



**ActiveParents**  **SUMMER 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.

”



# #1 Local Resource For Families in Halton, Hamilton and Niagara

## 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)

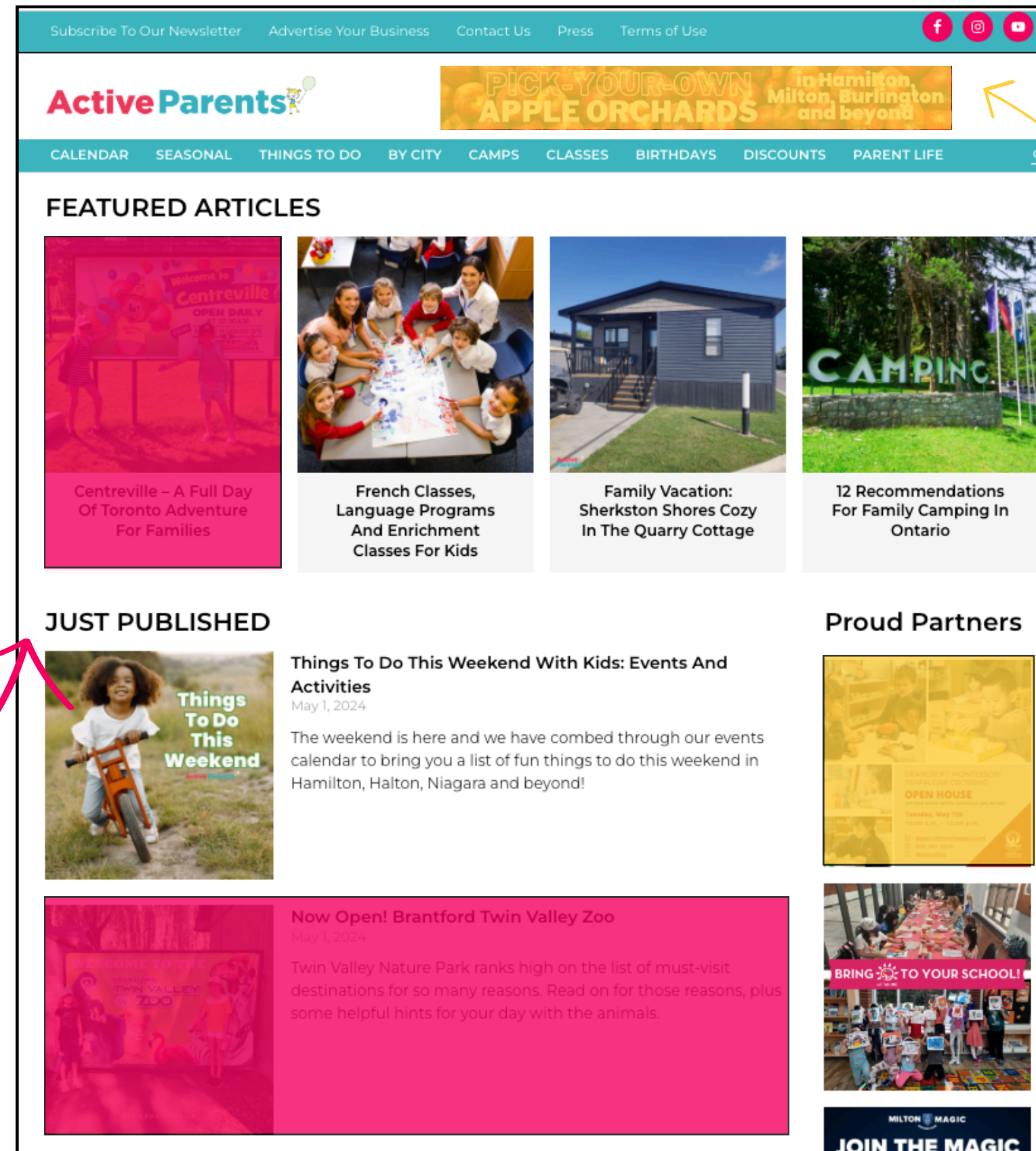
Price: \$1575.00

### 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. The top navigation bar includes links for CALENDAR, SEASONAL, THINGS TO DO, BY CITY, CAMPS, CLASSES, BIRTHDAYS, DISCOUNTS, and PARENT LIFE. The main content area displays a list of events for Saturday, May 4th:

- Free Come Try Ringette Event**: May 4 @ 10:00 am - 12:00 pm. Appleby Ice Centre, rink 3 1201 Appleby Line, Burlington, Ontario, Canada. Description: Are you interested in finding a fun and challenging sport for your child? Consider RINGETTE! The Ringette Association of Burlington will be holding a FREE Come Try Ringette event at ... Read More »
- Doors Open Hamilton**: May 4 @ 10:00 am - May 5 @ 4:00 pm. Doors Open Hamilton. Description: Whether you are new to the Hamilton Civic Museums or have been following us for a while, we invite you to explore our heritage sites on Doors Open weekend! Each ... Read More »
- 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. Description: Join us to support low cost therapy!
- Cineplex Family Favourites Movies For \$3.99**: May 4 @ 11:00 am - 1:00 pm. Cineplex and SilverCity Theatres Ontario, Canada. Description: Got little ones at home? Enjoy all-ages programming from the comfort of your local Cineplex. Everyone's favourite movie snacks await! Weekend plans for the whole gang just

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

- AiDa Summer Camp**: Academy of Imagination & Dramatic Arts. July and August. Description: Enjoy 6 weeks of fun activities, drama, music, and art. Read More »
- ASHWOOD GLEN**: INSPIRE. EMPOWER. EXCEL. New JK & SK Classes for 2024! IB KINDERGARTEN OPEN HOUSE. Wednesday, April 24th 11:30am - 12:30pm. Description: Join us for an open house to learn more about our IB Kindergarten program.
- CHOCOLATIER CAMP**: Hands-on Biology Summer Camp. Description: Join us for a hands-on biology summer camp.

## 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%

