



**PERTH**  
HAPPENINGS

# **MEDIA KIT**

**LET'S LIVE, LOVE, LAUGH, EXPLORE AND MORE!**

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**PERTH**  
HAPPENINGS



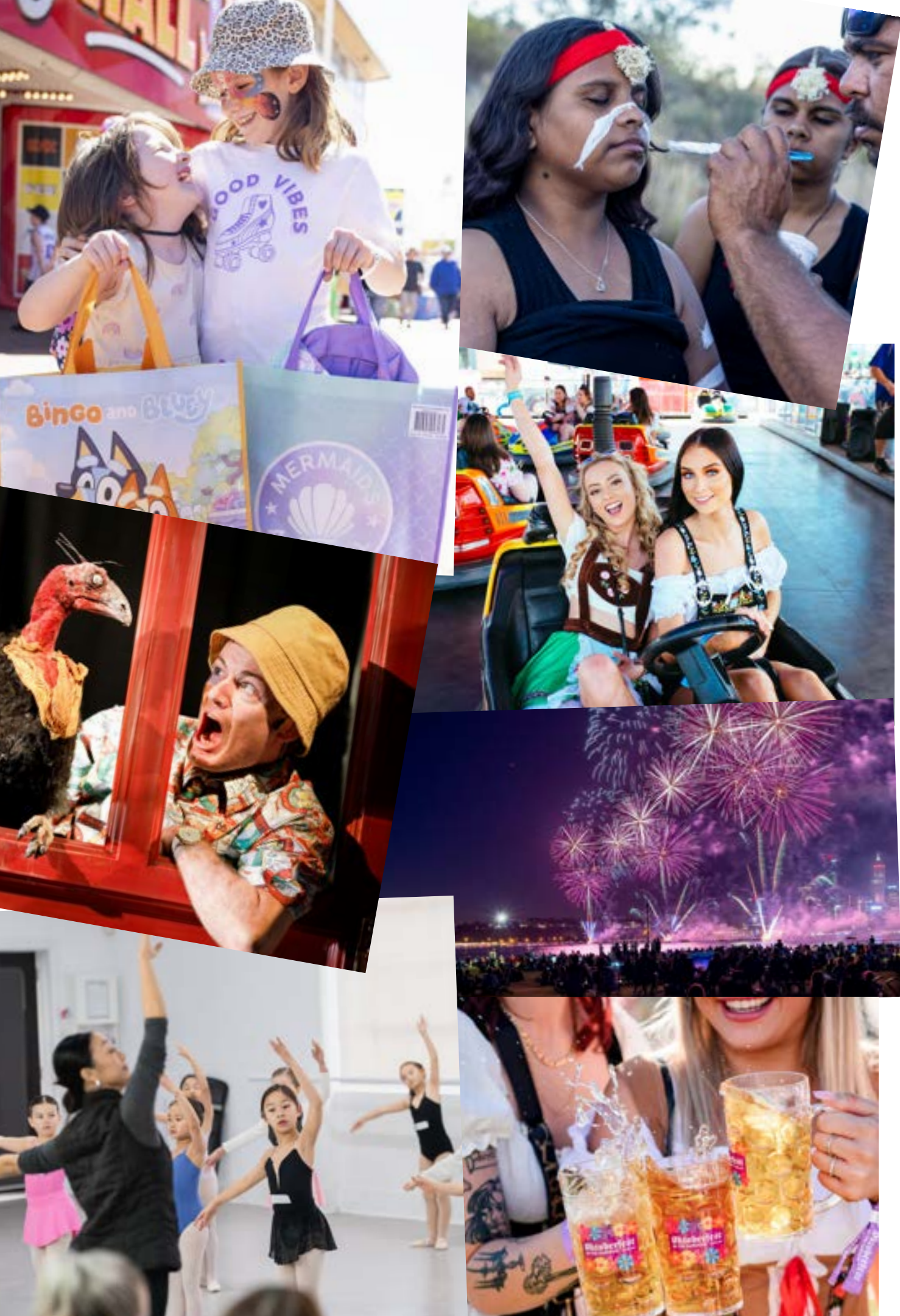


## INTRODUCTION

# WHO ARE WE?

**Perth Happenings** began in 2016 with a simple question: Surely Perth had far more to offer than people could easily find? What started as one woman's frustration on a rare kid-free night quickly grew into a trusted platform showcasing the best of Perth's events, lifestyle, and culture.

Today, Perth Happenings is a leading guide for what's on across Perth and WA. We shine a light on the stories, businesses, and experiences that make this city buzz — from festivals, food adventures, family fun, community events and everything in between! Our audience values us for our genuine approach, diverse storytelling, engaging visuals, and consistent, trustworthy content across multiple platforms.



## WHAT TRULY SETS US APART? WE'RE A LOCAL SMALL BUSINESS TOO!

We know the grind, the big dreams, the tight margins. We understand your challenges, your goals, and the heart you put into your work. We get it because we live the same reality. Perth Happenings is built on passion, perseverance, and that “let’s give it a crack” attitude Perth is known for. We’re real, raw, and authentic in the way we show up, and that honesty is why our community connects with us.

We understand that marketing can feel overwhelming or financially out of reach, but we believe visibility shouldn’t be reserved for just major players. Effective and affordable marketing is absolutely achievable, with the right support.

A refreshed leadership shift in 2023 brought a new spark, energy, clarity, and direction to the brand. People feel that. They’re naturally drawn to a business that’s alive, grounded, and connected — and that spark has helped Perth Happenings grow into a stronger, more community-driven platform. With a growing powerhouse team of 15+ creators and writers, we champion local businesses, help micro-influencers get noticed, and support events with real impact.

Ready to make an impression?  
Let’s get Perth talking.

**Media | Marketing | Advertising | Promoting | Ambassador | Affiliate | Influencer**

# WHAT WE DO

(WHAT DON'T WE DO!)

We have such a diverse range of services and products here at Perth Happenings! It can get quite confusing with all the lingo, so lets start with a simple breakdown. *(See page 8 for our pricing)*

## MARKETING

Holistic strategy: Branding, Research, Social media, Content creation, Promotions

**Key focus:** Strategy & Relationship

**How it's used:** Ongoing multi-channel management by agencies

**Average industry prices:**  
\$1,500 - \$5,000+ per month

## ADVERTISING

Paid placements (digital or offline) targeting specific audiences

**Key focus:** Visibility & Reach

**How it's used:** PPC Campaigns, display ads, sponsored posts

**Average industry prices:**  
\$600 - \$5,000+ per month

## PROMOTING

Short-term pushes for engagement or sales often tied to events, giveaways, or special campaigns

**Key focus:** Hype & Action

**How it's used:** Time-limited boosts, spotlight, features in EDMs or socials

**Average industry prices:**  
\$500 - \$2,500+ per month

## AMBASSADOR

Long-term partnerships in which a person regularly advocates for your brand, often with perks or commission

**Key focus:** Loyalty & Representation

**How it's used:** Local personalities or long-term collaborators who generate recurring content / interactions

**Average industry prices:**  
\$500 - \$2,000+ per month

## AFFILIATE

Performance-based referrals; individuals earn commission via unique links

**Key focus:** Referrals & Sales

**How it's used:** Online referral programs via bloggers or niche ambassadors

**Average industry prices:**  
5-20% commission per sale

## INFLUENCER

One-off or short campaigns paying creators for sponsored posts or content sharing

**Key focus:** Influence & Exposure

**How it's used:** Instagram / Tiktok / Reels / content creator posts for specific campaigns

**Average prices based on Following and per post:**

Nano (1-10k): \$100 - \$500 or Gifted Collab

Micro (10-50k): \$500-\$1,000 or Gifted Collab

**Mid-tier (50-500k): \$1,000-\$5,000 PLUS Gifted Collab**

Macro (500k-1M): \$5,000-\$10,000 PLUS Gifted Collab

Mega (1M+): \$10,000 PLUS Gifted Collab

# AUDIENCE

**105K+ SOCIAL MEDIA FOLLOWERS**



**INSTAGRAM**

@perthhappenings

**70.3K**

**FOLLOWERS**

Aus Followers: 84.5%  
WA Followers: 82.3%

73% Female  
83.5% Aged 25 – 54  
36.5% Aged 35–44



**FACEBOOK**

fb.com/perthhappenings

**35.3K**

**FOLLOWERS**

Aus Followers: 95.9%  
WA Followers: 94.7%

76.8% Female  
65.7% Aged 25 – 54  
32.4% Aged 35–44



**WEBSITE**

perthhappenings.com.au

**213K**

**PAGE VIEWS**

Unique Views: 170K  
Perth Users: 92.26%

45% Female  
85% Aged 18 – 44  
34.5% Aged 25–34



**EMAIL**

hello@perthhappenings.com.au

**7.5K**

**DATABASE**

Open Rate: 34.4%  
June 2025

Industry Open Rate: 16%  
Click Rate: 28%

# HOW WE HELP

## OUR PROCESS

Our team tailors each campaign to fit the unique contours of your business, crafting visually stunning content that not only stands out but also delivers tangible outcomes.

See below for a visualisation of our customized creative campaign process, where we'll escort you through every milestone of the journey.





# A “WHAT’S ON” WEBSITE WITH A DIFFERENCE

**Step into the spotlight with Perth Happenings,** your event’s launchpad into Perth’s vibrant heart. We’re not just promoters; we’re storytellers, and we craft a tale for every occasion that captivates our trusted audience. Harness our deep roots in the local scene to showcase your event.

**Our diverse, engaged community looks to us for the next must-attend events,** and we deliver with flair and a personal touch. We bring your event alive, highlighting its uniqueness through our proven digital strategies and infectious passion for Perth’s culture.

**With Perth Happenings, benefit from our reputation for quality and the loyal following that comes with it.** Your event will be more than just a date on the calendar; it will be a memorable part of Perth’s vibrant narrative. Ready to make some noise?

**LET’S GET PERTH TALKING.**



# OUR SERVICES

## BRANDED EDITORIAL FEATURES

Collaborate with our passionate local storytellers to craft a Branded Editorial Feature that resonates with and captivates our dedicated audience.

## EMAIL MARKETING CAMPAIGN

Harness the power of our Email Marketing Campaigns with Social Media Exposure, boasting an open rate that quadruples industry standards for unmatched brand amplification.

## ONLINE CONTEST CAMPAIGNS

Launch an Online Contest Campaign that sparks excitement and engagement, giving your brand a fun, interactive boost in visibility and connection with your digital audience.

## SOCIAL MEDIA CONTENT CREATION

Elevate your brand narrative with our Social Media Content Creation, where we craft and distribute captivating Instagram Reels that resonate and engage with your audience.

## SOCIAL MEDIA EXPOSURE

Maximize your visibility with Perth Happenings' Social Media Exposure, tapping into our 110,000+ following for substantial reach and impactful engagement.

## DISPLAY ADVERTISING CAMPAIGNS

Amplify your brand's impact with our Display Advertising Campaigns, strategically placed to captivate your target audience and drive powerful results.



SERVICES

# SOCIAL MEDIA

**IG & FB STORIES**

**FREE!**

**No charge for clients**

Tag Perth Happenings and we'll share up to two (2) posts!

**SINGLE IMAGE POST**

**\$99**

**on Facebook or Instagram**

A post perfect for announcements, features, or brand highlights.

**REEL CONTENT BY CLIENT**

**\$279**

**on Facebook or Instagram**

Reel provided by the client, posted to amplify visibility and brand presence.

**REEL CONTENT BY PH**

**\$429**

**on Facebook or Instagram**

Short-form video created by our team to boost engagement and reach.

**CAROUSEL POST BY CLIENT**

**\$279**

**on Facebook or Instagram – 5 slides**

Up to 5 client-provided images shared to feature your brand or event.

**CAROUSEL POST BY PH**

**\$429**

**on Facebook or Instagram – 5 slides**

Designed by our team to tell a visual story or showcase multiple angles.

**SINGLE IMAGE GIVEAWAY**

**\$249**

**on Facebook or Instagram**

Eye-catching single-post giveaway to drive audience participation.

**REEL / CAROUSEL GIVEAWAY**

**\$429**

**on Facebook or Instagram**

Engaging giveaway in video or multi-image format for maximum reach.



# SERVICES INFLUENCER BOOKING

\$150

## SPECIFIC REVIEWER OR CONTENT CREATOR

Seen our socials and have a specific team member you'd prefer to review or create content for you? Our 19+ team are ready and waiting, but sometimes your faves may already be booked on another assignment. Avoid disappointment by booking your fave from the team and have your written review or visual content showcased on your chosen Perth Happenings platform.

\$997

## GROUP INFLUENCER BOOKING

Price starts from \$997 for 6 people

Minimum of 6 people, content across 6 profiles

## "CONTRA DEALS"

Please email us at [hello@perthhappenings.com.au](mailto:hello@perthhappenings.com.au) to discuss further deals and details



## SERVICES

# WEBSITE ADVERTISING

### ADVERTORIAL PH CONTENT

**\$595**

#### A Feature by Perth Happenings

to boost your brand's visibility in Perth's growing community. Enjoy a personalized, year-round presence on the Perth Happenings website.

#### Includes:

- 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

### ADVERTORIAL CLIENT CONTENT

**\$329**

#### A Client Article Feature

to highlight your brand with content you provide. Gain a personalized, year-round presence on the Perth Happenings website.

#### Includes:

- 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

### MAJOR PAGE BANNER / COVER on the Website or on Facebook

**\$100**  
per week

Eye-catching large banner or cover on our website or FB page.

### MINOR PAGE BANNER

**\$29**  
per week

#### Scrolling Banner on the Website

Be a part of the scrolling banner on our website.



**\$99**

## ESSENTIAL LISTING

### Standard Newsletter 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

**\$49**

## SPONSOR FOOTER

### on Facebook or Instagram

A photo and link only.  
Image provided by client.

**\$199**

## MAJOR FEATURE

### Major Newsletter 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

**\$249**

## EXCLUSIVE EDM

### 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.

SERVICES

WEBSITE LISTING:  
EVENT CALENDAR



	ESSENTIAL \$1	EXTRA \$29*	ELITE \$99*
TITLE, TIME, VENUE & DATE	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
LARGE PROMO IMAGE	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
EVENT BLURB (UP TO 200 WORDS)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
EVENT LINK TO WEBSITE	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
FEATURED CALENDAR HIGHLIGHT	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FEATURED ON HOMEPAGE	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

SERVICES

WEBSITE LISTING:  
BUSINESS DIRECTORY



Put your business front and center in our online directory where locals come to find services, suppliers, venues, and experiences.

3 MONTHS

Duration of listing

\$80  
per month

Includes:

- Up to 75 words of copy
- Colour photo or logo
- Physical address and contact details
- Social media handles
- General Business Directory Ad in Fortnightly Newsletter
- 1 Essential Listing in Newsletter (per term)
- Advertorial content from the client

6 MONTHS

Duration of listing

\$65  
per month

Includes:

- Up to 75 words of copy
- Colour photo or logo
- Physical address and contact details
- Social media handles
- General Business Directory Ad in Fortnightly Newsletter
- 2 Essential Listings in Newsletter (per term)
- Advertorial content by the Perth Happenings team

12 MONTHS

Duration of listing

\$50  
per month

Includes:

- Up to 75 words of copy
- Colour photo or logo
- Physical address and contact details
- Social media handles
- General Business Directory Ad in Fortnightly Newsletter
- 3 Essential Listings in Newsletter (per term)
- Advertorial content by the Perth Happenings team

# OUR CLIENTS



**LET'S LIVE, LOVE, LAUGH, EXPLORE AND MORE!**



**JACQUIE ASHBY**  
Managing Director (aka Boss Lady)  
[jacquie@perthhappenings.com.au](mailto:jacquie@perthhappenings.com.au)

**Book A Call HERE To Discuss How We Can Elevate Your Business**