

Buggybuddys Media Kit

The No. 1 Guide for Families in Perth

2026 EDITION



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

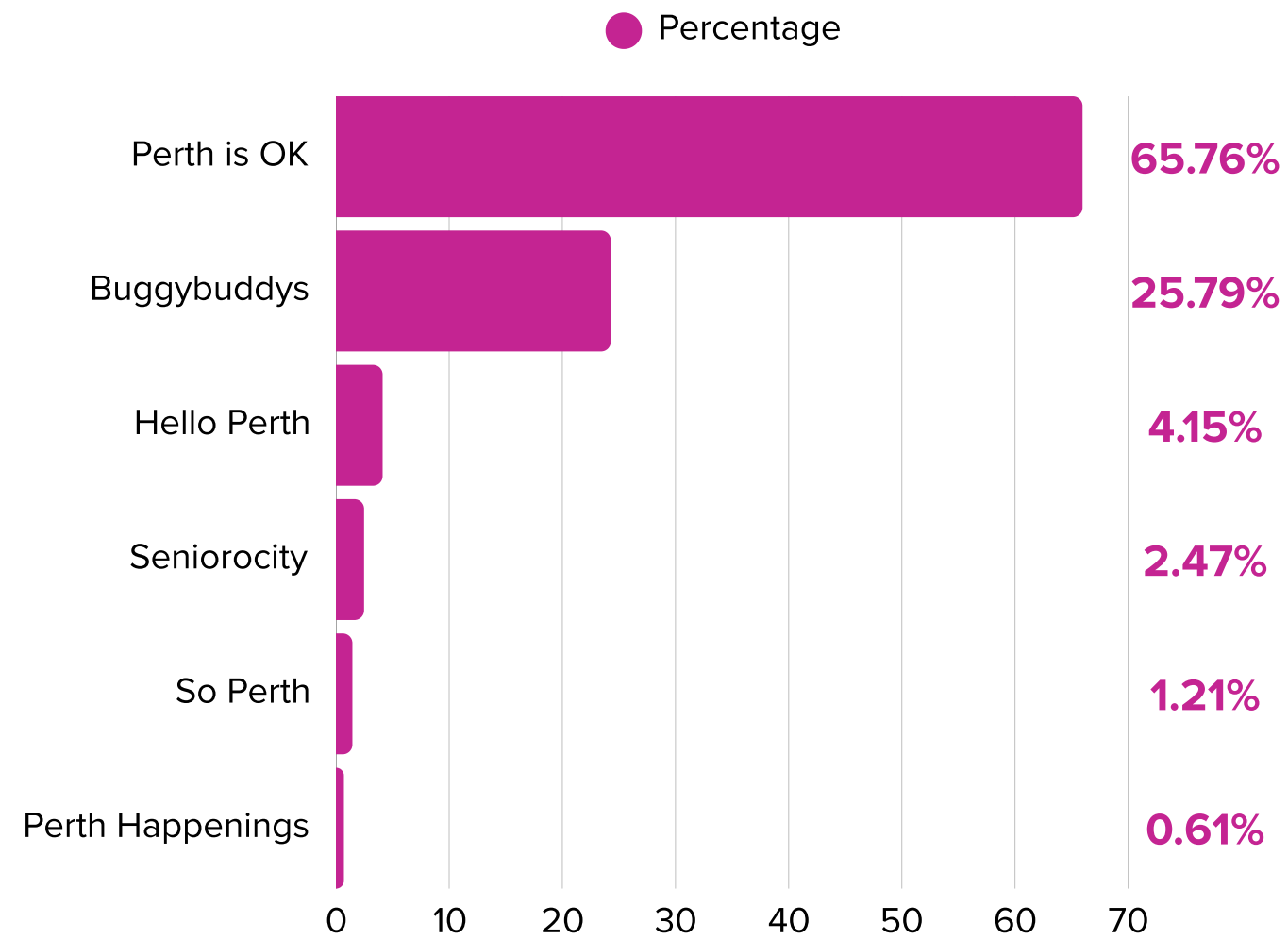


Our Audience

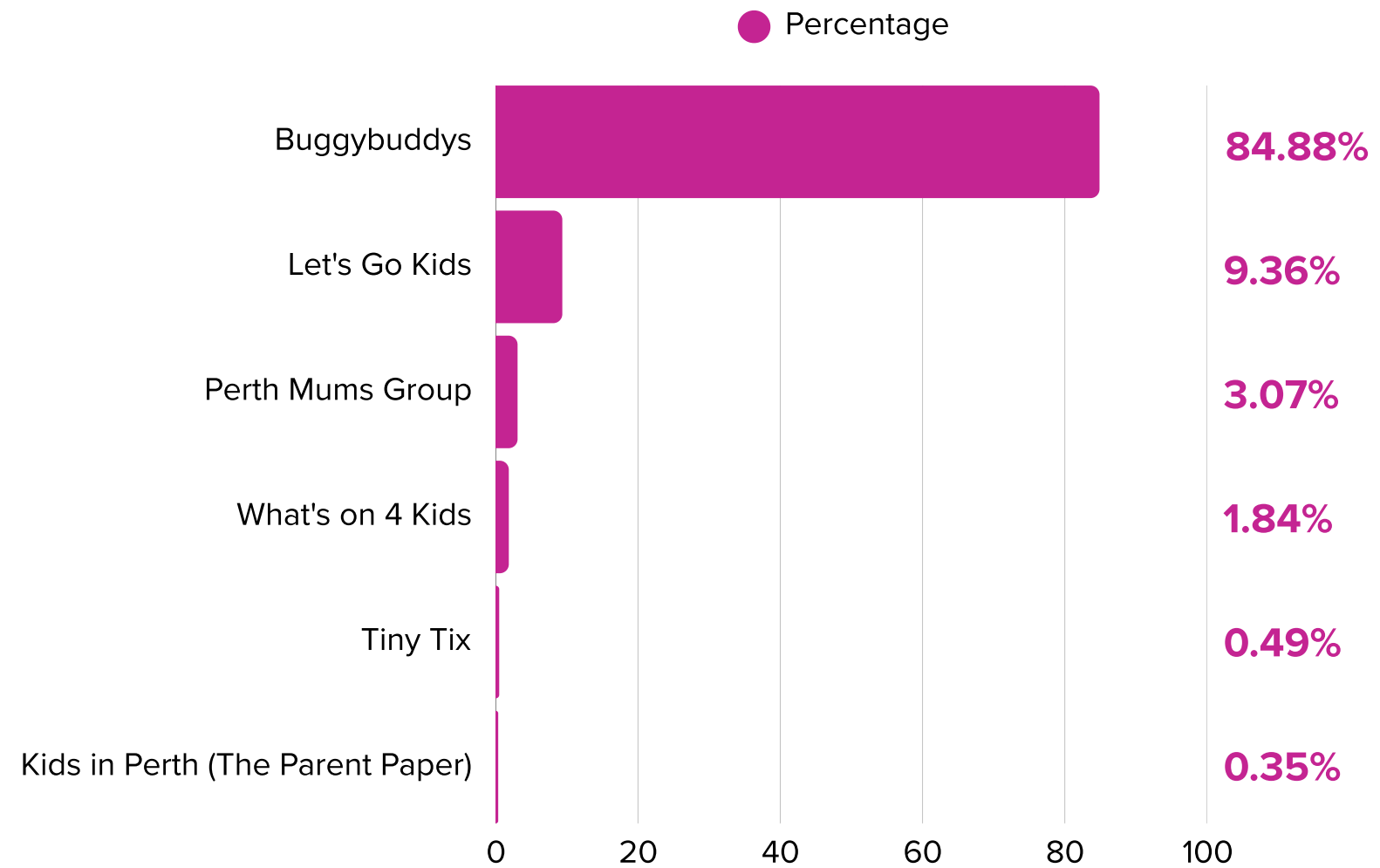
Gender	89% female, 11% male
Age Range	25-34 (18%), 35-44 (50%) 45-54 (27%)
Location	96% Western Australian audience, with a focus on Perth Metro plus key regional hubs
Interests	Family activities, kids' classes, school holidays, local events, family-friendly dining, kids' parties, short breaks and WA 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%



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%

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 Dinning
Father's Day
September Events

DECEMBER

Christmas Guide (Late Edition)
School Holidays (Early Edition)
Family Dinning
January Events

Annual 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 **inc. 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 **inc. 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

PLATINUM REVIEW PACKAGE

\$495

Maximum exposure of your brand across all major Buggybuddys channels.

- Professionally written parent-blogger review, plus:
- Newsletter advert
- Facebook & Instagram posts
- Instagram Reel
- Featured homepage placement (desktop & mobile)
- Permanent blog listing

INSTAGRAM REEL CREATION

\$295

Branded reel created by an experienced parent blogger:

- Posted to our Instagram feed and shared to Stories for extra reach
- Authentically shot and narrated from a real parent perspective
- Ideal for experiences, day-out content, product demos, and time-sensitive campaigns

EDITORIAL FEATURE

\$200

- Placed in our high-traffic themed guides (e.g., New Year's Eve, Mother's Day, Easter)
- Prominent listing for strong visibility
- Ongoing exposure and SEO benefits from an evergreen Buggybuddys article



Email Packages

SOLUS EDM

\$ 750

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

STANDARD EDITORIAL EDM

\$ 195

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

EDM + FACEBOOK

\$ 295

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

PREMIUM PACKAGE

\$ 350

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

NEWSLETTER SPOTLIGHT

\$ 99

- 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

1 X SOCIAL MEDIA POST

\$100

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

3 X SOCIAL MEDIA POSTS

\$295

- 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

INSTAGRAM STORY FEATURE

\$100

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

COMPETITION PACKAGE

\$150

- 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)



Buggybuddys

97K followers • 1.2K following

Perth's FREE online guide for families & kids! Discover events, Playgrounds, family-friendly restaurants, activities, classes & school holiday fun across Perth—with ideas for every day of the week, we'll help you find your next adventure.

Following ▾

Sign Up



Details

Page · Community

buggybuddys.com.au

Buggybuddys

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

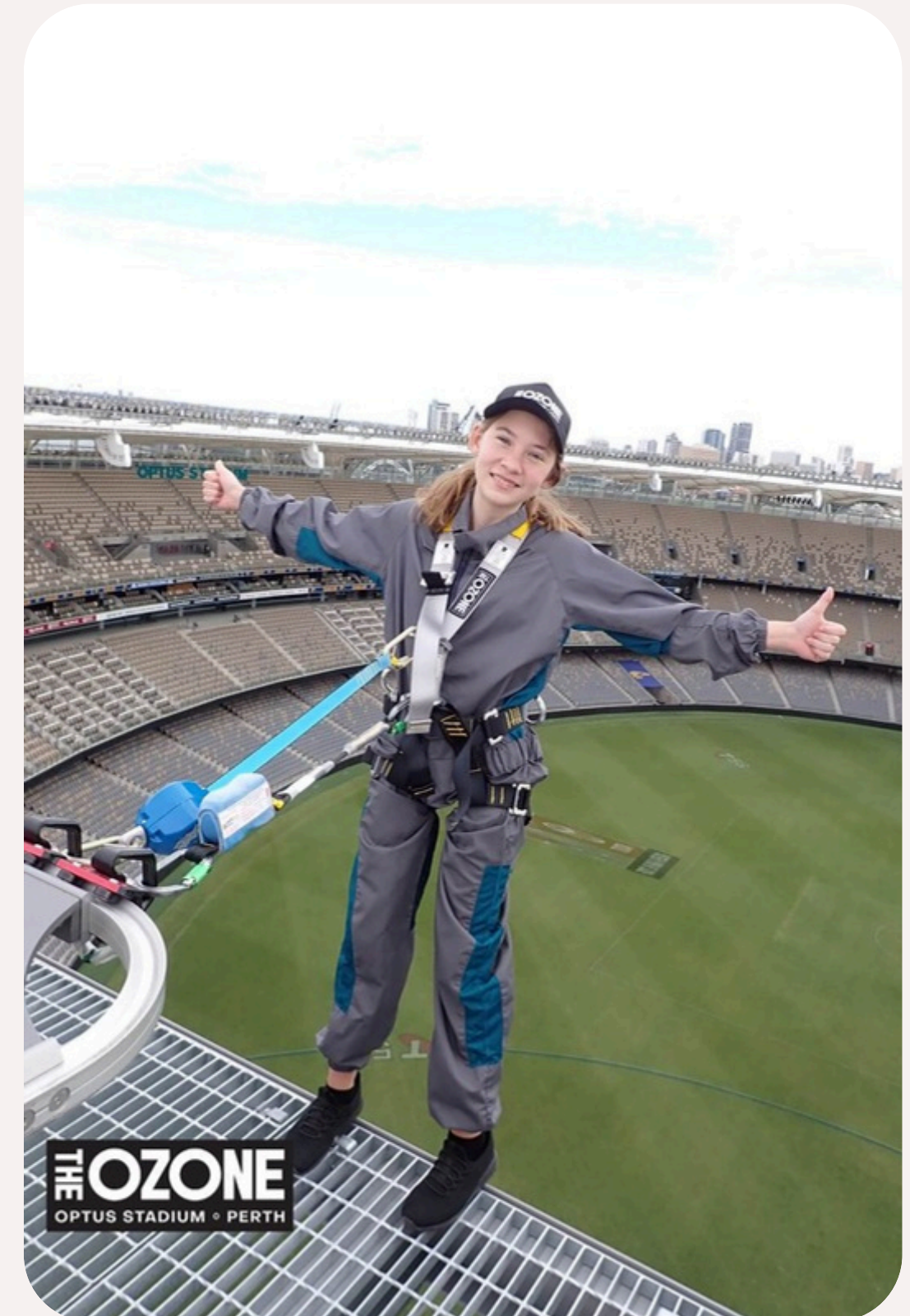
SILVER PACKAGE

- 1 x email guide
- 1 x Social Media Post

\$ 150

SCHOOL HOLIDAY PAGE LISTING ONLY

- School Holiday Page listing (Tier 3)



Contact Information

Buggybuddys Media Kit – 2026

*Let's work together to create
something amazing!*

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buggybuddys.com.au



Brand Builder Package

Premium visibility. Consistent results.

\$1,850 + GST (over \$8,700 worth of advertising)

Our Annual School Holiday & Term Time Brand Builder package is designed for partners who want to stay front-of-mind with WA families all year round. With featured listings, website advertising, social media, email, and competitions working together, Brand Builder clients benefit from ongoing reach and repeated exposure across every major Buggybuddys channel.

What the Brand Builder Includes:

- Featured listings on all relevant pages and categories – including our high-traffic School Holiday page
- 6 x social media posts across Facebook and/or Instagram
- Event listings on our site and event calendar
- Website advertising (banner and box) for the duration of the campaign
- Newsletter banner advertising rotated throughout the year
- 1 x competition to drive entries and engagement
- 1 x newsletter advert
- 1 x article on Buggybuddys

Brand Builder = Priority Treatment

Brand Builder clients are our priority partners:

- Placed at the forefront of key listicles and features, including our “Top 100 School Holiday Ideas” and other high-traffic round-ups.
- We actively scout your social media for great content to reshare with our audience.
- Your events are added to our calendar, keeping you visible when families are planning.
- Ongoing, proactive exposure designed to keep your brand top-of-mind with WA parents all year.

Typical Results Our Clients See

- 2,500–3,000+ views on website listings
- 90,000–120,000+ total reach from social media posts
- Around 10,000 newsletter impressions and 190–200 clicks per advert box
- 290,000–300,000+ website ad impressions with 350–400 clicks
- 250–1,200 entries per competition
- 1,800–2,200+ views on blog reviews over time