

SMALL IDEAS

MEDIA KIT



BRIGETTE SMITH

0429 017 380

SMALLIDEASNSW.COM.AU

BRIGETTE@SMALLIDEASNSW.COM.AU

ABOUT SMALL IDEAS

Small Ideas is a family & kids digital platform for families to access activities & products at a discounted rate.

We promote family friendly business for FREE all year including shout-outs on social media, exposure in our weekly Newsletter, sharing of events & more. In return our paying members get discounts & savings to the wonderful businesses we partner with.

We have been featured heavily in the media for tips + activities for families & budget savvy ways to entertain the kids. None of these features have been paid.

Small Ideas currently works with over 200 businesses and the top bloggers and influences in the kids space.

We promote businesses using videos + blogs and personally work with each business to include offerings that attract new visitors who are part of our growing community and likely to return at full price.



15K MEMBERS



30K FOLLOWERS



1.3K FOLLOWERS



Digital Online Platform -
Customers just need their
smart phone

>145,000

PEOPLE SEE OUR FACEBOOK
POST EACH MONTH

>8,000

WEB PAGE VIEWS PER
MONTH

35%

OPEN RATE AVERAGE SMALL
NEWS EDM

95%

FEMALE (MUMS) AGED 25-
45



SAMPLE OF BRAND PARTNERS



WEEKEND SUNRISE
AUGUST 2018



7 NEWS
APRIL SCHOOL
HOLIDAYS 2018



TODAY SHOW
EASTER MARCH 2018



A CURRENT AFFAIR
JANUARY SCHOOL
HOLIDAYS 2018

FACEBOOK/SMALLIDEASAU | INSTAGRAM/SMALLIDEASNSW

WWW.SMALLIDEASNSW.COM.AU