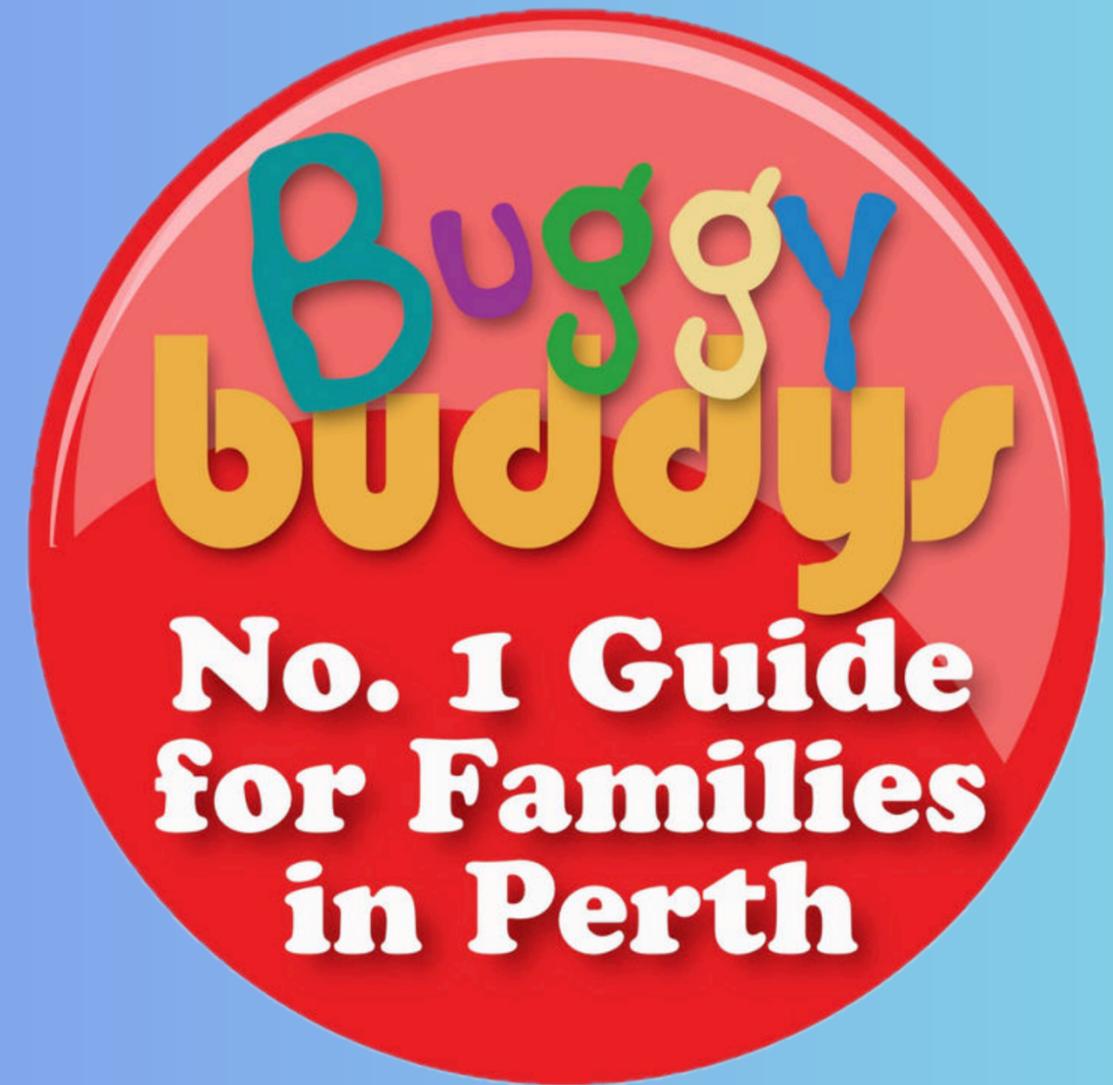


Buggybuddys Media Kit



The No. 1 Guide for Families in Perth

2026

Welcome to Buggybuddys

Western Australia's No. 1 Guide for Families

Launched in 2011, Buggybuddys is Western Australia's leading digital platform for families, connecting local businesses with highly engaged parents who are ready to plan, book, and buy.

Every day, parents visit Buggybuddys to find ideas for what to do on the weekend, where to eat, which classes to book, and where to stay on their next WA getaway.

This makes Buggybuddys a powerful, high-intent channel for promoting family-focused products, services, events, and destinations.

By advertising with Buggybuddys, your business is showcased in front of thousands of WA families each month, in a brand-safe environment where trust, local knowledge, and word-of-mouth matter most.



1m

Website Visitors

50K

Newsletter Subscribers

100K

Facebook Followers

40K

Instagram Followers



Our Audience

Gender

89% female, 11% male

Age Range

25-34 (18%), 35-44 (50%) 45-54 (27%)

Location

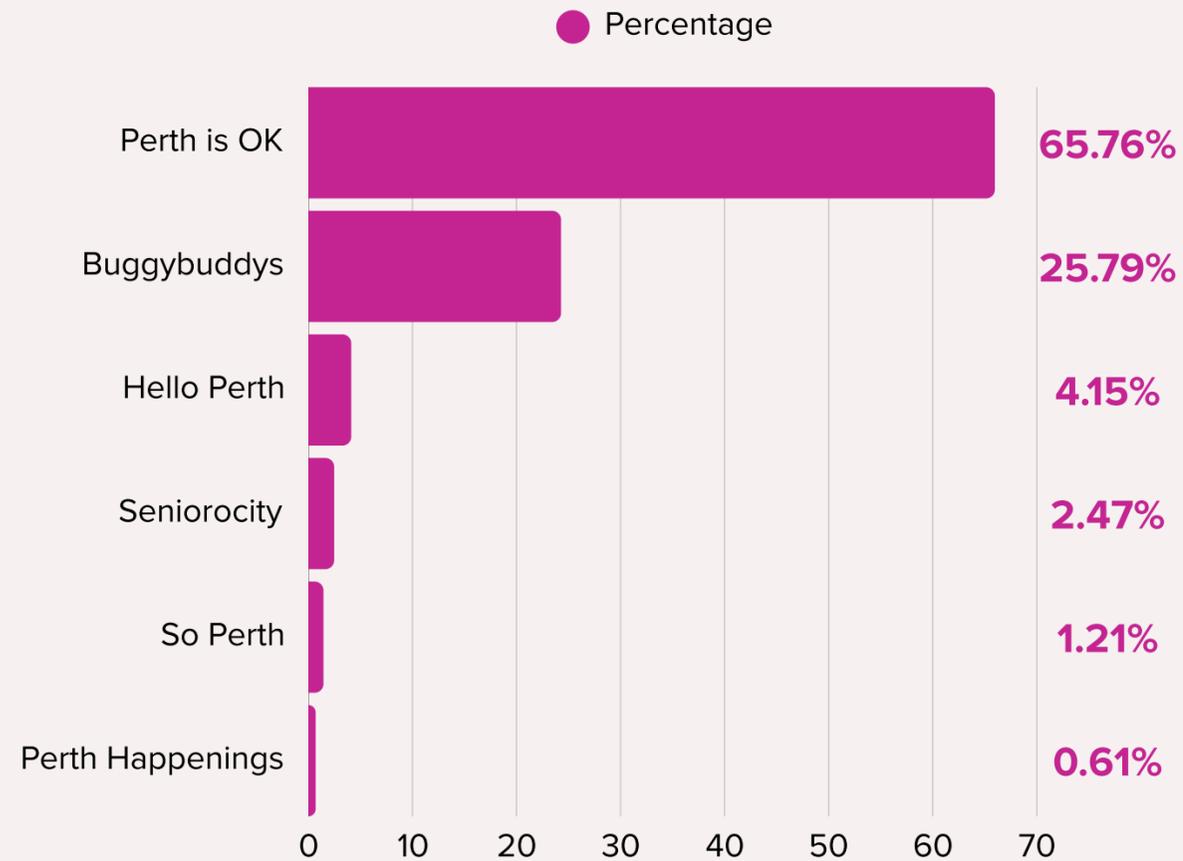
96% Western Australian audience, with a focus on Perth Metro plus key regional hubs

Interests

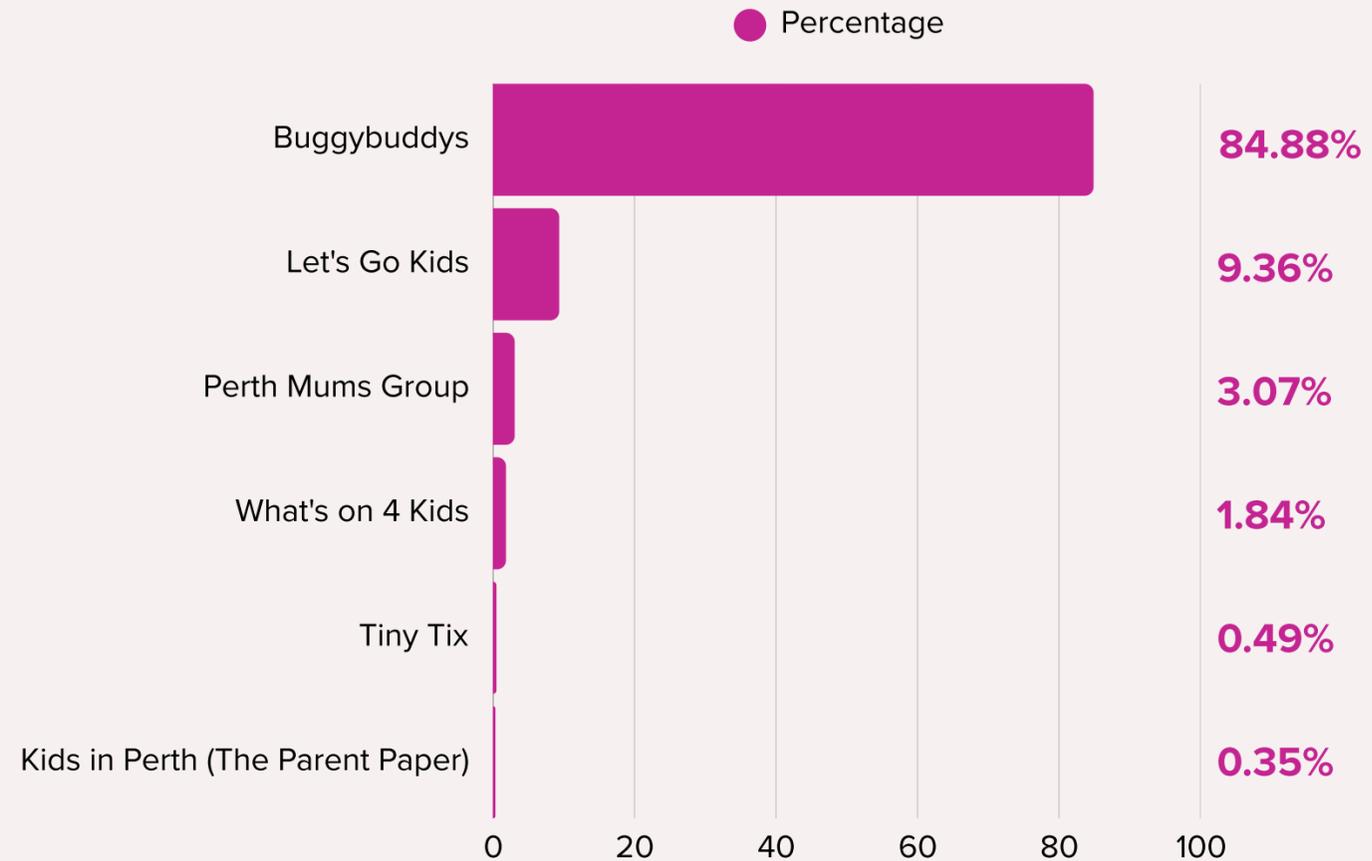
Family activities, kids' classes, school holidays, local events, family-friendly dining, kids' parties, short breaks and WA getaways

Buggybuddys vs Other Independent Digital Publications

Perth-based Digital Publications



WA & National Family Publications



Buggybuddys is a leading independent Perth digital publication and one of Australia’s strongest family platforms.

AHREFS data (January 2026) shows Buggybuddys holds 25.79% of organic traffic across key independent Perth lifestyle and “what’s on” sites – second only to Perth is OK.

Across selected national family and parenting sites, Buggybuddys is even more dominant, capturing 84.88% of total organic traffic. This means your campaigns appear where parents are already searching for ideas on what to do, where to go and what to book.

Traffic share based on AHREFS organic estimates, January 2026, across selected digital publications.

Featured Content Creators

Buggybuddys partners with a select group of Perth family content creators.

Our content is written by local parents who live, work, and play in Perth, ensuring every feature feels authentic and relevant.

As an added bonus, your campaigns can be amplified via their social channels – through posts, Reels and Stories – extending your reach beyond Buggybuddys and into their highly engaged parent communities.



Simply Perth-Fect

Amanda Carlin

Instagram: 12.3k followers

Specialises in: cafes, restaurants, food experiences, city days out and WA getaways



Perth Mum Adventures

Kellie Elliott

Instagram: 11.4k followers

Specialises in: Playgrounds, day trips, school holiday adventures and family-friendly events



Perth Tweens

Jacqui Snelgar

Instagram: 3.7k followers

Specialises in: events and experiences for tweens and teens, including adventure, sport and entertainment



Perth Toddler Aventures

Adriana Turk

Instagram: 3k followers

Specialises in: toddler-friendly Playgrounds, indoor play, sensory activities and early-years outings



Singapore Mum in Perth

Silvia Goh

Instagram: 1.2k followers

Specialises in: expat family life, experiences for school-age kids, global cuisine and educational outings

Website Analytics

1M Website Visitors per year

3M Page Views per year

2.94 Page Views per visit

2 mins Average time spent onsite



Top Pages

- Perth Events
- Homepage
- 100 School Holiday Ideas
- Playgrounds
- Attractions and Activities
- Things to do on a Rainy Day
- Kids Parties
- Kids Eat Free
- Family Friendly Restaurants
- Restaurants with Playrooms
- Fruit Picking
- School Holiday Activities
- Things to Do with Kids in Perth
- Family Friendly Pubs with Playgrounds
- Play Centres

Page Visits

123.5k
84.8k
77.6k
40.9k
39.2k
34.3k
31.9k
29.2k
28.9k
25k
24.9k
24.7k
24k
22.3k
19.2k



Facebook Posts

Data from December 2025

Climb Zone

- Reach: 270,986
- Likes: 994
- Comments: 215
- Saves: 215
- Link Clicks: 2630

Titanic Exhibition

- Reach: 216,126
- Likes: 602
- Comments: 167
- Saves: 101
- Link Clicks: 1246

Bluehills Farmstay

- Reach: 140,777
- Likes: 311
- Comments: 60
- Saves: 99
- Link Clicks: 956



Instagram Posts

Data from December 2025

Wanneroo Botanic Gardens

- Reach: 125407
- Likes: 781
- Comments: 208
- Saves: 68
- Shares: 229

Percy's Playground

- Reach: 55953
- Likes: 224
- Comments: 20
- Saves: 94
- Shares: 172

City of Perth

- Reach: 105583
- Likes: 630
- Comments: 49
- Saves: 60
- Shares: 152



Editorial EDMs

Christmas Guide

- Open Rate: 19.2%
- Click Rate: 0.8%

January Events

- Open Rate: 19.4%
- Click Rate: 1.1%

School Holidays

- Open Rate: 22.4%
- Click Rate: 1.2%

Data from December 2025



Client EDMs

Titanic Exhibition

- Open Rate: 19%
- Click Rate: 0.6%

Awesome Arts

- Open Rate: 20.5%
- Click Rate: 0.5%

Santa's Christmas Village

- Open Rate: 19.5%
- Click Rate: 0.6%

Data from December 2025

Pricing Packages & Editorial Calendar 2026



All prices are subject to GST

EDM Editorial Calendar 2026

| | | | | | |
|-----------------|---|---------------|--|------------------|---|
| JANUARY | School Holidays (Mid Edition) Back to School School Holidays (Late Edition) Term 1 Activities February Events | MAY | Family Travel Swan Valley Guide Family Dinning June Events | SEPTEMBER | Kids Parties School Holidays (Early Edition) Teens and Tweens Edition School Holidays (Late Edition) October Events |
| FEBRUARY | Baby & Toddler Guide Kids Parties Health & Fitness March Events | JUNE | Kids Parties Early Years & Education School Holidays (Early Edition) Winter Edition July Events | OCTOBER | Term 4 Events Baby & Toddler Guide Early Years & Education Halloween Events November Events |
| MARCH | Family Travel Easter Guide School Holidays (Early Edition) Early Years & Education April Events | JULY | School Holidays (Late Edition) Term 3 Activities August Events | NOVEMBER | South West Guide Summer Fun Christmas Guide (Early Edition) December Events |
| APRIL | School Holidays (Late Edition) Term 2 Activities Teens & Tweens Baby & Toddler Guide Mother's Day May Events | AUGUST | Family Travel Guide Family Dining Father's Day September Events | DECEMBER | Christmas Guide (Late Edition) School Holidays (Early Edition) Family Dinning January Events |

Annual Listing Packages

Basic

\$ **99**
per year

- ✓ Tier 3 listing in one directory category
- Website, contact details and social links included
- ✓ Up to 10 images in a carousel
- ✓ Unlimited description copy
- ✗ School Holidays
- ✗ Christmas

Enhanced

\$ **350**
per year

- ✓ Tier 2 listing in all applicable directory categories
- ✓ Features as per Basic listing
- ✓ 2 x Social Media Posts
- ✗ School Holidays
- ✗ Christmas

Brand Builder A

\$ **1250**
per year

- ✓ Featured Tier 1 listing in all applicable directory categories **including Christmas**
- ✓ Featured Event Listings
- ✓ 6 x Social Media Posts
- ✓ 1 x Newsletter Spotlight Box
- ✓ Website Banners
- ✓ Newsletter Banners
- ✓ Competition
- ✓ Article or Review
- ✗ School Holidays

Brand Builder B

\$ **1850**
per year

- ✓ Featured Tier 1 listing in all applicable directory categories **including School Holidays & Christmas**
- ✓ Featured Event Listings
- ✓ 6 x Social Media Posts
- 1 x Newsletter Spotlight Box
- ✓ Website Banners
- ✓ Newsletter Banners
- ✓ Competition
- ✓ Article or Review

Event Packages

Basic

\$**99**
per event

- ✓ Featured Event Calendar Listing
- ✓ Featured Event listing in our newsletter on the week of the event.
- ✓ Featured on our website home page under upcoming events

Event Promotion with Newsletter Advert

\$**375**
per event

- ✓ Everything in the Basic Event Package.
- ✓ 2 x Social Media Posts
- ✓ 1 x Newsletter Advert

Event Promotion with Website Advert

\$**375**
per event

- ✓ Everything in the Basic Event Package.
- ✓ 2 x Social Media Posts
- ✓ 1 x 300 x 300 website advert running for 1 month duration

Enhanced Event Promotion

\$**900**
per event

- ✓ Everything in the Basic Event Package
- ✓ 3 x Social Media Posts
- ✓ 1 x Newsletter Spotlight Box
- ✓ Leaderboard Website Banners (728x90 and 300 x 300 for one month duration)
- ✓ Newsletter Banners for one month duration
- ✓ Competition
- ✓ Article or Review

Content Creation

\$ 495

BUGGYBUDDYS REVIEW PACKAGE

Maximum exposure for your product/service review across multiple channels Includes a review written by one of our experienced parent bloggers

PLUS comprehensive promotion of your review through:

- Newsletter feature to our subscriber base
- Dedicated Facebook and Instagram posts sharing the review
- Custom Instagram video reel
- Featured placement on our website homepage (desktop & mobile) for a limited time
- Permanent placement in our blog archive

\$295

INSTAGRAM REEL CREATION

Engaging, short-form video content created by our parent bloggers and shared with our social audience.

- Reel created by one of our experienced parent bloggers, showcasing your product, venue, or service
- Posted to the Buggybuddys Instagram feed and shared to Stories for added reach
- Authentically shot and narrated from a real parent perspective
- Ideal for highlighting experiences, "day out" content, product demos, and time-sensitive campaigns

\$200

EDITORIAL LISTICLE FEATURE

- Placed in our high-traffic themed articles (e.g. New Year's Eve, Mother's Day, Easter)
- Prominent placement in the list for strong visibility
- Delivers ongoing exposure and SEO value from an evergreen Buggybuddys article



Email Packages

\$750

SOLUS EDM

- Dedicated email, your brand only
- Perfect for launches & key promos
- Strong CTAs driving clicks & bookings
- Reaches up to 50,000+ subscribers

\$195

STANDARD EDITORIAL EDM

- Inclusion in our themed shared email guide
- Direct link to your website/campaign
- Reaches up to 50,000+ subscribers

\$295

EDM + FACEBOOK

- Everything in Standard Package
- Dedicated Facebook post
- Extended reach to our social community

\$350

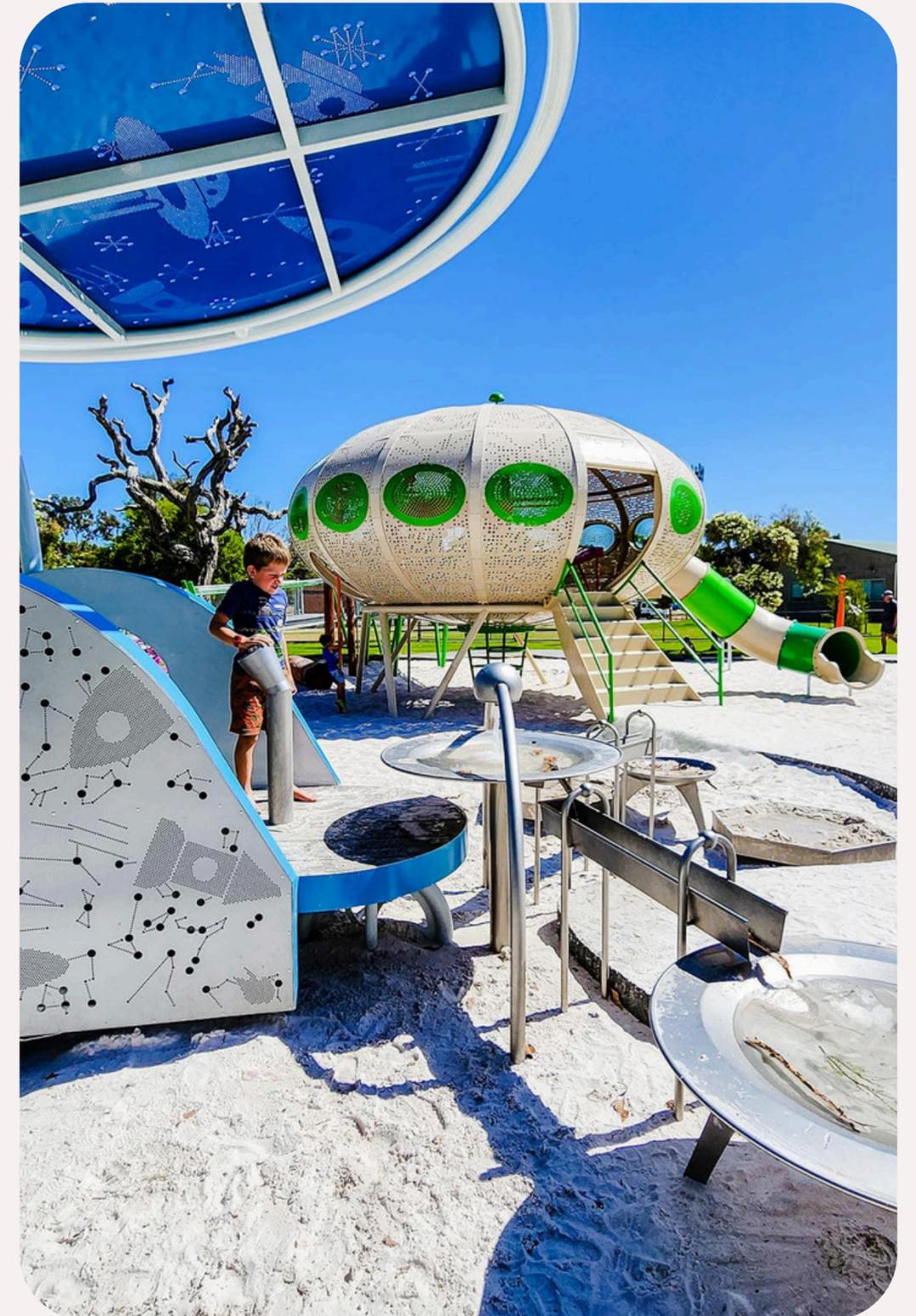
PREMIUM PACKAGE

- Everything in the Standard Package
- Dedicated post on both Facebook AND Instagram
- Maximum exposure across all platforms

\$99

NEWSLETTER SPOTLIGHT

- Image ad featured in our popular weekly newsletter
- Reaches up to 50,000 Perth parents
- Drives clicks straight to your website or offer



Social Media Packages

\$100

1 X SOCIAL MEDIA POST

- One dedicated post on Facebook or Instagram
- Ideal for promoting a specific offer, event, product, or announcement

\$ 295

3 X SOCIAL MEDIA POSTS

- Three dedicated posts across Facebook and/or Instagram
- Option to stagger posts over time for better reach and reinforcement
- Perfect for campaigns, launches, school holiday programs, or recurring events

\$ 100

INSTAGRAM STORY FEATURE

- One dedicated post on our Instagram and Facebook story.
- Option to link to your website.

\$ 150

COMPETITION PACKAGE

- Promoted across all Buggybuddys channels – newsletter, website and social media
- Runs for a duration of your choice
- Email entrants can be added to your database (subject to consent)



School Holiday Packages

(Pricing per school holiday period, not annual)

\$ 750

PLATINUM PACKAGE

- 2 x email guides
- School Holiday page listing (Tier 2)
- Inclusion in our Top 100 School Holiday Article
- 3 x Social Media Posts

\$ 500

GOLD PACKAGE

- 1 x email guide
- School Holiday page listing (Tier 3)
- Inclusion in our Top 100 School Holiday Article
- 2 x Social Media Posts

\$ 295

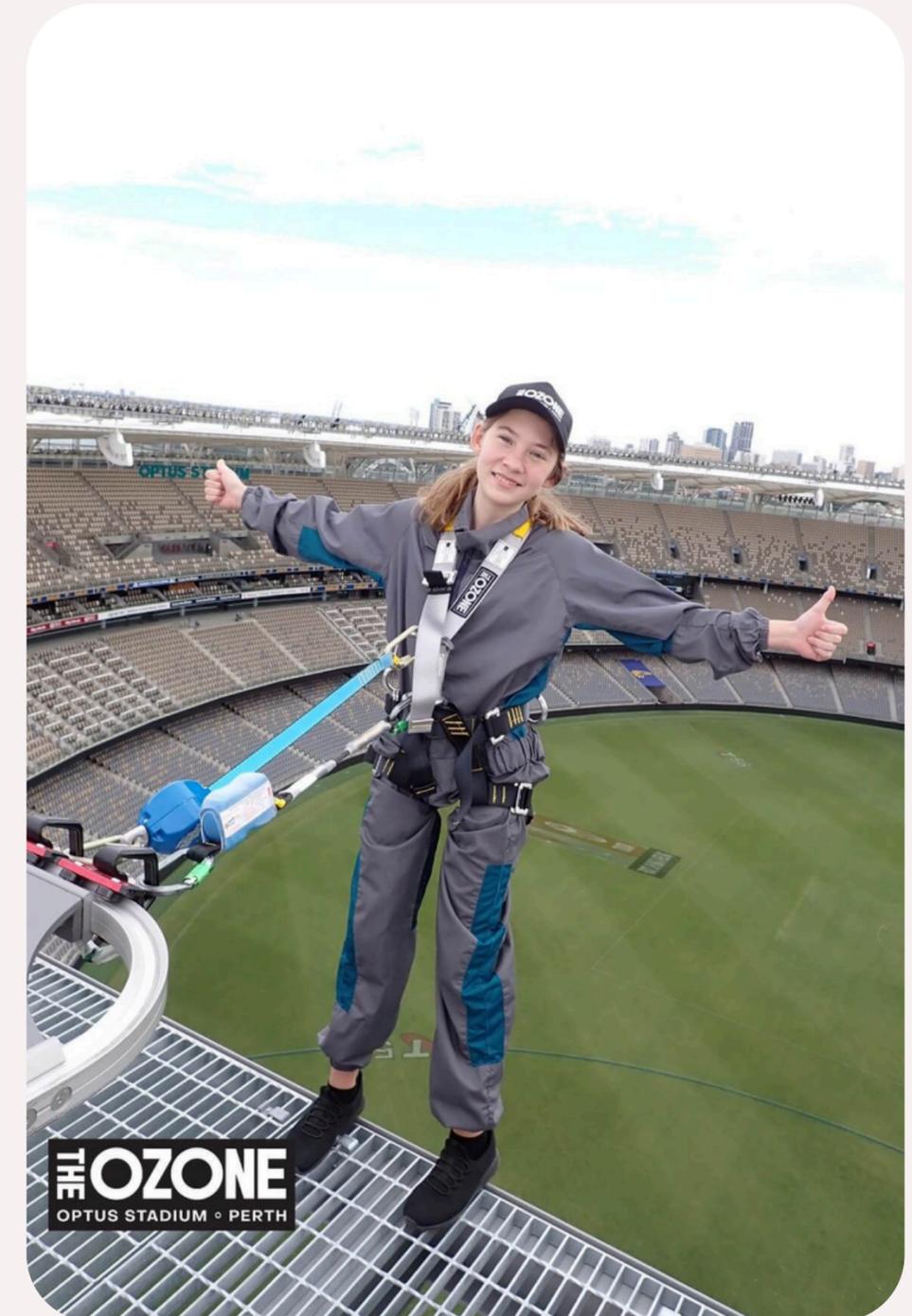
SILVER PACKAGE

- 1 x email guide
- 1 x Social Media Post

\$ 150

SCHOOL HOLIDAY PAGE LISTING ONLY

- School Holiday Page listing (Tier 3)



Contact Information

Let's work together to create
something amazing!

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