



## our philosophy

WELCOME TO THE BEST IN  
PREGNANCY • BIRTH • INFANCY  
• EARLY CHILDHOOD

**My Child's** website, [mychildmagazine.com.au](http://mychildmagazine.com.au), supplements the in-depth pregnancy and parenting content of **My Child** magazine and is designed to support its loyal readers while reaching a wider audience by providing an online community for like-minded people.

A highly interactive website, [mychildmagazine.com.au](http://mychildmagazine.com.au) offers an up-to-the-minute **My Style blog** about the latest fashion, interiors, toys, art and more from Australia and around the globe, highlighting all the hottest products and designers!

There are loads of competitions, giveaways and special offers, along with a comprehensive events guide, a shopping directory, subscriptions capability and expert Q&As for mums-to-be and new parents.

In addition, our **monthly eNewsletter** drives traffic to the site as well as functioning as a mini-magazine in between issues.

Our website has a simple philosophy – to be a trusted, reassuring resource. **Mychildmagazine.com.au** meets the needs of modern mums.

Welcome to our wonderful online community.

*Lise Taylor*

Lise Taylor  
Publisher & editor

## fact file

A RANGE OF STRATEGIES  
ARE IN PLACE TO PROMOTE  
[MYCHILDMAGAZINE.COM.AU](http://MYCHILDMAGAZINE.COM.AU)

### MAGAZINE & ENEWSLETTER

The site is promoted in both **My Child** and our monthly eNewsletter, which is designed to drive traffic to the site.

### LATEST STATISTICS @ 1/3/10

- 3.8 million hits in the last year
- 1.3 million page impressions in the last year
- 72,000 unique visitors in the last year
- 57,400 new visitors in the last year
- Website ads are each receiving 32,600 page impressions a month
- Our monthly eNewsletter has over 9,500 subscribers

### KEY PARTNERSHIPS

We have reciprocal promotional relationships with a number of companies:

- Essential Baby, Australia's largest parenting website, has over 179,000 members
- Hello Babe, a free sample bag that's distributed directly to expectant and new mums across Australia. **My Child** is distributed in a large proportion of them
- Australian Breastfeeding Association
- Nursingwear
- Kindergallery
- Kid Style File
- Babyology
- Bambini Pronto
- And more...

## website profile

### A HIGHLY INTERACTIVE SUPPORT COMMUNITY FOR PARENTS

A quality information resource for mums-to-be and parents of children aged up to five, mychildmagazine.com.au speaks to AB and C mothers aged 20 to 45. This makes it an ideal vehicle to help you reach your target market, particularly as it is supported by **My Child** magazine.

### MY STYLE BLOG

Our weblog is the place to go for stylish brands, whether they be fashion, interiors, organics, eco or children's art based.

### STREET STYLE

A new section where magazine readers and site users get to express their sense of style.

### GIVEAWAYS & SPECIAL OFFERS

For our users – always popular.

### ASK THE EXPERTS

Objective, useful advice on everything from obstetrics, natural health and child psychology to breastfeeding, nutrition and children's early development from our experts.

### SHOPPING DIRECTORY

Get your products in front of discerning parents who want the best for their children. Browsing categories include everything from mums-to-be, organics and interiors to fashion and health.

### ENEWSLETTER

Our monthly eNewsletter acts as a mini-magazine between issues and includes great giveaways, interviews, the hottest products and more.

### CAMPAIGNS

We are involved in ongoing campaigns to help new mums, for example Feel Free to Feed supports breastfeeding mums at work and in public. Contact us for sponsorship opportunities.



# online advertising rates

| AD SIZE                    | 1 MTH | 3X    | 6X    | 12X     |
|----------------------------|-------|-------|-------|---------|
| Banner                     | \$150 | \$400 | \$700 | \$1,200 |
| eNewsletter                | \$150 | \$400 | \$700 | \$1,200 |
| Shopping directory listing | n/a   | \$100 | \$180 | \$300   |

- Maximum of 20 rotating ads on every page of the website.
- Maximum of 10 eNewsletter ads.
- All rates exclusive of GST.
- Bookings valued at \$500 or under require upfront payment.
- 10% commissionable for agencies

# website & newsletter ad specs

Specs 125px tall x 125px wide Maximum file size 50k  
 Animated gif, gif and jpeg formats available (no flash)

## AD MATERIAL DEADLINE

25th of the prior month

## EMAIL MATERIAL TO

webads@poppetgroup.com.au

## TECHNICAL QUERIES

Email brian@poppetgroup.com.au or call 02 9571 8596.

# creative rates

We are happy to design your ad for you. All materials to be supplied. One design option is offered for approval and one set of modifications is included, then extra charges will apply.

|                            |       |
|----------------------------|-------|
| Animated ad                | \$150 |
| Static ad                  | \$100 |
| Shopping directory listing | \$0   |



# contact us

We are always happy to help with your advertising campaigns. Please contact us for more information.

## ADVERTISING

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## WEBSITE EDITORIAL

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## ENEWSLETTER EDITORIAL

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