

# MEDIA PACK

The new way for Kiwi families  
to find child care



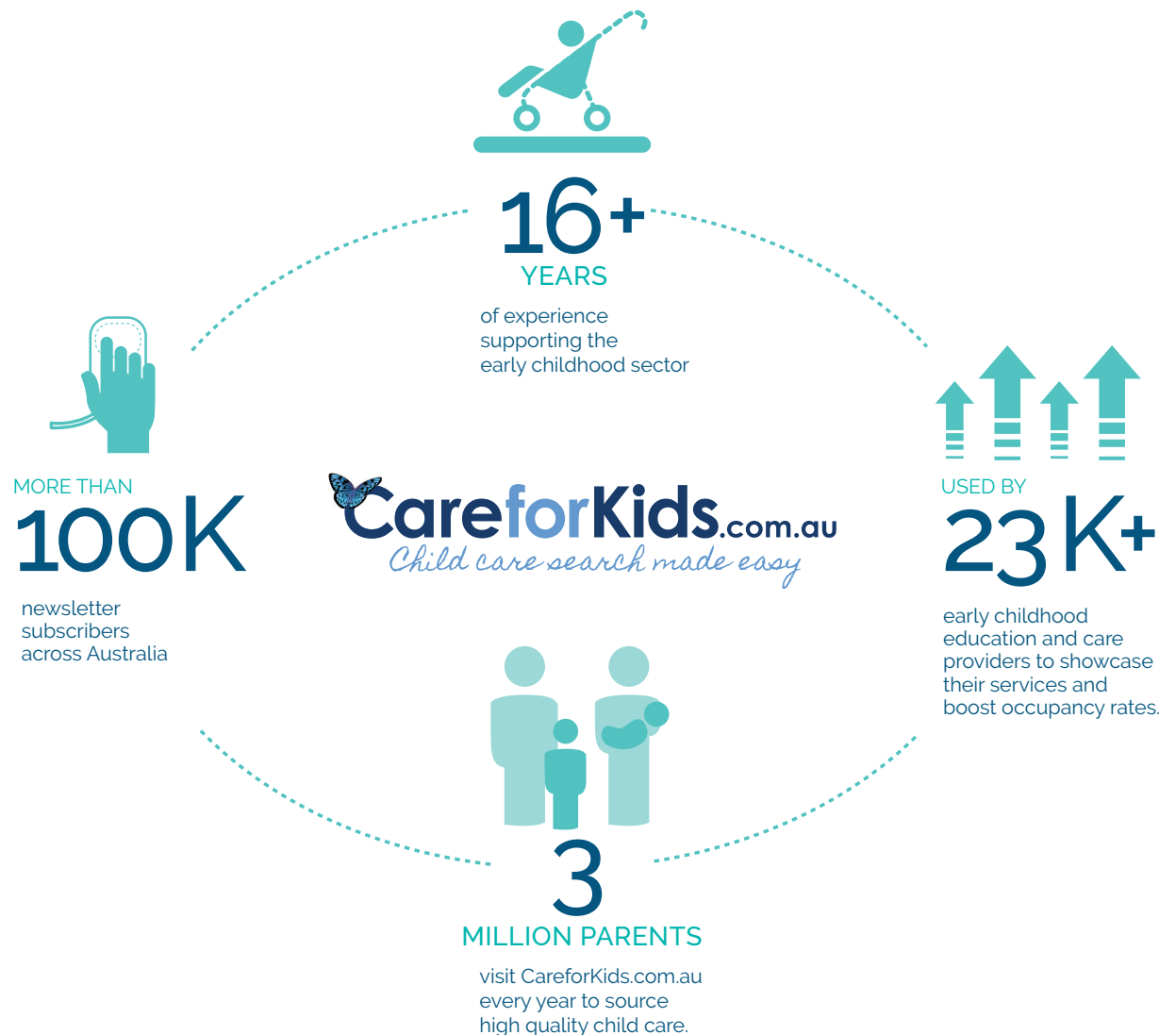
## WHO WE ARE

CareforKids.co.nz launched in February 2019, with the simple mission of helping early childhood education and care providers fill vacancies, manage waitlists and promote their services easily and more effectively.

In essence, we bridge the gap between high quality education and care providers and families looking for care, through a range of streamlined solutions that deliver real results really quickly.

### CareforKids.com.au – Our Track Record

CareforKids.co.nz is comprehensively supported by expertise gained from our sister site CareforKids.com.au, and with CareforKids.com.au the numbers speak for themselves.



A trusted source of information on child care



## WHAT WE DO

[CareforKids.co.nz](https://www.careforkids.co.nz) is a social enterprise. Our goal is to ensure high quality early childhood providers have the tools they need to promote their service and fill vacancies fast, and to ensure parents have the information they need to choose the best care for their family and secure that care quickly and easily.

We achieve this by offering a range of online resources and tools, which we have built to ensure they deliver great results for both parents and providers. This includes a powerful database and listing service, up-to-date articles, a Vacancy Alert system, Waitlisting Tools and so much more.



## WHY WE DO IT

We believe families should spend more time together doing what they love rather than be stuck in front of a computer looking for child care.

[CareforKids.co.nz](https://www.careforkids.co.nz) makes this happen.



## OUR COMMUNITY

We are New Zealand's one-stop-shop for child care and our large, highly engaged audience includes education and care providers as well as parents looking for care.

### PARENTS AND CARERS

Parents and carers in our community include those actively looking for care as well as those researching their options, and those seeking to stay up-to-date on child care developments.

Every year thousands of parents visit [CareforKids.co.nz](https://www.careforkids.co.nz) to research their child care options and contact providers and we have one of the most concentrated family and parenting audiences available online.

The gender breakdown of the [CareforKids.co.nz](https://www.careforkids.co.nz) audience is 75 per cent women to 25 per cent men and it is well known that women are generally the decision makers when it comes to the purchase of goods and services.

# 3

MILLION PARENTS

# 75%



# 25%



### EDUCATION AND CARE PROVIDERS

More than 5,000+ New Zealand education and care providers use [CareforKids.co.nz](https://www.careforkids.co.nz) to attract, inform and establish contact with parents and our resource is comprehensive and up-to-date.

We offer a cost effective solution for services of every shape and size, and education and care providers rely on our platform to boost occupancy rates and showcase their offering.

In addition, we work hard to deliver services which make it easier for providers to connect with parents looking for care, including online chat, video and text messaging and this has helped us build a loyal community of subscribers.

# PARTNERSHIP OPPORTUNITIES

In consultation with you and in consideration of your campaign objectives and budget we can tailor a flexible and creative sponsorship package to deliver successful results.

CareforKids.co.nz offers a range of bespoke digital marketing services which can be employed for promotional and advertising opportunities and can be targeted to our parent community, our provider community or both.

## OUR PUBLICATIONS INCLUDE:

### Newsletters for Parents



<https://www.careforkids.co.nz/home/parentnewsletterarchive>

Weekly newsletters on child care related topics as well as general parenting to parents registered with **CareforKids.co.nz**

### Newsletters for Education & Care Providers



<https://www.careforkids.co.nz/home/industrynewsletterarchive>

Weekly newsletters for education and care providers and other interested groups, which showcase excellence in the industry, outline key developments in the sector and keep our audience informed. **Connect with 98% of the early learning and care sector each week**

### Child Care Guide



<https://www.careforkids.co.nz/childcare-guide>

The bold new way to stand out in the crowded education and care market, our Child Care Guide is the culmination of 16+ years' industry experience and offers a powerful platform for communicating your message to a highly targeted and captive audience of parents actively searching for care.

# PARTNERSHIP OPPORTUNITIES

## Email Marketing

Email campaigns offer significant exposure, and can be segmented targeting families by postcode or by state. These can be used to showcase products or services, centre opens, special offers, events and help boost enrolments.

## Leaderboard and banner ads

CareforKids.co.nz has one of the most highly concentrated and engaged family and parenting audiences available online. This audience has significant influence over the purchase of child related products and services.

Banner ads are designed to increase brand exposure and help you connect with the thousands of families who visit CareforKids.co.nz each week. Banner ads can be displayed exclusively on CareforKids.co.nz or in conjunction with other advertisers, and are designed to increase brand exposure and help you connect with the families who visit CareforKids.co.nz and can be geo-targeted to your preferred locations.

## Featured service ads

A featured service ad spot is guaranteed top position in our provider search results and is effective for new services wanting to raise awareness, services with vacancies and services in areas of oversupply which are seeking to stand out.



## OTHER THINGS WE LOVE TO DO

We deliver Family Friendly Care Programs for New Zealand's top companies helping employees find and manage their Early Learning and care obligations.

Our range of programs continue to expand and include:



### Teens

Practical guidance and support for parents with teenagers



### Seniors

Retirement planning and elder care support



### New parents

Stay in Touch Parental Leave program



### Kids

Child Care and Parenting program



# COMPANIES WE WORK WITH

We partner with a diverse group of companies in a wide variety of sectors.



Mercy Health  
*Care first*



## WE CAN HELP

To discuss how CareforKids.co.nz can make your advertising dollars work harder and smarter, please contact us by email at [marketing@CareforKids.co.nz](mailto:marketing@CareforKids.co.nz)

