



MEDIA KIT

2023/2024

 fb.com/perthhappenings

 @perthhappenings



A vibrant photograph of the Perth city skyline at dusk. The sky is a mix of deep blue and orange, with clouds catching the last light of the day. Several prominent skyscrapers are visible, their windows glowing with interior lights. The buildings are reflected in the calm water of the harbor in the foreground. In the lower part of the image, there are decorative elements: a large yellow circle containing a black box with the text 'PERTH HAPPENINGS', and various geometric shapes like triangles and dots scattered around it.

YOUR GUIDE TO THE HEART OF PERTH

PERTH
HAPPENINGS

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ABOUT US

A “WHAT’S ON” WEBSITE WITH A DIFFERENCE

Perth Happenings holds an esteemed position as the go-to guide cherished by locals since 2016, providing trusted reviews and perceptive recommendations about all things WA.

We pride ourselves on being not just a guide but a compass to the vibrant core of Perth and the expansive beauty of Western Australia. Rooted in the values of our local community, Perth Happenings is locally operated and owned, ensuring your advertising investments contribute directly to the prosperity of WA.

WHAT MAKES US DIFFERENT?

We’re not just another event and information platform, we’re genuine Perth enthusiasts that delight in sharing our knowledge with our audience.

You’ll not simply be following us, you’ll get to know us – our team basks in the interactions through engaging live streams, captivating reels, timely stories, and immersive articles, fostering a close, genuine rapport.

But don’t just think this is a one-way street – we genuinely understand our audience. This authentic connection truly distinguishes us. With a reputation grounded in integrity, honesty, and specialist knowledge that we highly prize and actively foster, we’ve built a credible influence that resonates with our vibrant community.

So why wait? Jump onboard, join our engaging community, and truly experience the heart of Perth!

WHO WE’VE WORKED WITH



OUR PROCESS

At Perth Happenings, we greatly appreciate the opportunity to collaborate with you on your promotional strategy. Our primary aim is to ensure that your marketing aligns perfectly with your brand's identity and campaign objectives.

INITIAL IDEATION FOR CAMPAIGNS AND PARTNERSHIPS

Upon receiving our media kit, we initiate an in-person or virtual meeting to understand your objectives and aspirations for your campaign. This meeting serves as the foundational step for brainstorming campaigns and partnership concepts.

AD-HOC ADVERTISING

We create or compile relevant content (as needed), which is subsequently submitted to Basecamp for your evaluation and endorsement. Alternatively, you can supply your pre-existing materials. The content is then strategically planned and published across our various platforms.

CONTENT CREATION

We create or compile relevant content (as needed), which is subsequently submitted to Basecamp for your evaluation and endorsement. Alternatively, you can supply your pre-existing materials. The content is then strategically planned and published across our various platforms.

REVIEW

Once your exciting promotion wraps up, you'll be treated to a comprehensive campaign report! This awesome summary will shine a light on all of your promotion's activities and results, giving you a clear overview of how it all went.



WHO YOU'LL REACH

OUR 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

Age:

28.50% 18-24
34.50% 25-34
17.50% 35-44

Gender:

55% MALE
45% FEMALE

*Nov-Dec 2021



WHO YOU'LL REACH



66,500 FOLLOWERS

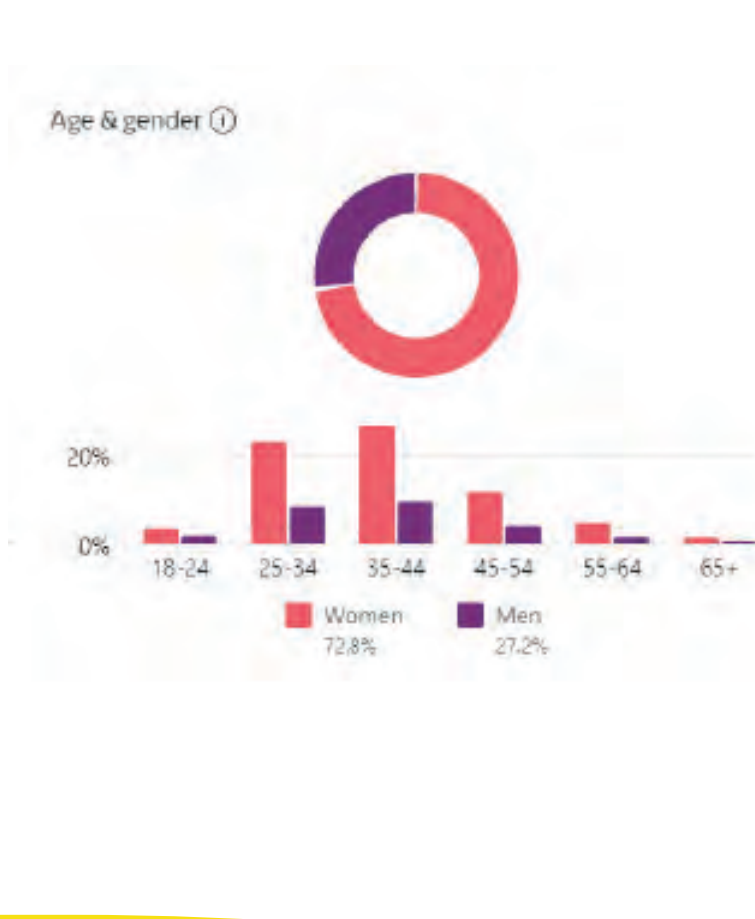
69.1% Perth Audience

80,314 Reach

577,299 Impressions

23,669 Content Interactions

(30 Day Snapshot - March/April 2023)



WHO YOU'LL REACH

facebook

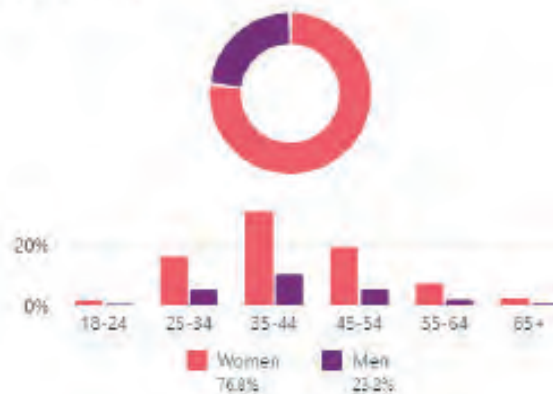
33,370 FOLLOWERS

30,358 Page Likes

49,000 Reach February 2022

19,830 Engagements February 2022

Age & gender



7,460 AUDIENCE

34.8% Open Rate

2.7% Click Through Rate

(Monthly Average)

TOP EVENTS THIS WEEK



MILLCENT SARRE IS OPINIONATED

It's not until you meet her that you realise Millicent Sarre has opinions and is not afraid to share them.

[FIND OUT MORE](#)

ABBA DANCING QUEENS DRAG LUNCH

Bring you the ULTIMATE immersive brunch, led by fabulous Drag Queens to give you all the ABBA vibes and show your best moves.

[FIND OUT MORE](#)



MUSIC IN THE PARK

Come down to Picnic Square on 4th Feb 22 (between 5pm and 8pm) with the main act of the day!

[FIND OUT MORE](#)



WEBSITE ADVERTISING

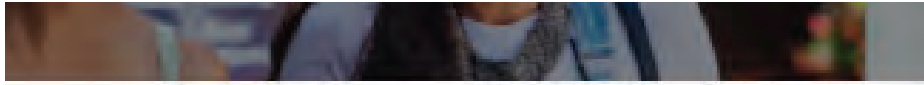
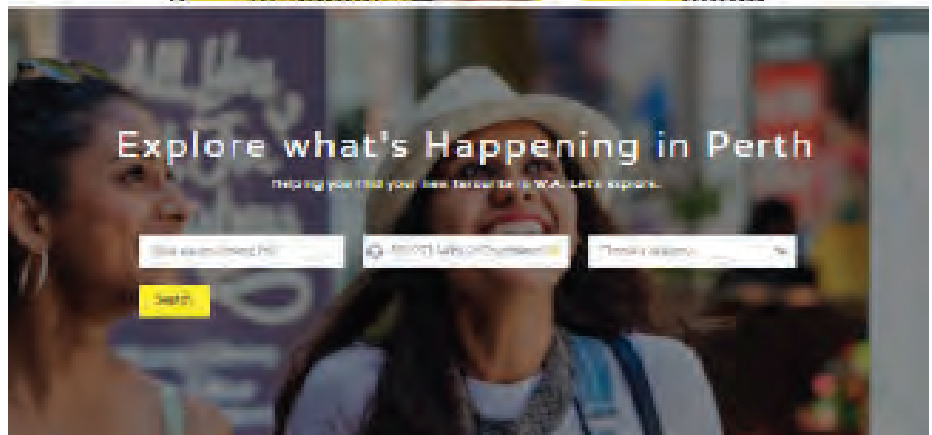
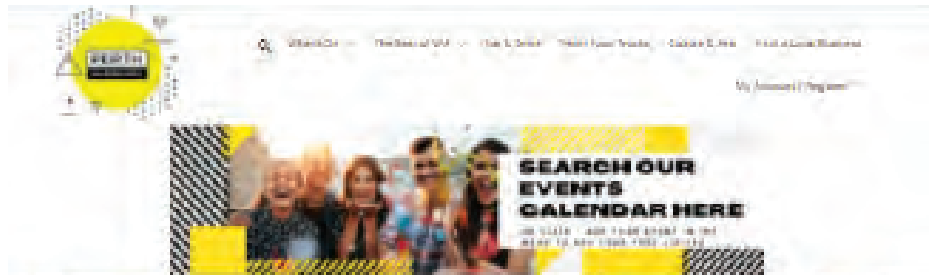
HERO HEADER BANNER

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.

Banner links directly to your event listing and are booked weekly.

\$179 per week



MAJOR BANNER

Boost your brand like never before with a prime banner advertisement spot on Perth Happenings!

Engage directly with our diverse, vibrant community and transform Perth's enthusiastic locals into your loyal customers today.

\$129 per week

WEBSITE ADVERTISING

FEATURED EVENT BANNER

Get ready to shine in the spotlight with our Featured Event Banner on Perth Happenings!

Amplify your event's reach, captivate Perth's dynamic community, and turn every click into a memorable, engaging experience

\$100 per week



Advertising slots on all websites are available based on availability and are reserved on a week-by-week basis, from Monday through Sunday.



NEWSLETTER ADS

NEWSLETTER: STANDARD LISTING

Grab the attention of our subscribers as they get their regular 'What's On' fix from our newsletter

Includes:

- Up to 75 words of copy
- Title and image with click through direct to the event

\$159

NEWSLETTER: MAJOR FEATURE

Grab the attention of our subscribers as they get their regular 'What's On' fix from our newsletter

Includes:

- Hero Image and Key event on the fortnightly newsletter
- Up to 75 words of copy
- Title and image with click through direct to the event

\$229

SOLUS EDM EVENT SPOTLIGHT

This type of EDM is perfect for events with seasons, tours or festivals. It can also be a fantastic platform for large scale single events.

Includes:

- A newsletter dedicated to your event and/ or ticket purchasing platform.
- Extensive editorial opportunity allowing a full event story
- Includes direct links through to the event page and/or ticket purchasing platform.

\$349

SPECIAL EVENT: WHAT'S ON GUIDE

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

Includes:

- Listing in guide with up to 100 words of copy
- Direct click through to your website
- 3x Images and a special offer, if applicable

\$299 per listing

SOCIAL MEDIA PROMOTION



SINGLE IMAGE POST



\$199

3 IMAGE STORY SET

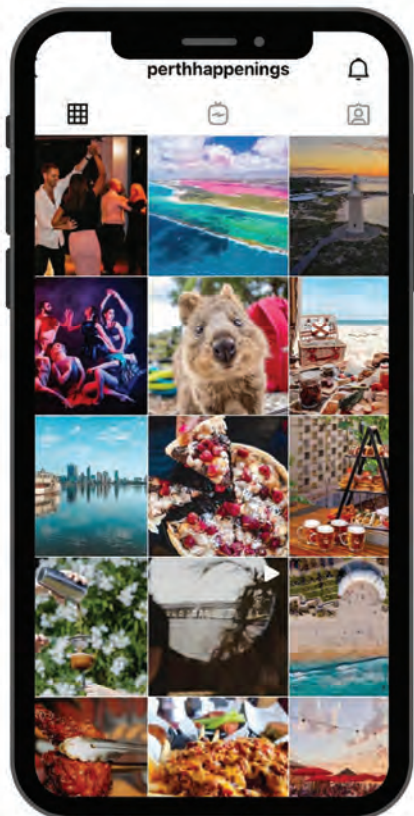


\$399

STORIES COLLECTION



\$249



REEL:
CLIENT CONTENT
\$429

REEL:
CUSTOM CONTENT
\$799

facebook

SINGLE IMAGE POST



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

\$229

SOCIAL MEDIA PROMOTION

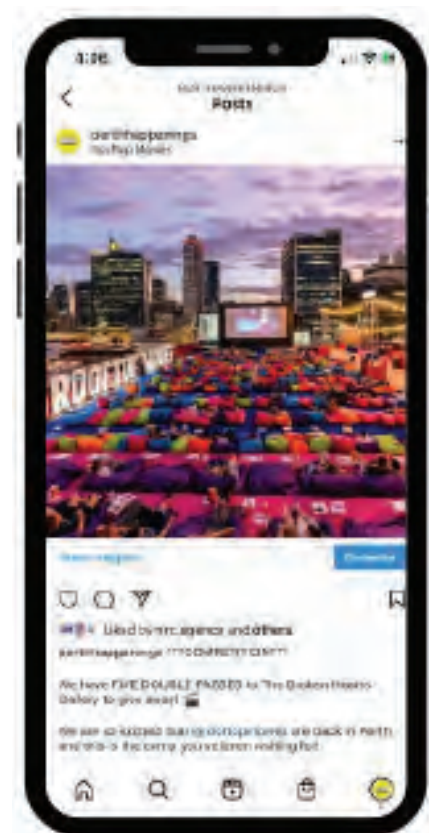
COMPETITIONS & GIVEAWAYS

FACEBOOK

- Single image post for the giveaway
- Compliance with Facebook rules; 'Follow' cannot be a requirement for entry
- Hosting of a dedicated landing page for the competition by Perth Happenings
- Mandatory requirement for entrants to opt-in and provide their email addresses
- Provision of collected email addresses to you after the competition ends

INSTAGRAM

- Single Image Post
- Direct link to event or business in Linktree bio
- Competition will run for five to seven days.
- Entries will required to be following your business Instagram page.



SOCIAL MEDIA PROMOTION

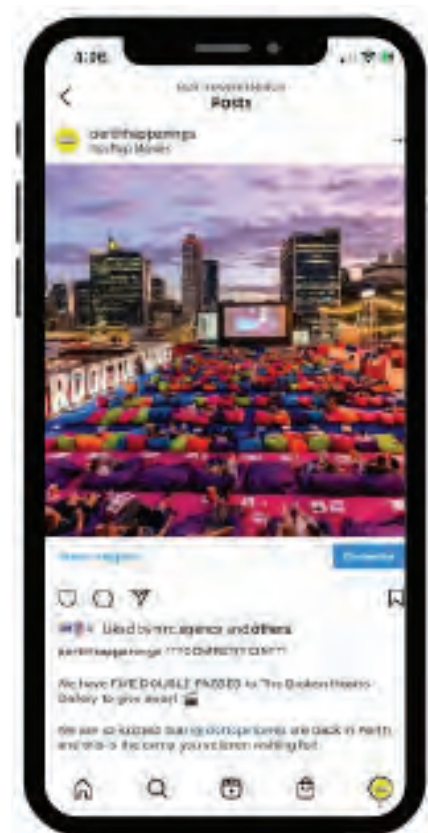
COMPETITIONS & GIVEAWAYS

FACEBOOK GIVEAWAYS \$269

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- Compliance with Facebook rules; 'Follow' cannot be a requirement for entry
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INSTAGRAM GIVEAWAYS \$399

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EVENT LISTING

BRONZE EVENT

- One event listing upgrade to include an image, event blurb up to 200 words, priority approval review and event price.
- Valid for three months from purchase date. Event listing can be live up to 30 Days in advance from event date.

\$49

SILVER EVENT

- All of Bronze featured with a large image and page feature highlight.
- Your event featured on rotation in the Homepage 'Upcoming Events' section. Subject to availability only.
- Event added to the 'Perth Happenings' Facebook page events tab. Your event must have a Facebook event hosted by you for us to 'add to page.'

\$99

GOLD EVENT

- All of Silver featured with a large image and page feature highlight.
- Also featured at the top of the month pages and in searches, with a large image and calendar feature.
- Your event featured in the Homepage 'Featured Events' section for 7 days (Monday to Sunday).

\$189

EVENT LISTING COMPARISON



TITLE, TIME, VENUE & DATE
LARGE PROMO IMAGE
EVENT BLURB (UP TO 200 WORDS)
EVENT LINK TO WEBSITE
FEATURED CALENDAR HIGHLIGHT
FEATURED ON HOME PAGE
TOP OF THE MONTH PAGES
NEWSLETTER FEATURE

FREE

\$49*

\$99*

\$189*



FEATURE PACKAGES

FEATURE ARTICLE PACKAGE

Boost your small business or event visibility with our Feature Article Package, where Perth Happenings' skilled writing team crafts a captivating, SEO-optimised 500-word article adorned with stunning imagery.

Benefit from multiple channel promotions including:

- 3x Images on article
- Dedicated post on our Facebook page
- Dynamic Instagram announcement, with call to action
- Standard newsletter feature
- All links back to your hosted article that stays live for an entire year,
- An exclusive Facebook event listing
- Silver upgrade for your event on our website
- Up to two backlinks
- Link in bio for three days post

Make our audience, your audience.

\$999

ENGAGEMENT PACKAGE

Unlock key local exposure with Perth Happenings' Engagement Package, your one-stop solution for comprehensive digital visibility.

Includes:

- Standard newsletter feature
- Dedicated post on our Facebook page
- Dynamic Instagram announcement, with call to action
- Trio of Instagram stories
- An exclusive Facebook event listing
- Your event upgrade on our website

Reach your audience with the vibrant pulse of Perth at your fingertips

\$899

ADVERTORIAL

Take advantage of the unique opportunity to enhance the recognition and awareness of your brand within the growing and bustling community of Perth through our meticulously tailored Advertorial Package. You provide the content in this comprehensive package, designed to provide you a platform to showcase your brand in a personalized and impactful manner, assuring a consistent year-round presence on the distinguished Perth Happenings website.

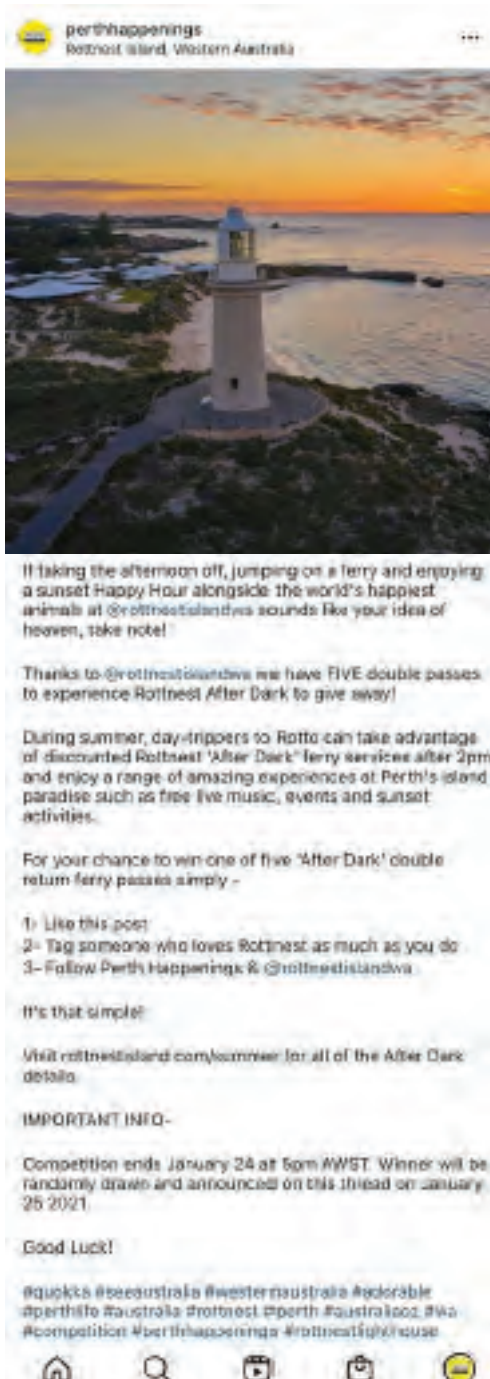
- Hosting for a 500-word copy advertorial with 5 images
- Up to 12 months on the Perth Happenings website with one backlink
- Dedicated post on our Facebook page
- Standard newsletter feature

CLIENT CONTENT \$349 **CUSTOM CONTENT \$595**



OUR WORK

INSTAGRAM



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

Post insights	
1,081	860
29	24
181 Profile visits	33,835 Reach
Interactions ⓘ	
183 Actions taken from this post	
Profile visits	181
Website clicks	2
Discovery ⓘ	
33,835 Accounts reached 49% weren't following perthhappenings	
Follows	72
Reach	33,835
Impressions	34,921
From home	17,497
From Explore	14,718
From hashtags	1,770
From other	936

OUR WORK

FACEBOOK

 **Perth Happenings**
Published by Taysha Sullivan
December 23, 2020

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

That's exactly what the team from [Catalano & Co Baldvis](#) 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!



30

37 Comments 3 Shares

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

Comment at Perth Happenings

Geraldine Kenny
Yay... looks delish and baldvis too. Noice. First thought were drinkys + blowtorch dont mix!! When we going?
Like Reply Message - DM

Jacinda Kidd
Jemma Moore, Claire Moore I think we should do a girls night out here when I can drink again...
Like Reply Message - DM
1 Reply

Penny Myers
Courtney McLeod sounds right up your ally courts! Xoxo
Like Reply Message - DM

Elaine Miller
That looks so good
Like Reply Message - DM

Lesh Mann
Hayley Goddard, not far from you guys! 🍷🍷
Like Reply Message - DM
1 Reply

Tania Westerlo Neudiew
Michelle Ward pretty sure baldvis is close by for us??!
Like Reply Message - DM
3 Replies

Lauren Vdc
Rosyna Hunt we must try
Like Reply Message - DM

Louise Ni flocaird
Geraldine Kenny you like lemon meringue!!
Like Reply Message - DM

OUR WORK

MAILCHIMP

This is an example of our newsletter engagement. These results are from re-targeting our audience.



59.7%

Opens

8.2%

Clicks

CLICK THE BUTTON BELOW TO PURCHASE PROMOTIONAL OPPORTUNITIES

GO TO WEBSITE



WWW.PERTHHAPPENINGS.COM.AU

 facebook.com/perthhappenings

 instagram.com/perthhappenings

 hello@perthhappenings.com.au

TERMS & 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 July 26th 2023 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.