



Media Kit 2017

—

Sydneymum features amazing women living in Sydney.

We help women share their stories, connect and create opportunities through our network.



**Sydney Children's Hospital Clown Doctor, Lou Pollard is one of many extraordinary women we've profiled.**

We talk about what Sydney women really care about and champion their contributions.



Tara Hunt of 1 Million Women

*Family & Community*

*Career & Passions*

*Health & Wellbeing*

*Social & Topical*

(based on identified reader desires: work/family life balance, financial independence, networking, career satisfaction and happiness).

# Audience



**1560 subscribers**

Sydneymum has enjoyed an organic and steady growth since its inception.



**600 FB Fans**

Like our site subscribers, our FB fan base grows organically through genuine engagement.



**93% Female**

Leading age: 30 - 45  
Stay at home /working  
Sydney, Australia



**300+ views p/d**

Without heavy use of link exchanges and other marketing tactics our readers are there for the content itself.

# Meet the Team

Sydneymum is headed up by Emma McEnery and Sharon Quill with an amazing team of professional contributors sharing about their expertise.



Marisa Hoffenberg  
Hoffenberg Wealth Mgt



Nurse Noosha of  
Noosh'a Beautiful People



Amanda Jane of  
Bone & Willow



Caroline Bakerman  
Better Me Yoga



Marie Holland  
Nutrition That Fits



Alysia Samperi  
Hamblins Florist



Emma McEnery  
Virtual EmPower



Sharon Quill  
Sydneywriter

Use our brand, blogging,  
and copywriting expertise  
to promote your brand to  
Sydney women.

**Product reviews**

**Advertising**

**Social media**

**Articles / Profiles**

**Sponsored posts**

**Network listings**

## Promotional Opportunities

### **Product Reviews**

Sydneymum write personal and honest reviews in blog format. We promise our reviews and opinions are our own (\$150.00).

### **Advertising**

Post and front page sidebar spaces available for quarterly placements include:  
125 x 125 (\$70.00) and 250 x 125 (\$110.00).

### **Social Media**

Sydneymum offers quarterly promotions on Twitter, Instagram and Facebook from \$49.00.

### **Articles, profiles, sponsored posts**

See following page.

# Your feature on Sydneymum



Q Station recently engaged Sydneymum to promote their family glamping package.

## Publishing an article on Sydneymum.com.au

You have options!

1. Supply a non advertorial article (minimum 400 words) of a relevant topic to Sydneymum readers. (\$150.00)
2. Use our professional copywriting/blogging services to write your article / profile (\$250.00).

The article will be uploaded to the website to the first post-promotion, and to the Sydneymum social media accounts immediately.

### **Complimentary Network Listing**

Sydneymum will also list your business profile including a picture and a link. (normally valued \$49).

# Small Print

- Payments must be made 5 days before the sponsored period begins.
- Sponsored periods are for 3 months, after which, it may be renewed.
- We reserve the right to edit content.
- We reserve the right to schedule or reschedule sponsored postings, in consultation with sponsor, to avoid any conflict of interest.





Thanks for your interest in Sydneymum. We love this site and our community and hope you do too. Please do not hesitate to contact us with any questions you have about promoting your brand with us.

We look forward to hearing from you.

**Emma McEnery**  
Site Manager  
0425 241 445

**Sharon Quill**  
Creative Director  
0411 281 467