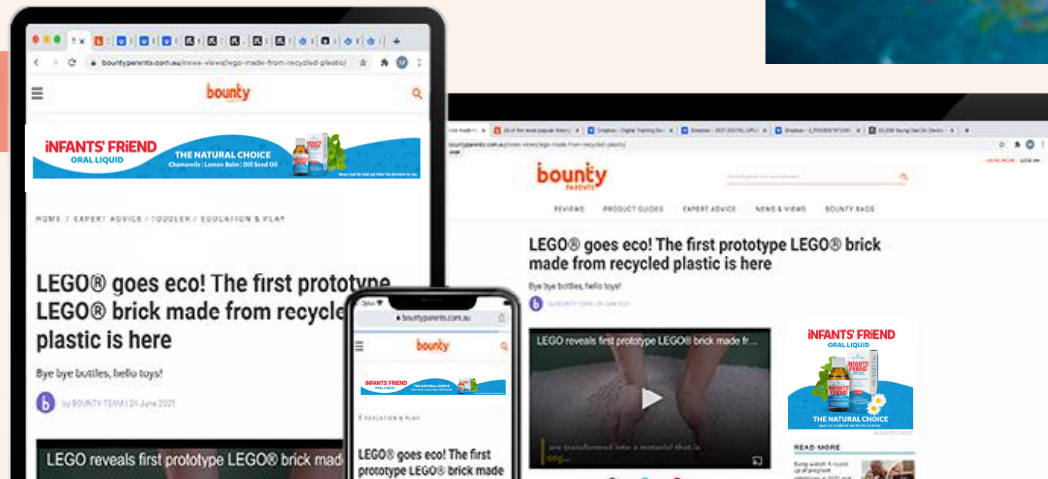
A great way to gain brand awareness is with Display Media. Have your assets run across the site, on the homepage, or within a selected category, with a click-through URL directing consumers to Playgroup

Cost From: \$36 CPM

eDMs

Our Bounty database consists of more than 64K highly engaged pregnant women and parents. Playgroup have the opportunity to be highly targeted with the members that we communicate with.

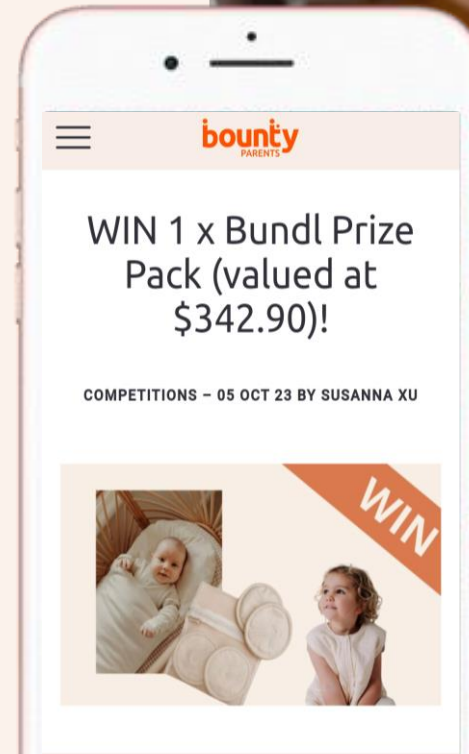
Cost From: \$6,000



COMPETITION SPONSORSHIP

- Brand exclusive competition landing page, with 100% SOV of surrounding display media
- 40,000 ROS Bounty Parents created display impressions
- Instagram, Facebook driver, and editorial e-newsletter driver
- 250,000 network teaser impressions driving to competition landing page
- Consumer data through 5 question brand survey (competition entry requirement)
- Data share of competition entry consumer data
- Instagram story and grid post assets for brand use promoting competition
- Brand supplied prize pack with a minimum value of \$1,000

Cost From: \$5,000





THANK YOU