

media kit

2026-27



wide bay kids

In Bundaberg since 2012

wide bay kids

COMMUNITY CONNECTORS



ABOUT US

Wide Bay Kids is a not-for-profit community group connecting families, services, and businesses in the Wide Bay region. We deliver programs, resources, and promotions to create an inclusive, thriving community. Supported by advertising partners, we share family-focused information through print and online. Connect with us to reach the Wide Bay community.

Total
Followers

15.7K

Average
Reach

2.5M

Engagement
Rate

200.2K

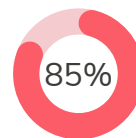
Email
Subscribers

11K

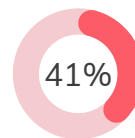
SERVICES

- Advertising: Online campaigns, social media & digital exposure.
- Print: Publications including School Holiday Guides and local magazine.
- Community: Events, partnerships and projects.
- Business: Marketing, project management and place research.

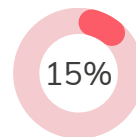
AUDIENCE STATS



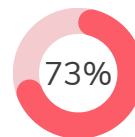
Women



31-44
years old



Men



From
Wide Bay

CREATING CONNECTION

In Bundaberg since 2012

OUR TEAM



Renee Bock

**PROGRAM
OFFICER**



Angela Twyford

**MARKETING &
COMMUNICATIONS**



Gayle Reynolds

**PROGRAMS &
PARTNERSHIPS**

15 years OF **COMMUNITY IMPACT**

2012-2022

- ★ Online Community Network
- ★ Playgroup & Ball Games
- ★ School Holiday Program
- ★ School Holiday Pocket Guide
- ★ Star Moves Childrens program
- ★ Paint Bundy REaD
- ★ Simply Play
- ★ One Book One Bundy
- ★ FAB Award Winner
- ★ First 5 Forever
- ★ Cultural Storytelling
- ★ Let their voices be heard
- ★ Flourish Family Fun Day
- ★ Welcome To Bundaberg

2022 - 2026

- ★ Easter in The Gardens
- ★ Beyond Boundaries and Teen Junction
- ★ Community Centred Solutions
- ★ Kids in Safe Seats
- ★ Social 365
- ★ The Seekers Tree
- ★ Partner Up Podcast
- ★ Good Things Digital Mentoring
- ★ What's for Dinner & Cook Club
- ★ The Nest Community Hub
- ★ Connected In Crisis
- ★ Women's Wealth
- ★ Domestic Violence & Disasters
- ★ Youth Sexual Violence Codesign
- ★ Alcohol & Drug Community Plan

OUR PARTNERS



“We have worked with Gayle and her team at Wide Bay Kids for many years. Its truly value for money what they provide as they reach our target market. Our business has grown year on year and the collaboration with Wide Bay Kids has been with us in partnership over many years. Well done Wide Bay Kids.”

Peter from Bundy Bowl and Leisure Centre



“At Access Recreation, we are proud to partner with Wide Bay Kids, an organisation that embodies the values we hold dearly; respect, integrity, compassion, courage, and excellence. Wide Bay Kids use their local influence to raise awareness of what is available to individuals with all abilities so each member within the community is actively able to participate in activities of interest or link with providers and supports where needed.”

Celine from Access Recreation Bundaberg



We respectfully acknowledge the Aboriginal and Torres Strait Islander people as the First Peoples of Australia and pay our respects to elders past and present.

The Wide Bay Region in Queensland is located on the country of the Taribelang Bunda, Gooreng Gooreng, Gurang, and Bailai Peoples (recognised custodians of the Bundaberg Region); the Butchulla people (recognised custodians of the Fraser Coast Region); the Gubbi Gubbi (or Kabi Kabi) people (recognised custodians north of Brisbane to the Gregory and Isaac Rivers South of Bundaberg); and Wakka Wakka people (recognised custodians Nanango north to Mount Perry behind the Coast Range; west to Boyne River, upper Burnett River, and Mundubbera; at Kingaroy, Murgon, and Gayndah).

Supported by



St Luke's
anglican school



Your Customers

OUR AUDIENCE

Wide Bay Kids have been consistent across all digital platforms since 2012, which is why we are one of the most recognized parenting influencer brands in Central Queensland. Wide Bay Kids is well-used by visitors from other States who come to Queensland with kids and want to make the most of their stay.



Digital Influence

STATS

120K

Visitors per
year

150K

Page views
per year

79%

Organic
search traffic

65%

Females 25-
35 years

13.6K

Facebook

209

TikTok

2.1K

Instagram

1670

Linkedin

11K

Email
Subscribers

34K

Reach
per month

73

P&F
group

3.5K

Facebook
group members

ADHOC DIGITAL SERVICES

- Social Media Posts & Video
- Website Listings & Articles
- Email Marketing
- Competitions & Giveaways

ANNUAL DIGITAL SERVICES

- 12 x Social Media Posts & Video
- 1 x 12 month Website Listing & Featured Article
- 12 x Featured Email Marketing
- Annual Package \$3,490

Prices ex gst, as at October 2026.

ADVERTISE

School Holiday Pocket Guide

Published every Easter, Winter, Spring & Summer school holidays. 40,000 guides distributed to schools, childcare centres, kindergartens, accommodation providers and tourist attractions. Guides also available online at widebaykids.com.au and social platforms.

9.4K

Digital reach
per year

60

Accommodation
providers

15

Tourism
centres

33

Schools in
Bundaberg

61

Child care
services

40K

Circulation per
year

View School
Holiday Guide
Here



ADHOC PRINT SERVICES

- Full Page Advert: \$550
- Half Page Advert: \$415
- Featured Event: \$125
- Event Listing: Free

ANNUAL PRINT SERVICES

- 4 x Full Page Advert: \$2,100
- 4 x Half Page Advert: \$1,500
- 4 x Featured Event: \$450

Prices ex gst, as at October 2026.

ADVERTISE

Welcome to Bundaberg

An initiative of Wide Bay Kids. The aim of Welcome to Bundaberg is to link new people in Bundaberg with the people and places who can service and support them.



10K

Magazine
per year

400

Welcome to
Bundaberg Bags

268

Community App
Members

32

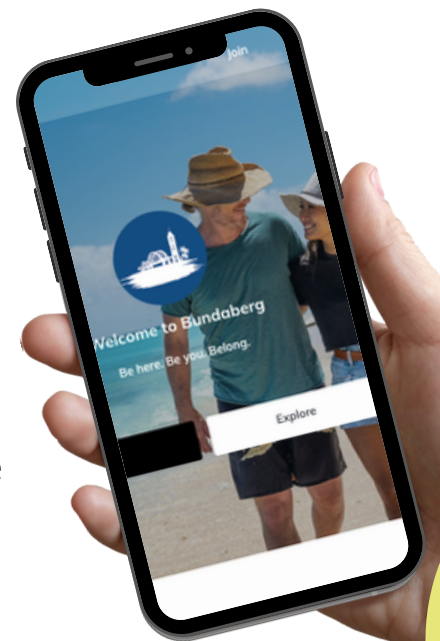
Events in 2024-26

- ★ Website and App is mobile responsive
- ★ Search engine optimised so it's easily found in searches.
- ★ One click to contact: Automatic links to website or to make a phone call.
- ★ Social sharing buttons, so customers can easily share with their friends
- ★ Inbox updates to members
- ★ View the Website and App



ANNUAL ADVERTISING PACKAGE

- 1 x Full Page Advert in Magazine
- 1 x Full Page Editorial in Magazine
- 1 x 12 Month Featured Website Listing & Article
- 50 x Bag inclusion items
- \$1,950



Prices ex gst, as at October 2026.

SPONSOR

Kids In Safe Seats

Kids in Safe Seats is an initiative of Wide Bay Kids in Bundaberg offering professional car seat fittings and safety checks ensuring children travel safely. This service supports families with expert advice on proper child restraint installation.

455 Number of kids kept safe since 2024

Sponsor & Keep Kids Safe

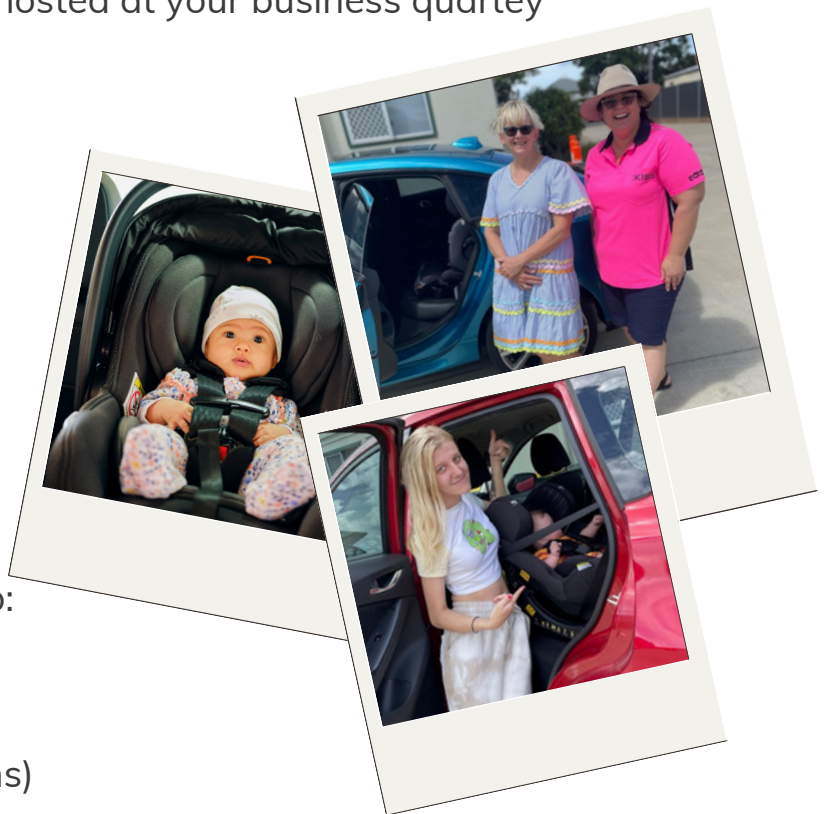
- Naming Rights for duration of sponsorship
- Logo on all promotion - flyers, social media & website
- 2 hour Safety Check event hosted at your business quartery

Learn More



Kids in Safe Seat Sponsorship:

50 seats - \$3,750 (3 months)
100 seats- \$7,500 (6 months)
200 seats - \$15,00 (12 months)



Prices ex gst, as at October 2026.



Wide Bay Kids

Work with Wide Bay Kids to connect to our highly engaged and targeted audience.

SERVICES

- Print Publications - School Holiday Pocket Guides and Welcome To Bundaberg Magazine
- Social Media - Facebook, Instagram, LinkedIn
- Wide Bay Kids Website - Directory listing, Featured Articles
- Welcome To Bundaberg Website & App Directory listing, Featured Articles, Push Notifications
- Email Marketing - Featured editorial
- Events - Coordination and management services,
- Community Development, Customer Engagement, Collaborative Projects and Community Impact
- Auspice Grant Applications
- Product and Service Reviews
- Competitions & Giveaway Coordination
- Community Research and Data Analysis & Reporting
- Community Co-Design

Adhoc and Annual Advertising & Sponsorship Packages available

SPONSOR

Easter in the Gardens

Community connection and activation project hosted by Wide Bay Kids in collaboration with businesses and community groups in Bundaberg.

Walk the egg trail to spot the giant eggs and immerse yourself in the interactive displays, meet new people and experience the magic of Easter.

\$950 Sponsor a Giant Egg

- 1M giant egg artistically hand painted
- On display at a Bundaberg Garden during Easter School Holidays 2027
- Naming rights to your egg
- People's choice competition entry
- Exclusive signage with egg at event
- 60-day event promotion on social media
- Logo and business recognition on website
- Logo on main event signage and flyer
- Invite to launch and media release events

9K

Attendees in 2025

447

Hunt Entries

94K

Social Media Reach

20

Giant Eggs

Learn More



Prices ex gst, as at October 2026.

Contact Us

0410 443 202

info@widebaykids.com.au



widebaykids.com.au



welcome-to-bundaberg.mn.co



Instagram



Facebook



YouTube



LinkedIn



TikTok

@widebaykids | @welcometobundaberg

wide bay kids

