



Active Parents  **WINTER 2025 MEDIA KIT**

OUR COMMUNITY



20,000
Facebook
Followers



17,000
Instagram
Followers



1.3 Million
Pageviews
in 2024



78% of Website
Traffic is Via
Organic
Search



89% Women
Between 18
and 54



8,000
Newsletter
Subscribers



40% Hamilton
37% Halton
23% Surrounding

“ The Active Parents platform is an engaged audience and perfect for the promotion of our children’s programs. ”

OUR STORY

- Launched in 2016 with just a Facebook page and a mission to help connect families to local fun quickly and easily.
- We report on Halton, Hamilton, Niagara and beyond.
- We love local! We are dedicated to celebrating everything family-friendly in our regional backyard.
- In 2024, we reached over 1.4 million locals through our social media posts and welcomed 800,000 visitors to our website.
- Parents trust us to help them fill their free time with quality activities and events the whole family will love.
- Businesses look to Active Parents to reach their ideal target market of hyperlocal moms, dads and caregivers.

“ Partnering with Active Parents was hands down, one of the best marketing investments we could have ever made. ”

“ Active Parents was not only a trusted resource for parents but also an active contributor to our community. ”

ADVERTISING BUNDLES

Bundles For All Businesses

Reach our audience where they are when you promote using our bundled packages. Our packages are created to highlight businesses on all of our channels: Facebook, Instagram, our newsletters and on our website.

Our large social media channels are the ideal way to show off your location and highlight why kids will love visiting. Our high-ranking SEO guides help parents find you when they Google things to do locally.

Your Vision, Our Mission.
We turn your business ambitions into achievements!

Small Bundle

- Facebook Post
- Instagram Post
- Newsletter Ad
- 30-Day Sidebar Ad

Price: \$250.00

Medium Bundle

- 2 Facebook Posts
- 2 Instagram Posts
- 2 Newsletter Ads
- 2 x 30-Day Sidebar Ads

Price: \$465.00

Large Bundle

- 4 Facebook Posts
- 4 Instagram Posts
- 4 Newsletter Ads
- 4 x 30-Day Sidebar Ads
- 1 Year Enhanced Listing in Our Directory (value \$200.00)

Price: \$880.00

Extra Large Bundle

- 8 Facebook Posts
- 8 Instagram Posts
- 8 Newsletter Ads
- 8 x 30-Day Sidebar Ads
- 1 Year Featured Listing in Our Directory (value \$350)

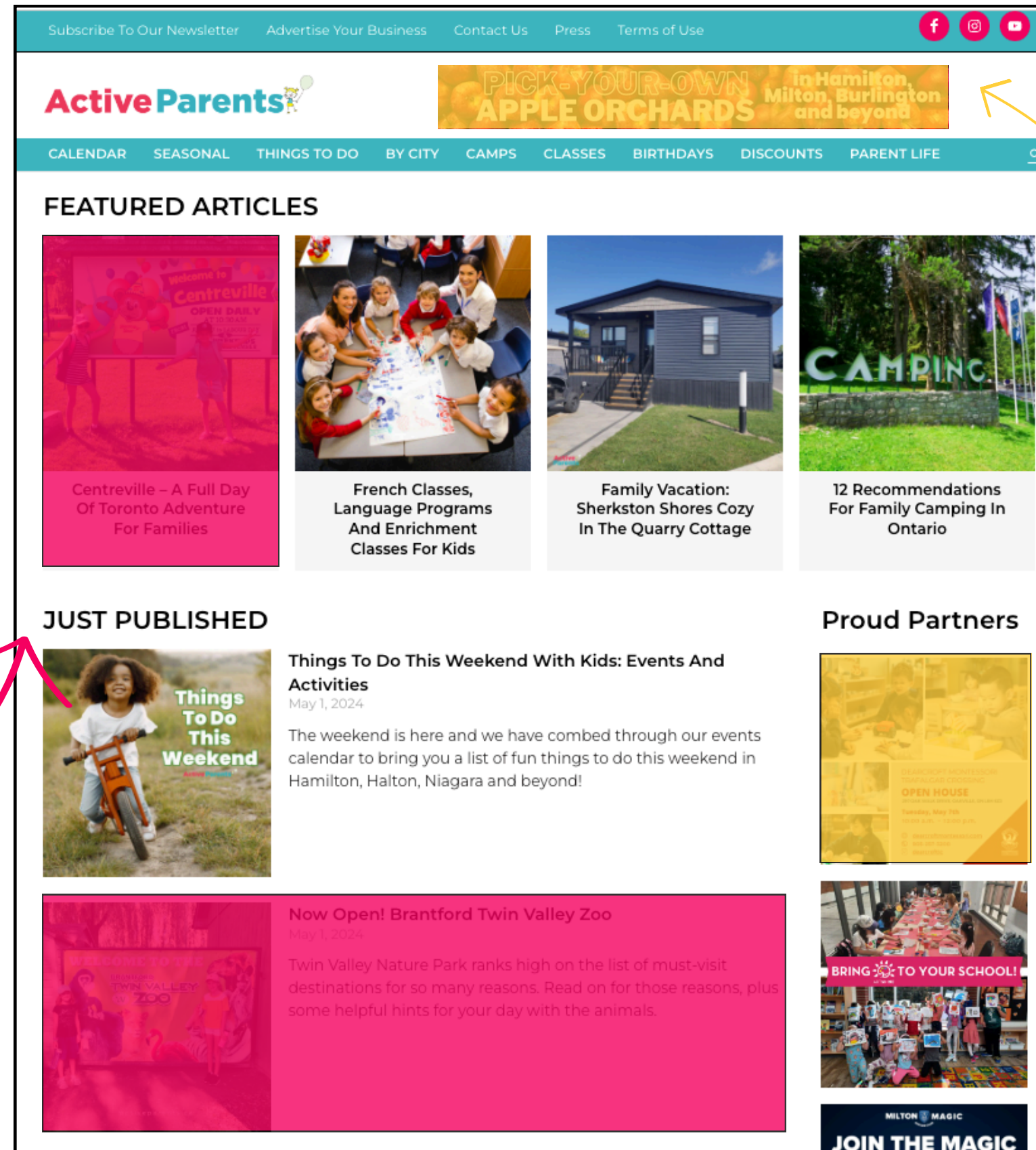
Price: \$1575.00

CONTENT ADVERTISING

Organizational Article:

- An article by or about your business or organization
- \$395 for an article provided by you, or \$495 for an article we create
- Internal link to your website and social pages
- 1 year minimum on our website, with social shares and newsletter feature throughout the year
- Annual renewal options available

Articles are a great way to gain a reputable backlink!



DIGITAL ADVERTISING

Header Ad:

- \$200/month for shared space. Maximum 4 ads
- \$500/month for exclusive space. Advanced booking required

Header and Sidebar ads are viewed 80-100,000 times per month

Sidebar Ad

- \$100/month for rotating shared space with up to 16 ads
- Ads rotate with every click or visit

KIDS CAMP ADVERTISING

Created For Camp Providers

Our SEO-enabled Kids Camp Guides are high-ranking in search engine results. We share them numerous times during their respective seasons in our newsletter and on our social media pages, and they are strategically placed on our website landing page for easy access.

Featured Listings receive 3-5 times the clicks of free listings

Search "Summer Camps Near Me" and our guides appear on page 1 of Google

FREE LISTING

- Business Name
- Address
- Website
- Phone
- Email

Price: Always Free

SUMMER CAMP ONLY

- Everything in Free Plus:
- Full-Colour Logo
- Full Business Description
- Placement Above Basic Listings in All Guides
- 3 Image Photo Gallery
- Links To Your Socials
- Up To 5 Categories
- 2 Facebook Social Shares
- 2 Newsletter Ads
- 2 30-day Website Ads

Price: \$475.00 / season

ALL SCHOOL BREAKS CAMP

- Perfect for those who host Winter Break, March Break and PA Day Camps
- Everything in Enhanced Plus:
- Placement Above Enhanced Listings in All Guides
- Event Shares on Facebook
- 6 Facebook Social Shares Per Year
- 6 Newsletter Ads Per Year
- 4 30-day Website Ads

Price: \$1100.00 / year

DIRECTORY ADVERTISING

Perfect For All Businesses

Our SEO-enabled Programs and Business Guides are high-ranking in search engine results. We share them numerous times during their respective seasons in our newsletter and on our social media pages, and they are strategically placed on our website landing page for easy access.

BASIC LISTING

- Business Name
- Address
- Website
- Phone
- Email
- Up to 3 Categories

Price: Always Free

ENHANCED LISTING

- Everything in Free Plus:
- Full-Colour Logo
- Full Business Description
- Placement Above Basic Listings in All Guides
- 3 Image Photo Gallery
- Links To Your Socials
- Up To 5 Categories
- Featured Event Listings in Our Calendar
- 1 Facebook Social Share Per Year

Price: \$200.00 / year

FEATURED LISTING

- Everything in Enhanced Plus:
- Placement Above Enhanced Listings in All Guides
- Unlimited Categories and Guides
- Event Shares on Facebook
- Event Highlights in Weekend Wrap-Up Article
- 2 Facebook Social Shares Per Year
- 2 Newsletter Ads Per Year
- 10% Off Other Advertising

Price: \$400.00 / year

Featured Listings receive 3-5 times the clicks of free listings

EVENT PROMOTIONS

Events Advertising

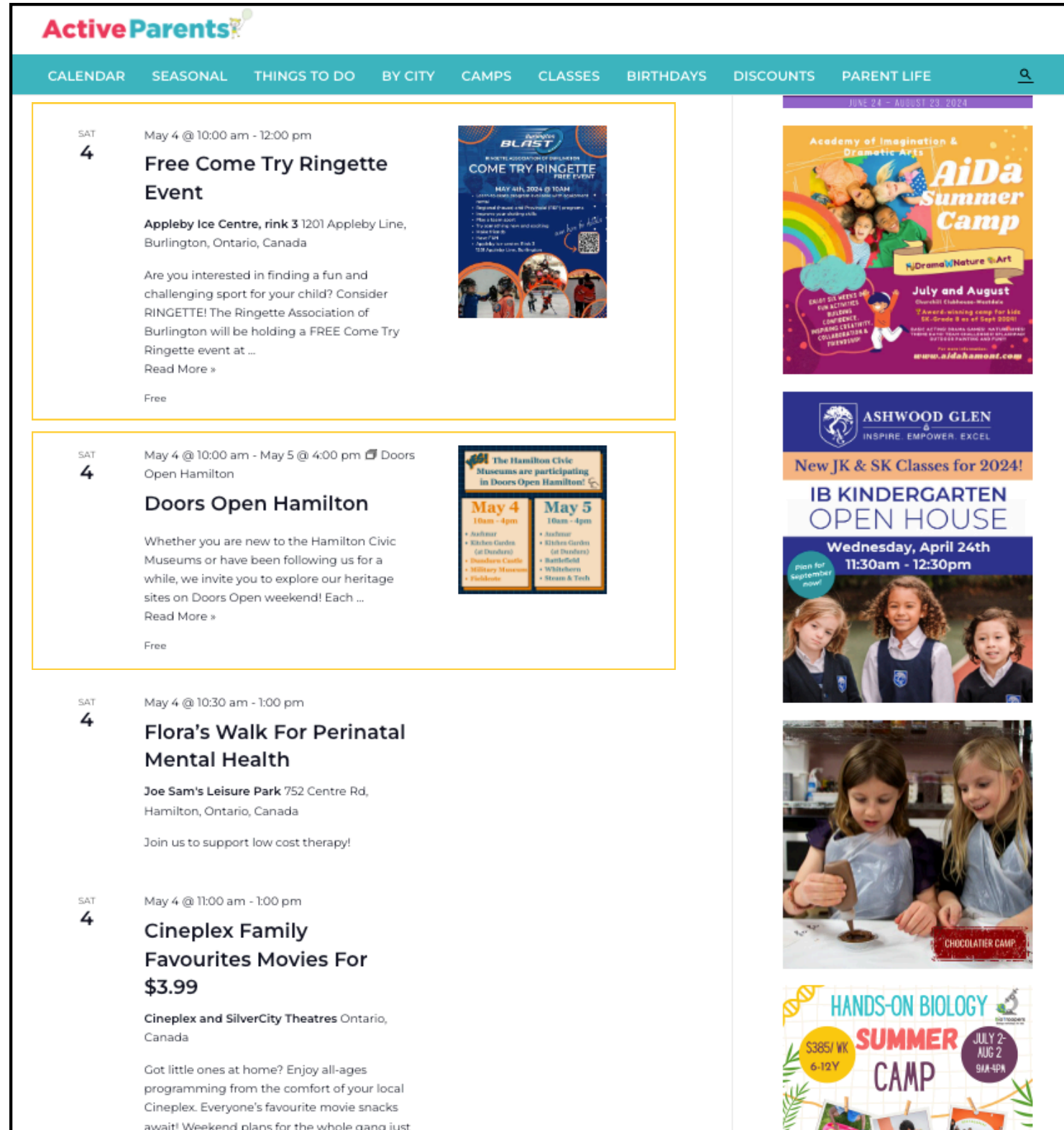
Silver Package \$150

- Your event will be highlighted in our popular events calendar
- Up to 100 words about your event, URL, plus a full-colour image
- Shares on both Instagram and Facebook
- Highlighted in our Weekend Wrap Up blog

Gold Package \$225

- Includes Silver Package
- Plus a full-colour ad in our weekly newsletter

The Weekend Wrap-Up



The screenshot shows the ActiveParents website interface. At the top, there's a navigation bar with categories: CALENDAR, SEASONAL, THINGS TO DO, BY CITY, CAMPS, CLASSES, BIRTHDAYS, DISCOUNTS, PARENT LIFE. Below this, several event listings are visible:

- Free Come Try Ringette Event**: May 4 @ 10:00 am - 12:00 pm. Appley Ice Centre, rink 3 1201 Appley Line, Burlington, Ontario, Canada. Includes a promotional image for the event.
- Doors Open Hamilton**: May 4 @ 10:00 am - May 5 @ 4:00 pm. Includes a promotional image for the museum event.
- Flora's Walk For Perinatal Mental Health**: May 4 @ 10:30 am - 1:00 pm. Joe Sam's Leisure Park 752 Centre Rd, Hamilton, Ontario, Canada.
- Cineplex Family Favourites Movies For \$3.99**: May 4 @ 11:00 am - 1:00 pm. Cineplex and SilverCity Theatres Ontario, Canada.

On the right side of the screenshot, there are several promotional banners for other services:

- AiDa Summer Camp**: Academy of Imagination & Dramatic Arts. Includes a promotional image with children.
- ASHWOOD GLEN**: Inspire Empower Excel. New JK & SK Classes for 2024! IB KINDERGARTEN OPEN HOUSE. Wednesday, April 24th 11:30am - 12:30pm. Includes a promotional image of children.
- HANDS-ON BIOLOGY SUMMER CAMP**: \$385/WK 6-12Y. Includes a promotional image of children in a lab.

DIRECT EMAIL ADVERTISING

Exclusive E-Newsletter Blast

- Share your event or company with our subscribers for \$450
- Includes 6 paragraphs, full-colour images and links to your website.

Sample E-Blast

Average newsletter open rate is 52%, CTR is 6.1%

