

YOUNG PARENTS

THE TRUSTED SOURCE OF RELIABLE INFORMATION AND INSPIRATION FOR MILLENNIAL PARENTS

TOTAL REACH
PRINT + UV + DIGITAL + EDM **306,000**

Source: Nielsen Consumer & Media View Study (CMV) 2019
* Based on monthly readership

Source: Google Analytics



1,200,000
MONTHLY PV

265,000
MONTHLY UV

800
MUMMY SQ

32,000
FACEBOOK

9,000
INSTAGRAM

Source: Nielsen Consumer & Media Study (CMV) 2019

YOUNG PARENTS is the No. 1 parenting title in Singapore for 3 decades, and is known for providing hyperlocal and relevant content to help parents raise successful and happy kids in Singapore.

MAIN CONTENT SECTIONS (YOUNGPARENTS.COM.SG)



GROWTH & DEVELOPMENT

All you need to know about baby care, milestones, discipline and behaviour, and other development issues



PRESCHOOL & EDUCATION

Your guide to infant care, child care, primary school and enrichment



PREGNANCY GUIDE

Expert advice for pre-conception, pregnancy and labour



REAL MUMS

Motherhood through the eyes of mums in Singapore



WHERE TO GO / LIFESTYLE

Your checklist of things to do, what to eat and where to travel



PARENTING NEWS

Celebrity parents and news you can use

DIGITAL CONTENT MARKETING

YOUNG PARENTS' PRESCHOOL GUIDE

is the go-to resource for parents looking for child care, kindergarten and enrichment for their little ones. Packed with expert advice, it is available in print and tablet editions, and complemented by a dedicated content hub online.

ADVERTORIAL

The editorial team at Young Parents will create premium parenting content, that includes a minimum of one image. The content will run on the Young Parents homepage for at least 4 weeks. It will be promoted on the Young Parents' weekly editorial newsletter, social media, and/or notification alert on site.

VIDEO

The editorial team will work with advertisers closely on storyboarding to create visually compelling videos, after which the production team will take charge and do the rest. Additional exposure will be given to the video content on the Young Parents' website and social media platforms.



All images are for illustration purposes only.



- Growth & Development
- Preschool & Education
- Pregnancy Guide
- Real Mums
- Where To Go / Lifestyle
- Parenting News

TYPES OF ADS that are available on desktop, mobile web and apps*.



IMAGE

Ad creatives in simple GIF or JPEG formats (usually static)



VIDEO

Be a part of our editorial series or create one with our editorial team. We work closely with brands to create content that resonates with our readers i.e. product reviews, shopping challenges, Travel vlog and more.

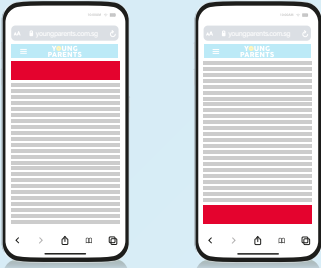


SKINNING

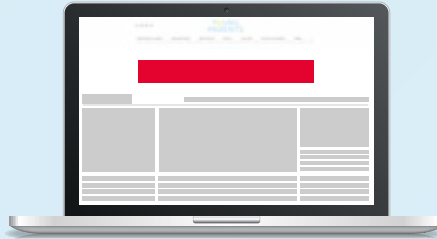
Contains interactivity elements that impress your audience and capture their limited attention span

AD FORMATS

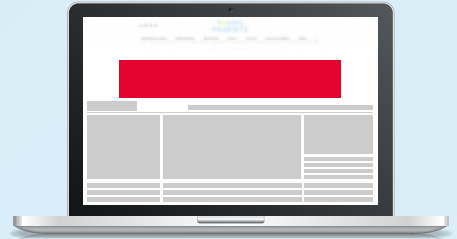
are available in a wide range to enhance your digital content.



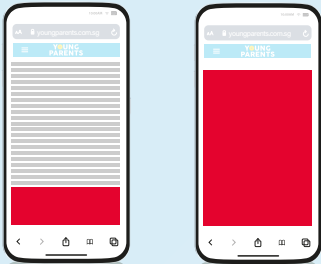
320x50 Mobile Leaderboard



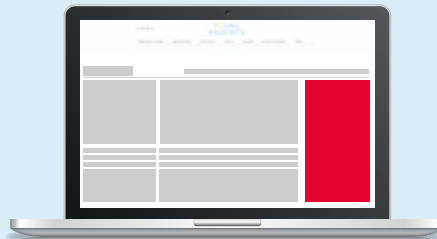
728x90 Leaderboard



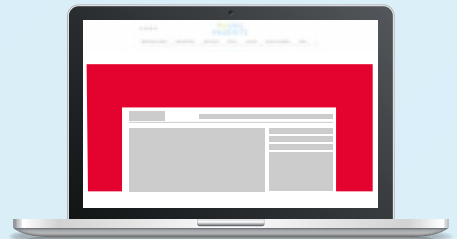
970x250 Billboard



320x100 320x430
Mobile catfish taps to expand
to mobile full trans ad



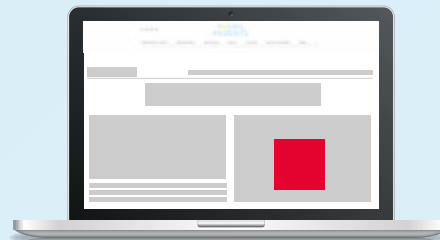
300x600 Halfpage



Skimming



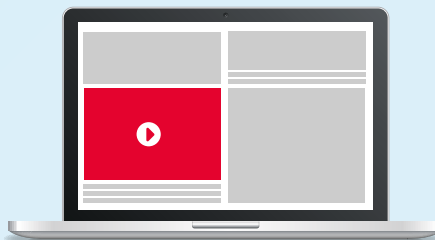
770x1400 Mobile Scroller



300x250 IMU



1700x650 Transitional Ad



Outstream video

BESPOKE EVENTS AND CAMPAIGNS

help meet your marketing objectives and boost your brand visibility.

Tap on our experience and expertise:

- Bespoke online product (Eg: Aggregated content site)
- Infographics
- Parenting Surveys
- Exclusive Community Events



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DIGITAL DISPLAY AD RATES

SECTION TAKEOVER	AD UNITS	SOV	RATES/1 Week
Homepage Takeover (to be bundled with other Sections)	Desktop: - Standard Skinning - Leaderboard/Super Leaderboard (Top) - IMU (Top) - Half Page (Bottom)	100%	\$3,000
Pregnancy & Baby Takeover			\$3,000
Education & Development Takeover			\$3,000
Family Takeover			\$3,000
	Mobile: - Mobile Leaderboard (Top) - IMU x 2 (Top and Bottom)		

CONTENT SOLUTIONS RATES

CONTENT SOLUTIONS	DURATION (WEEKS)	RATE
Replicated Content* Optimised replicated content from print or other platform	4	Production: \$500 Media: \$3,000 Total: \$3,500
Original Content		Production: \$1,500 Media: \$3,000 Total: \$4,500

VIDEO SOLUTIONS

CONTENT SOLUTIONS	DURATION (WEEKS)	RATE
Templated Video Content Video to be hosted on an online article	4	Production: \$5,500 Media: \$6,500 Total: \$12,000
Customised Video Content Video to be hosted on an online article		Production: \$5,500 Media: \$6,500 Total: \$12,000

EDM

YOUNG PARENTS DATABASE	20,000	1	\$4,000
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Tap on the expertise of our sales team who specialises in customising solutions for your specific needs.

Email: displayads@sph.com.sg