ActiveParents

FALL 2026 MEDIA KIT

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

OUR COMMUNITY

- 25,000 Facebook Followers
- 22,000 Instagram Followers
- 1.2 Million Pageviews in 2025
- 78% of Web Traffic is Organic
- 89% Women Between 18 and 54
- 8,000 Newsletter Subscribers
- 40% Hamilton 37% Halton 23% Other

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

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.

> "The Active Parents platform is an engaged audience and perfect for the promotion of our children's programs."

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

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ADVERTISING BUNDLES

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.

Small Bundle

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

Price: $275.00

Why this works:
A simple, low-risk way to get in front of thousands of local parents and test response before committing to a longer campaign. The perfect starter package!

Medium Bundle

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

Price: $495.00

Why this works:
Parents need to see a business multiple times before taking action. This package builds trust and familiarity while keeping marketing affordable.

Ideal for Summer Camp Providers!

most popular!

Large Bundle

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

Price: $895.00

Why this works:
Increases the frequency of your promotion to help reinforce awareness and maintain visibility during competitive registration seasons.

Extra Large Bundle

- 8 Facebook Posts
- 8 Instagram Posts
- 8 Newsletter Ads
- 4 x 30-Day Sidebar Ads

Price: $1595.00

Why this works:
Keeps your business visible through peak planning seasons and builds long-term brand recognition with thousands of local families.

most renewed!

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SPECIAL EVENT AND ACTIVITY PROMOTIONS

Active Parents is known of sharing the best and most unique events and activities. Parents visit our events calendar by the thousands each month. If you've hosting an open house, anniversary or special event, get noticed with our event advertising packages.

EVENT ADVERTISING

Event Promo Packages

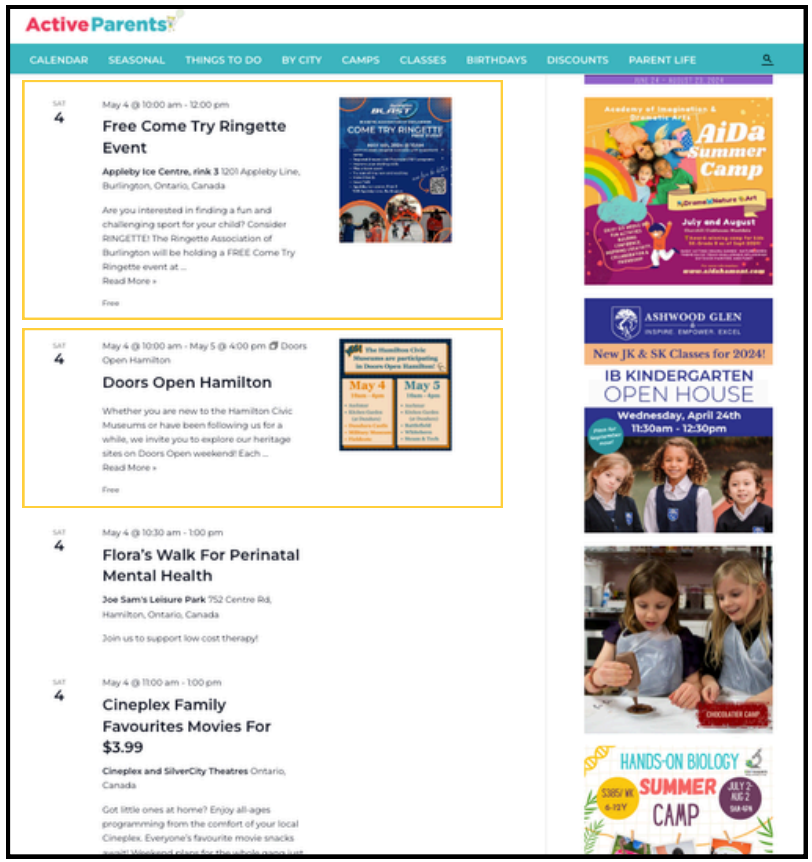
Silver Package $150

- 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



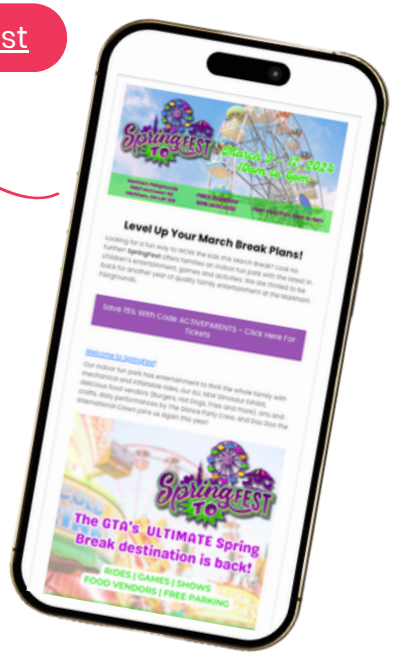
DIRECT EMAIL ADVERTISING

Exclusive Newsletter E-Blast

- Share your event or company with our subscribers for $450
- Includes up to 5 paragraphs, 5 full-colour images and links to your website.

Sample E-Blast

Our weekly newsletter open rate is 55-65% !



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ADVERTISING IN OUR POPULAR DIRECTORIES

Active Parents readers turn to our popular directories when searching for services, camps and programs for kids. From Camp Providers to Birthday Party Venues to Extracurriculars, there is a spot for your family-focuesd business on ActiveParents.ca . Reach parents where and when they are looking for you.

FREE LISTING

- Business Name
- Address
- Website
- Phone
- Email

Price: Always Free

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

FEATURED LISTING - 1 CATEGORY

- Everything in Free Plus:
- Full-Colour Logo
- Full Business Description
- Placement Above Free Listings
- 3 Image Photo Gallery
- Links To Your Socials
- Choose 1 category

Price: $150.00 annually

Ideal for service-based businesses

FEATURED LISTING - UNLIMITED CATEGORIES

- Everything in Free Plus:
- Full-Colour Logo
- Full Business Description
- Placement Above Free Listings in All Guides
- 6 Image Photo Gallery
- Links To Your Socials
- Choose all applicable categories

Price: $200.00 annually

Best option for entertainment venues, camps, birthday destinations and extracurricular programs

Current Guides Available: Birthday Party Places, Camp Providers, Indoor Play Centres, Art Classes, Cooking & Baking, Dance CLasses, Horseback Riding, Gymnastics, Ninja & Tumbling, Martial Arts, Parent & Tot, Music & Theatre, Sports, STEM & Robotics, Swimming, Tutoring & Enrichment, House & Home Services, Mind-Body Wellness, Speech Therapists, Family Photographers, Driving Schools, Tutors, and more!

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DEDICATED CONTENT ADVERTISING

Dedicated content advertising—like sponsored blog posts and Instagram Reels—lets your business be the main character, not just another ad in the mix. Instead of a quick mention, you get space to tell your story, highlight what makes you unique, and show how families actually experience your business. This type of content feels more authentic, builds trust with parents, lives on longer than a standard ad, and is easy to reshare across your own channels—giving you stronger engagement and more value over time.

Sponsored Content

Sponsored Blog $495

- Detailed article with colour photos and links
- 1 year minimum on our website, with social shares and newsletter feature throughout the year
- Shares on both Instagram and Facebook
- Featured in our weekly newsletter

Sample Blog Post

Articles are a great way to gain a reputable backlink!

Add-On A Reel $295

- We visit and create a first-hand experience reel showcasing the highlights and perks of your location

Sample Instagram Reel