

# MEDIA KIT 2022



fb.com/perthhappenings



@perthhappenings



@phc.perth



Your guide to the heart of Perth PERTHHAPPENINGS.COM.AU



# **ABOUT US**

### A WHAT'S ON WEBSITE WITH A DIFFERENCE

Perth Happenings is the guide the Perth locals trust. We are your guide to the heart of Perth and Western Australia. Perth Happenings has our values cemented in the local community. We are locally owned and run so your advertising dollars stay in WA.

#### What makes us different?

Perth Happenings' community and followers know our team, they build a rapport with us. We know our audience. Our connection is what sets us apart.

Perth Happenings is not simply another site sharing information and events, we are a face to our audience. We have been the community's trusted source since 2016 to find reviews, recommendations and know what is happening in WA.

Our reputation is one based on integrity, honesty and knowledge; and we value and nurture that.

Perth Happenings provide employment to more than 10 local writers and content creators with a strong connection to local business and community groups.

Join our community and join the heart of Perth.

#### Who We've Worked With











# WHO YOU'LL REACH

### **WEBSITE**



#### **WEBSITE TRAFFIC**

213,000 Pageviews\* 170,000 Unique Pageviews\* 2.5 pages per user

92.26% of users are from Perth

76% of users are on mobile phones

#### **DEMOGRAPHICS**

28.50% 18-24

**34.50**% 25-34

17.50% 35-44

55% MALE

45% FEMALE

\*Nov-Dec 2021



Q What's On  $\vee$  The Best of WA  $\vee$  Eat & Drink Perth Food Trucks Culture & Arts Find a Local Business

My Account / Register V





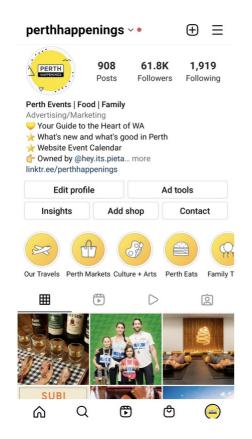
# WHO YOU'LL REACH

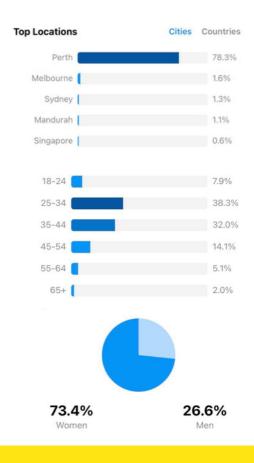
### **INSTAGRAM**



**61,800** Followers

78.3% Perth Audience 81,974 Reach 196,142 Impressions 5963 Content Interactions (7 Day Snapshot - Feb)







# WHO YOU'LL REACH

### **FACEBOOK**



**33, 370** Followers

30,358 Page Likes 49,000 Reach February 2022 19,830 Engagements February 2022



#### ON THIS WEEK



#### Perth Makers Market - Twilight At Yagan Sqaure Christmas Edition

Perth Makers Market is bringing their twilight market series to Yagan Square!

Bringing together a highly curated selection of our handmade artisan stalls it's a great chance to experience the fun of shopping handmade.

Browse the stalls, enjoy food from the businesses at Yagan Square, and see the best that WA has to offer all in one easy access, central location in the Perth CBD.

The night Christmas Market will be offering high quality handmade crafters from Western Australia an opportunity to sell their goods so it's a great time for everyone to do some Christmas gift shopping.

Passionately and individually hand-crafted arts, crafts, jewellery, homewares plus entertainment will be on offer.

Wander the stalls, get a picture with Santa, grab a snack from Yagan Square and take in all that the Perth handmade community has to offer.

click here for all the infol

### **MAILCHIMP**



**6704** Audience

32.7% Open Rate 2.8% Click Through Rate (Monthly Average)



# **OUR PROCESS**

We value working with you to ensure your promotion aligns with your brand and campaign goals. This is done by following a 4 step process.

### INITIAL IDEATION

After receiving our media kit, we meet either in person or online to discuss your goals and vision for your campaign.

### PROJECT MANAGEMENT

After purchasing promotion we create a personalised folder for you on Basecamp, our project management software. Here you upload all available imagery and content and we work together to schedule your promotion.

### **CONTENT CREATION**

Your content is created (if applicable) and submitted to Basecamp for your review and approval, or you provide your existing collateral. It is then scheduled and posted on our platforms.

### **REVIEW**

After you promotion has ended you will receive a complete campaign report which outlines all promotion and results.



# COST EFFECTIVE ADVERTISING

The Perth Happenings community enjoys Music, Culture, Comedy, Free events, Kids and Community, Workshops and Business, Sport and Fitness, Food trucks, Markets and Food and Wine.

There are multiple options available to promoters and small businesses to suit a wide range of budgets.

#### Perth Happenings

Ad placements on the Perth Happenings website, Facebook, Instagram, Reels and Newsletters. All ads are placed mobile friendly and work to get your event or business in front of one of the most engaged and growing local Perth audiences.

#### **Category Targeting**

Our website offers targeted event listing categories that mean your target market is looking for your event on our platform.

#### **Multi-Platform Marketing**

We offer placements on our website, newsletter or edm's and social media platforms for maximum promotional reach.

#### **Shop Local Perth**

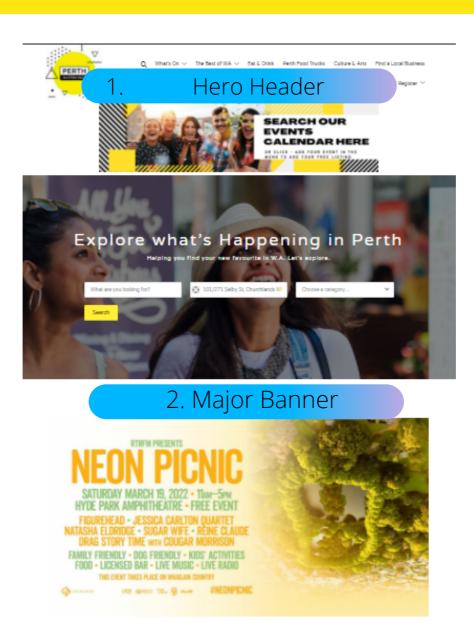
Our audience is dedicated to developing and purchasing from local small business, and we have a blog feature package specifically for small business.

#### Your WA Tour Guide

Regional Promotion with your WA Tour Guide. Capture the attention of locals wishing to explore WA or tourists who are visiting our state. WA Tour Guide showcases the best of the best in WA tourism utilising the Perth Happenings brand.



# WEBSITE ADVERTISING



### DESKTOP HOMEPAGE AD PLACEMENTS

Hero banners are perfect for festivals, event seasons, tours or a special single event. Be first in mind with a full graphic focus and link direct to your event. Subject to availability. Banner links directly to your event listing and are booked weekly.

1- \$175 per week | 2 - \$120 per week



# WEBSITE ADVERTISING

### **DESKTOP CATEGORY PLACEMENTS**

#### FEATURED EVENT



Featured Event Banner

All website advertising spaces are subject to availability and booked weekly from Monday to Sunday.

Featured Event Banner- \$100 per week



# **NEWSLETTER ADVERTISING**

### **SOLUS EDM**

event Spotlight EDM- a special newsletter dedicated to your event. This type of newsletter is perfect for events with seasons, tours or festivals. It can also be a fantastic platform for large scale single events. Includes direct links through to the event page and/or ticket purchasing platform.

Extensive editorial opportunity allowing a full event story. Great option for special offers, promotions and pre-sales.

\$289

# NEWSLETTER MAJOR SPONSOR

Hero Image and Key event on the weekly (fortnightly in winter) newsletter. Grab the attention of our subscribers as they get their Thursday 'What's On' fix. Includes 75 words of copy. Title and Image with click through direct to the event.

\$189

### **NEWSLETTER LISTING**

Available for local business and advertising. Includes posting in the Perth Happenings regular newsletter.

\$129

# SPECIAL EVENT WHAT'S ON GUIDES

Special Event What's On Guides Examples – Mothers Day, Fathers Day, Easter, School Holidays, Melbourne Cup (please contact us for specific event guides).

Includes listing in the guide with up to 100 words copy, direct link to your website or event, 3x Images and a special offer if applicable.

Guides are promoted via – 1x Facebook post with direct link, Listing on the website homepage for two weeks prior to special event, three Instagram stories with swipe ups direct to the guide plus emailed to our database as a special event EDM. Please contact

us for cut off dates.

\$239 per listing



# SOCIAL MEDIA PROMOTION

### **FACEBOOK**

Direct link to your event on our website or your ticket sales page. Up to 75 words of copy.

\$229

(content provided) per post with optional boost

### **INSTAGRAM**

Single image (content provided) \$349

Carousel up to three images \$399

Instagram stories collection:

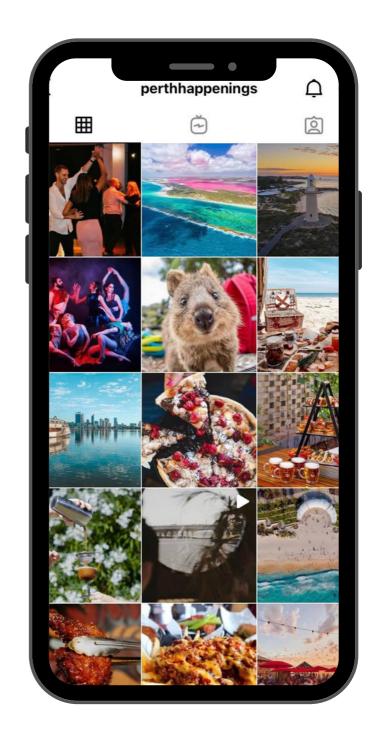
\$249

for three consecutive.

Content provided by client

- includes link of your choice

30 to 60 second reel created by Perth Happenings team \$429





# SOCIAL MEDIA PROMOTION

### COMPETITIONS & GIVEAWAYS

Instagram – Single Image only with direct link to event or business in Lintree 'bio.' Competition will run for five to seven days. Entries will required to be following your business Instagram page.

\$379

Facebook – Single image only. Facebook stipulates that we are not able to require entrants to follow your page. Perth Happenings will host a landing page for the competition whereby all entrants are required to opt in and provide their email address and these will be provided to you upon completion.



\$429

### APPEARANCE FEE FOR EVENT

Team Member

\$249

for two hours including 5 instagram stories from the event or 2 minute live stream

Pieta

\$349

for two hours including 3 instagram stories or 2 minute live stream

Perth metro area only



# **EVENT LISTING**

### STANDARD LISTING

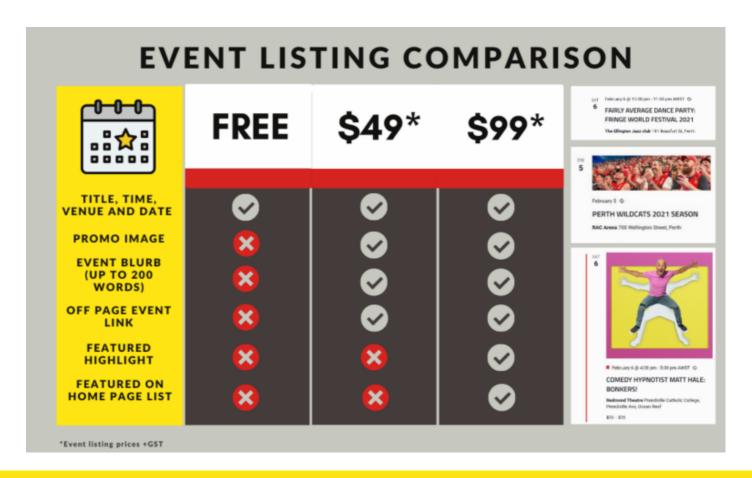
Includes title, date, venue and time plus image, event blurb (up to 200 words), event link, google maps location and listing on the events calendar.

\$49

### FEATURED POST

Includes everything above plus featured at the top of the month pages and in searches, with an extra large image and page feature.

\$99





# ADVERTORIALS & FEATURES

# KEY FEATURE PACKAGE

For either small business or events.

Min. 500 word feature written by Perth Happenings writing team. Includes:

- · min. three images in the feature
  - · SEO Optimised
- · 1x Facebook promotion post with direct link to the feature
- Feature hosted on the Perth Happenings website for 12 months with up to two backlinks
- 1x Instagram Post with a call to action to read the feature (link in bio for three days post)
  1x Newsletter promotion

\$999

### **ADVERTORIAL**

Advertorial with provided content and max five images provided by client (max 500 words) published on website with one backlink.

\$359

Additional options: Feature written by Perth Happenings

\$595



far Eat and Drink Family Lifestyle Features About Us Log In | Register



KIK CLOTHING – YOUR NEW PERTH ACTIVEWEAR OBSESSION

December 2, 2020 By Pieta Sharpe In Active Perth, Health and Fitness

ACTIVEWEAR IS A WARDROBE STAPLE FOR MANY OF US AND THIS PERTH ACTIVEWEAR BRAND HAS NAILED 'GYM TO STREET' FOR EVERYONE TO ENIOY!

And when you find activewear that is the perfect combination between comfort and style, you will find yourself living in it

For unknot Bush settlement behald VII. Flatbles came late our life. It was a match made in because



# ADVERTORIALS & FEATURES

# ENGAGEMENT PACKAGE

May be used for varying events or promotions for one business within a two month period.

### Includes:

- · One newsletter listing
  - · One Facebook post
  - One Instagram post
    - Three consecutive Instagram stories
- One event added to our Facebook Events tab
- · Website event upgraded

\$849





# **OUR WORK**

### **INSTAGRAM**



If taking the afternoon off, jumping on a ferry and enjoying a sunset Happy Hour alongside the world's happiest animals at @rottnestislandwa sounds like your idea of heaven, take note!

Thanks to @rottnestislandwa we have FIVE double passes to experience Rottnest After Dark to give away!

During summer, day-trippers to Rotto can take advantage of discounted Rottnest 'After Dark' ferry services after 2pm and enjoy a range of amazing experiences at Perth's island paradise such as free live music, events and sunset activities

For your chance to win one of five 'After Dark' double return ferry passes simply -

- 1- Like this post
- 2- Tag someone who loves Rottnest as much as you do
- 3- Follow Perth Happenings & @rottnestislandwa

It's that simple!

Visit rottnestisland.com/summer for all of the After Dark details.

IMPORTANT INFO-

Competition ends January 24 at 5pm AWST. Winner will be randomly drawn and announced on this thread on January 25 2021.

Good Luck!

#quokka #seeaustralia #westernaustralia #adorable #perthlife #australia #rottnest #perth #australiaoz #wa #competition #perthhappenings #rottnestlighthouse











Post insights	
<b>♥ ●</b> 1,081 860	<b>7 A</b> 29 24
181 Profile visits	33,835 Reach
Interactions ①	
	183
Actions taken from this post	
Profile visits	181
Website clicks	2
Discovery (i)	
33	3,835
Accou	unts reached
49% weren't folk	owing perthhappenings
Follows	72
Reach	33,835
Impressions	34,921
From home	17,497
From Explore	14,718
From hashtags	1,770

#### **INSTAGRAM**

936

From other

This is an example of an organic competition we ran in collaboration with St Creative in January 2021.



# **OUR WORK**

### **FACEBOOK**



When life gives you lemons - make a Lemon Meringue Martini!

That's exactly what the team from Catalano & Co Baldivis have done

The Lemon Meringue Martini is one of their most popular drinks and we can definitely see why

The team is famous for their large selection of creative cocktails and are a must visit this summer!





37 Comments 3 Shares



#### **FACEBOOK POST**

This example highlights
how our audience are
legitimate potential
customers for businesses.



# **OUR WORK**

### MAILCHIMP

#### ON THIS WEEK



#### The Grounds Beer Garden

The Grounds Beer Garden is back for a good time AND a long time.

The team from Market Grounds are taking over Kings Square to provide Perth with a bigger and better beer garden than ever before!

#### FEATURING

 Outdoor Bars including the famous Grounds Caravan Bar Pop-up Eateries changing throughout the season Spritz Swan serving cocktails to your table Giant Games

#### ₩ LIVE DJS

DJ Andrei from Spm till close on Friday The Night Market DJs every Saturday night till 2am

Click here for all the infol



#### Meat Market - We MEAT Fridays

Meat Market, your new Friday spot. Every Friday, Washing Lane in Northbridge experiences the best smokers and grills for a weekly sesh featuring the hottest Meat Lords in town.

Straight off the hotplate, Perth's finest are serving up more than you can handle:



#### The Courtyard Club 2020

In what has been a very tough year for local music and theatre, the State Theatre Centre of WA and RTRFM are excited to announce the return of The Courtyard Club, a free 7-week concert series taking place every Friday evening from 6 November to 18 December in the State Theatre Centre Courtyard.

59.7% 8.2% Opens Clicks

#### **NEWSLETTER | EDM**

This is an example of our newsletter engagement. These results are from retargeting our audience.

# TO PURCHASE PROMOTION

Online Payment Portal - Perth Happenings/



PERTHHAPPENINGS.COM.AU



fb.com/perthhappenings



@perthhappenings



@yourwatourguide

HELLO@PERTHHAPPENINGS.COM.AU

PH: 0402 525 574



#### **TERMS AND CONDITIONS**

All promotional bookings under \$750 ex GST are to be purchased through the online payment portal. Over \$751 ex GST can be invoiced with a 14 day payment period. Payments must be processed before advertising will go live.

Unless otherwise specified, all promotional collateral and copy are to be provided by the client

Material is due not later than three working days before campaign start date.

Perth Happenings holds no responsibility for any error in event or business information as provided by the client.

Perth Happenings reserves the right to reject any advertising for reasons of suitability or relevance.

No guarantee is provided for additional bookings, followers, traffic or sales by Perth Happenings. We use historic data to estimate, but a set guarantee can not be provided.

Rates are in Australian dollars +GST.

Rates are effective as at 1 March 2022 and are subject to change without notice.

Advertising is subject to availability.

If your event is cancelled due to government mandated COVID-19 restrictions, you will receive a full credit for any *unpublished* booked promotion to be used within 12 months from date of cancellation.

Any published promotion will not receive a credit.