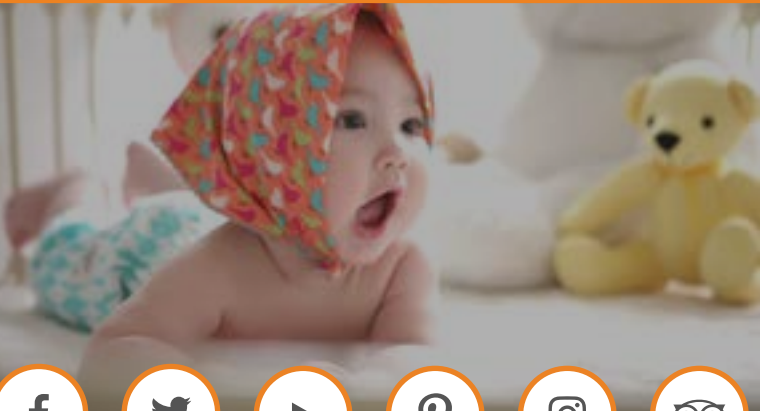


Seriously Kids™

Supporting, educating, empowering.... Seriously useful



MEDIA KIT



SERIOUSLYKIDS.COM.AU

ABOUT SERIOUSLY KIDS

SK | DEMOGRAPHIC | PRESENCE

- Who We Are -

SK has been supporting, educating and empowering parents, nanny's and educators navigating the early years and sharing the journey. We understand the highs and lows, the challenges and triumphs that come with those early years and target our information based on this and the latest research.

SK supports the early years (0-8) through education and empowerment applying a strong platform engaging with our viewers as well as key stakeholders within the Early Childhood industry.

- SK Demographic -

SK is an inclusive and supportive informational website SK which reaches a wide demographic audience covering parents, nanny, educator, grandparents.

For example, the 25-34-year-old bracket makes up just 33.3% of our audience online. Our second highest demographic is 40-55-year old age group.

The majority of SK traffic to the site is organic and repeat viewers.

- SK Presence -

SK has been online since March 2006 and have developed and continue to see a steady increase in growth traffic to maintain and improve our solid online footprint.

While most of our audience is based in Australia (85.9%), we have received traffic from nearly every country in the world.

PACKAGES

SINGLE ADVERTISING | SERVICES | SPONSORSHIP

- Single Advertising Options -

Location/ Size	Price
Homepage (460px x 80px)	\$250/month
Subpage Sidebar (210px x 210px)	\$200/month
Subpage Leaderboard (728px x 90px)	\$100/month

- Services -

Service	Price
E-Newsletter	POA
Advertorial	POA
Social Media Campaigns	POA
Packages	POA
Product Reviews	POA
Promotions	POA

- Sponsorship -

Sponsorship is a sure way to build brand awareness and increase your awareness and engagement in the community. The most popular type of sponsorship is a sponsored blog post.

All sponsored blog posts link to your website and include social media promotion on FB, Twitter, Instagram.

- Artwork Requirements -

Please supply artwork in colour and in the correct size specification as provided through the confirmation email regarding the location on SK.

Accepted files formats include: GIF, JPG, PNG
Recommended file size: 150KB for optimised

- Have Questions? -

If you are interested in an opportunity to advertise with Seriously Kids, would like a tailored price to suit your requirements or simply have further questions, please contact us via info@seriouslykids.com.au