



## Advertising on Parenthub

Parenthub provides reliable health information to the full spectrum of Australian parents, from those trying to become parents to those parenting teenagers and beyond.

Advertisers have the opportunity to work in conjunction with the Parenthub team to deliver their advertising in a contextually relevant environment to qualified customers.

Popular topics include getting pregnant, pregnancy and birth, parenting newborns through to teenagers, nutrition from breastfeeding and formula through to kids recipes.

## Category Advertorial

The Parenthub category advertorial is an ideal way for advertisers to integrate their message within content provided by a reputable and trusted source. These advertorial positions are available on relevant category pages and entitles the advertiser to logo association and a 'brought to you by' spot.

Category Advertorials are available to clients subject to Parenthub approval.

## Specifications

- Logo Dimensions: 220x25 pixels
- Max file size: 15kb
- To be provided as static gif or jpeg
- Text link: 40 characters max (Hardcoded)
- Logo & text link are both clickable & click out to external sites

## Example Category Advertorial



Logo & text link are both clickable & link out to external sites.

