

A close-up photograph of a woman with her eyes closed, gently holding a sleeping baby. The woman's face is in profile, looking down at the baby. The baby is also sleeping peacefully, with its head resting against the woman. The lighting is soft and warm, creating a tender and intimate atmosphere. The background is a plain, light-colored wall.

bounty

2021 MEDIA KIT

bounty

A TRUSTED RESOURCE FOR TODAY'S PARENTS

Bounty is an established brand that has been providing trusted information to expecting and new parents for more than 30 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 500K expecting and new parents



bountyparents.com.au
Reach 155K Australian unique users



Bounty social channels
Reach 100K+



Bounty database
Reach 100K+

Bounty Bag sampling

- Bounty Bags have been connecting with expecting and new parents for 35 years. We deliver information and samples to them via our hospital distribution at a time when they are highly receptive to new products and services.
- The Bounty Parent To Be Bag delivers relevant information and samples to pregnant women from 13 -20 weeks pregnant. Bounty Parent-To-Be connects with expecting parents at the beginning of their parenting journey, educating and building confidence for the months ahead.
- The Bounty New Parent Bag delivers trusted information and samples to new parents within 48 hours of having their baby at a time when they are researching new products and services.
- 92% of Bounty Bag recipients are more likely to purchase as a result of having seen it in their Bounty Bag demonstrating that exposure and trial at these formative times leads to strong brand awareness and sales conversions.*

*Bounty survey 2019

SAMPLING OPTIONS

Cost per thousand from \$425

Distribution can be broken down by state and metro areas

Campaign timings from 3 months



Bounty New Parent Bag

**NATIONAL DISTRIBUTION:
262,000 PA OR 81% OF NEW MOTHERS**

Bounty Parent To Be Bag

**NATIONAL DISTRIBUTION:
241,893 PA OR 78% OF PREGNANT WOMEN**



Bump to Birth magazine

- Bounty's annual magazine Bump to Birth will be distributed to over 200,000 pregnant women and new mothers around Australia. Inserted into the Bounty Parent To Be bag for 12 months, as well as being distributed by our Bounty field force through key hospitals post-natal, Bounty's Bump to Birth delivers highly relevant content to both pregnant women and new mothers at a time when they are seeking out information.
- Editorial content will focus 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.

MATERIAL SPECIFICATIONS (FULL PAGE)

Bleed: 305 x 230 mm Trim: 295 x 220 mm Type: 275 x 200 mm

Material to be uploaded via adsend or quick cut under Expert Parenting magazine.

COVER DATE	BOOKING DEADLINE	MATERIAL DEADLINE
Nov, 2021	Friday 24th, Sept 2021	Friday 15th, Oct 2021
Distribution via Bounty Parent To Be bag + major hospitals via our Bounty field force post-natal		
CASUAL RATE \$15,871		

bountyparents.com.au

Brand + Product listing

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.

INCLUSIONS:

BRAND PAGE	PRODUCT LISTINGS	CONTENT MANAGEMENT
<ul style="list-style-type: none">• Brand page featuring hero image carousel with option to embed video• Brand name, logo and bio• Stockist information• Website and social media links• Featured product	<ul style="list-style-type: none">• Product name and image• Option to embed video• Product description + Buy Now button• Customer review	<ul style="list-style-type: none">• List up to 50 products with unlimited updates• Quarterly insights• Annual post campaign reports• Guaranteed minimum 2 x editorial inclusions• Prioritised for all editorial product guides• Option to participate in giveaways• Bounty Baby Awards entry

12 MONTH INVESTMENT: \$3000 + GST P.A.

Trial Teams & Reviews

Bounty members are rewarded with Bounty points that can be redeemed for cash vouchers or baby products. This encourages a high level of response to our Trial Teams and encourages maximum reviews on the product.

Bounty members complete a survey and trial and review the product providing valuable insights that are then amplified via various Bounty channels. Results can also be used on brand's own marketing platforms.

Trial teams ensure guaranteed trial and reviews that help optimise SEO and lead to strong sales conversions.

- **Star rating dinkus**

Bounty Tried & Tested dinkus will be supplied for use across your marketing material & owned assets

- **Advertorial**

The product and customer reviews will be promoted across bountyparents.com.au and other Bounty platforms

- **Customer reviews**

An independent panel will be recruited based on the demographic profile of your target audience

BOUNTY TRIAL INVESTMENT

10 person trial team	\$6,000	20 person trial team	\$10,000
50 person trial team	\$15,000	100 person trial team	\$20,000

100-500 - to be costed pending product

TRIAL TEAM ADD ONS

Video option

To further drive product awareness, we can create a trial team video incorporating real parent reviews. Each trial video will feature up to 5 parent reviews and will be edited to ensure a highly engaging, educational video that can be embedded within the trial team article and also used on clients own brand platforms.

Investment from \$3000



Bounty Baby Awards

The Bounty Baby Awards provide expecting mums and new parents with a trusted list of the best products in market, as voted for by our expert panel and consumer vote.

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 2021 Bounty Baby Awards received more than 40,000 votes from our highly engaged consumers. Contact us about your involvement next year - entries will be open from May 2022.

COST TO ENTER

One product entry = \$1500

Any product thereafter = \$500

*Clients must supply a minimum of one product for testing



Native content

Our Bounty editorial team create highly relevant, bespoke editorial content that will drive engagement and brand awareness.

Native content is amplified across multiple channels delivering an impactful campaign for clients.

INCLUSIONS

- Editorially curated article based on client brief
- 100% SOV of surrounding display media on the article page for 4 weeks
- Up to three product/brand mentions within the article linking to relevant URL
- 150,000 co branded banners promoting the article ROS
- 1 x social driver to promote the article
- 1 x article inclusion in Bounty lifestyle newsletter
- Guaranteed 5000 page views
- Post campaign report with delivered page impressions, CTR, average time spent on page and page views

INVESTMENT

From \$7500

Native video

Our video team can create engaging content that can be amplified across multiple channels ensuring a high level of brand awareness.

SOCIAL REELS

Our audience is highly engaged on social and are looking for bite sized reels to keep them up to date, entertain and educate them. A social reel is a great way to get your message to this audience whilst leveraging our trusted Bounty brand.

INVESTMENT

From \$3000

LIFESTYLE VIDEO

Our Bounty team can create entertaining, informing video content that can be amplified across various channels with guaranteed video views. Whether you want to leverage our Bounty experts in a Q&A style format, or access Real Mums, we can deliver content that is is engaging.

INVESTMENT

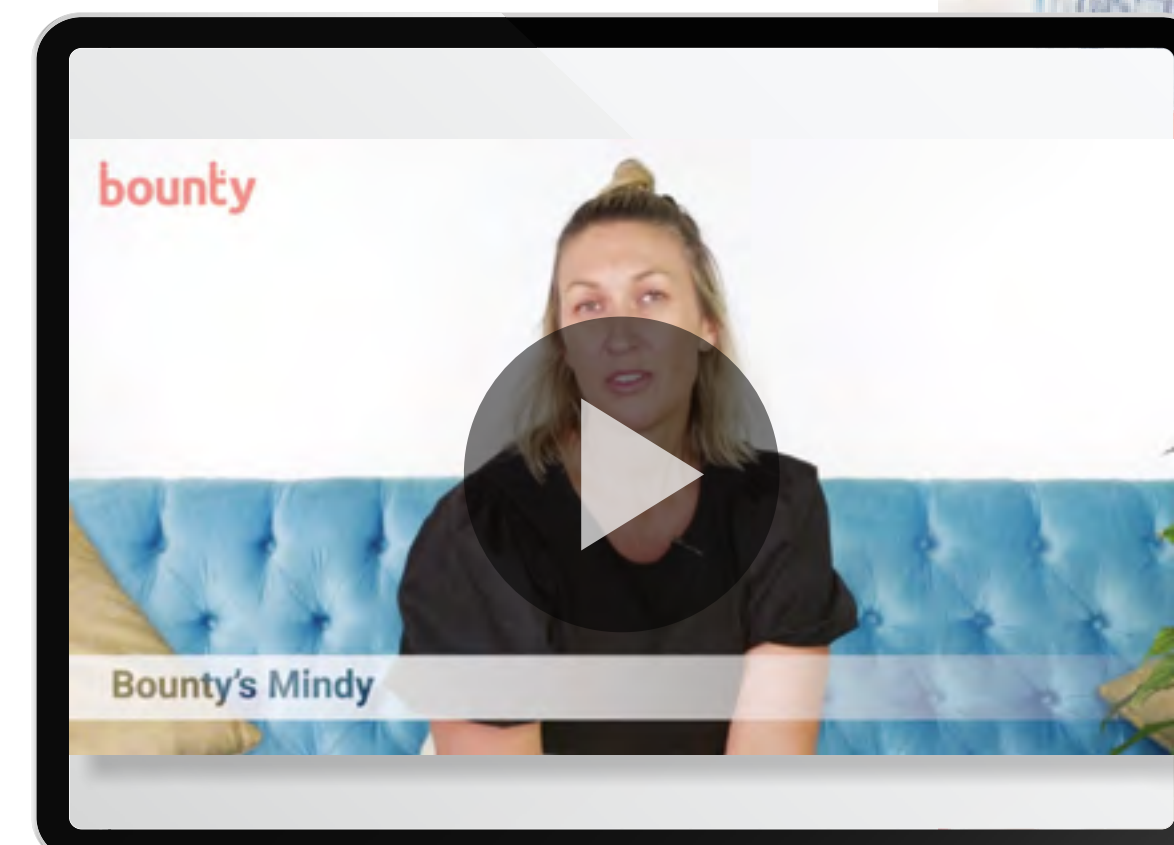
From \$8000

PRODUCT VIDEO

If your product needs further explanation or demonstration, then consider an informative product video which can be embedded within your product listing and also promoted across Bounty social channels + clients own brand platforms.

INVESTMENT

From \$5000

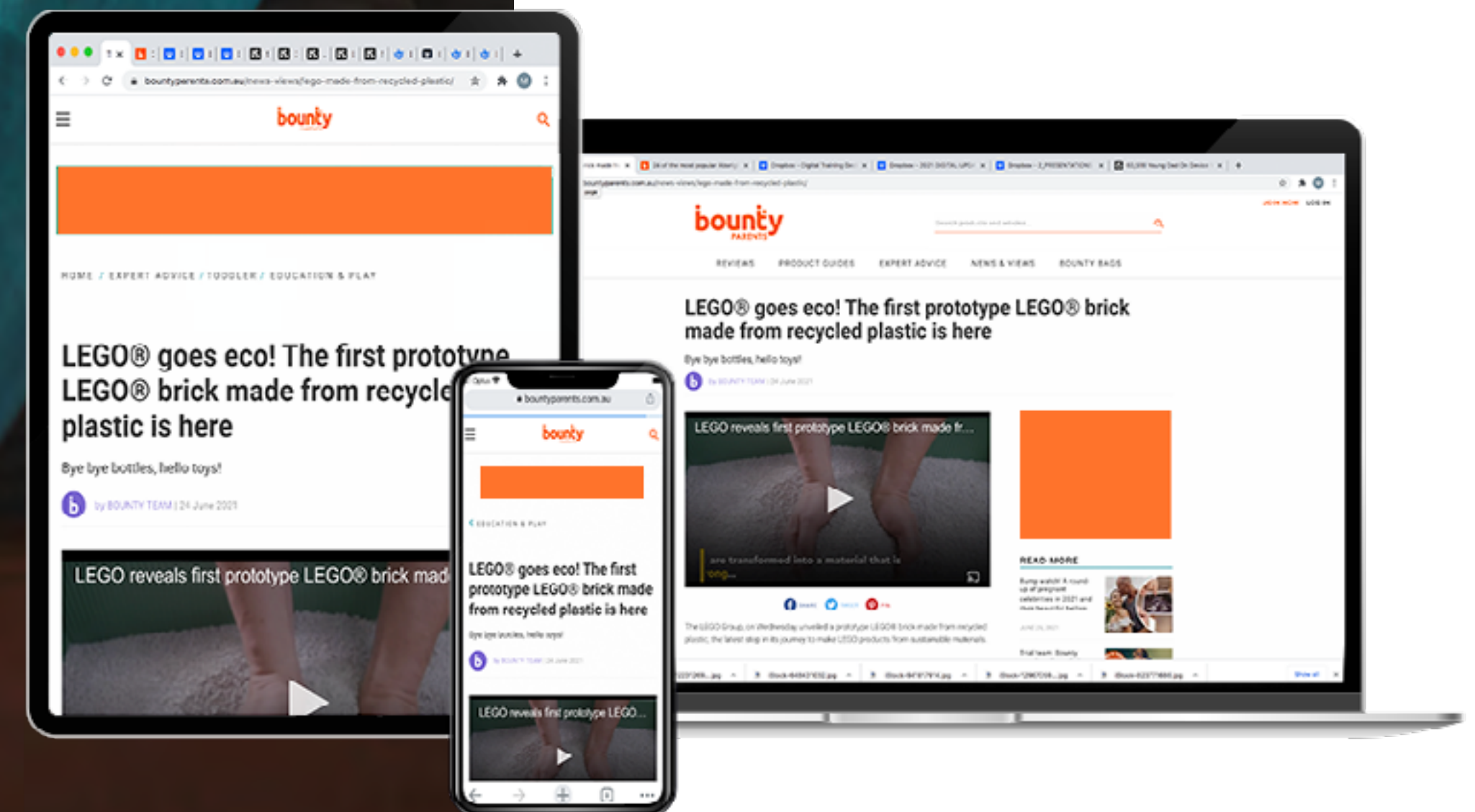




Display media

Bounty can deliver a range of high impact display media that will ensure your brand remains top of mind and is placed within a highly contextual environment.

CPM FROM \$15



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
- ◆ Milestone newsletter inclusion
- ◆ Editorial newsletter inclusion

INVESTMENT

From \$100 per thousand



Open rate
average
25-45%

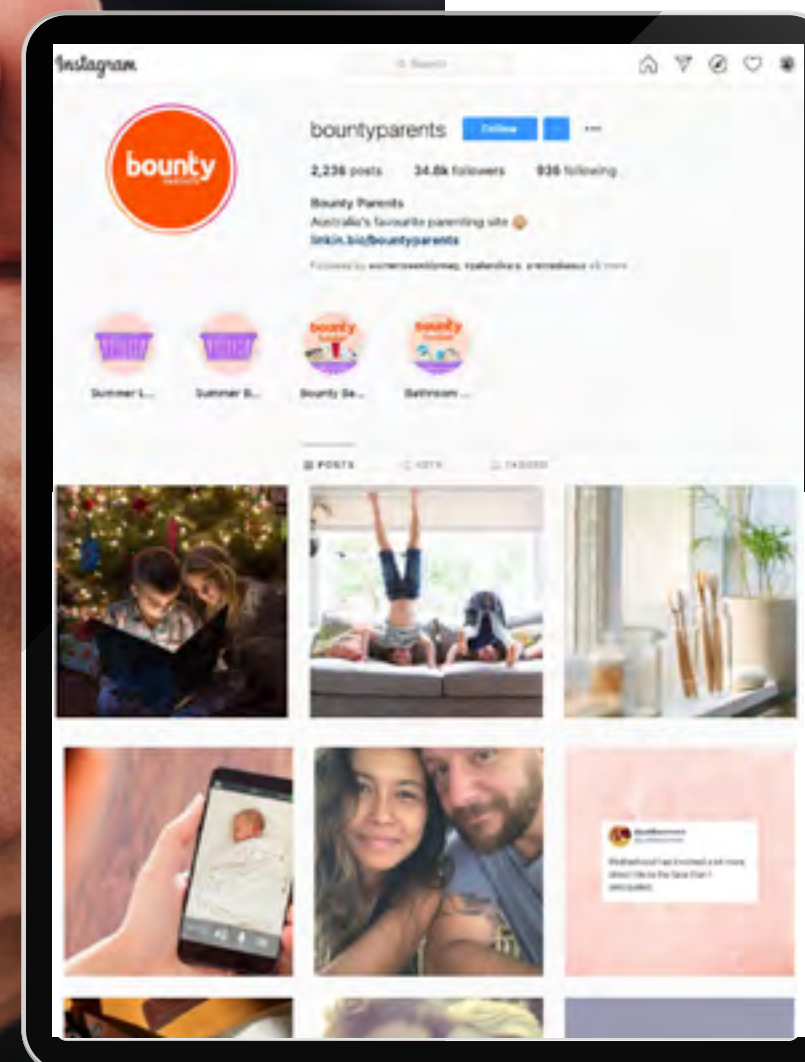
Click through
average
20-40%



Bounty social

Bounty Parents social channels provide an agnostic platform to promote your product or brand message. Our combined audience of 100K across both Facebook and Instagram deliver a highly engaged audience of pregnant women and new parents. They are mobile savvy and look to social media to be both entertained and informed whilst on their parenting journey.

Our social executions include bespoke animated posts; live experiences; product led executions and competitions to ensure maximum reach and engagement.



INVESTMENT

From \$2500

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 that 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



Product directory guide

PRODUCTS

Baby skin care	Maternity wear
Women's skin care	Babywear/kids clothing
Home & Nursery decor	Services & education
Play equipment/out & about	Children's health
Self care	Food & nutrition
Baby swaddles & sleep suits	Prams & carriers
Travel	Entertainment
Utilities	Household items