

Introduce your Business

to our Readers in 2020

MEDIA KIT 2020

WELCOME

— WE ARE —

OPEN

— PLEASE COME IN —

Promote your local business
Call 1 300 657 996

**YOUR CHILD MAGAZINES ARE THE ONLY TRULY LOCAL
FAMILY MAGAZINE, IT IS A UNIQUE, QUALITY PUBLICATION
PUBLISHED MONTHLY IN YOUR MUNICIPALITY OR SHIRE**

Each month Your Child Magazines creates a magazine for our local readers full of exciting, entertaining, community based information, we provide a platform to local business owners and professionals to introduce their business to Your Child Readers. Business owners can share information writing articles about their industry or opinion pieces with our readers. We also encourage our readers - Mums, Dads, and Grandparents to submit articles on subjects they are passionate about. The quality of writing and vast amount of subjects from both advertisers and readers is incredible.

AND THERE'S MORE.... we offer the opportunity for community groups, clubs and charities to promote their organisation or fundraising activities at no cost on our 'What's On' page.

Advertisers can also benefit from promotion through our social media posts. Plus be listed on our Website Business Directory.

QUICK FACTS

The only truly locally owned, independent and free family magazine

Ideal advertising platform for all businesses

Estimated readership 15,000 per area

Targeted distribution points

Quality full gloss publication

Cost effective advertising packages

Your Child distributes 5000 monthly per area

Designed to be user friendly by its convenient A5 size

Ask yourself.....

"Why not introduce your Business To Your Child Magazine Readers?"

Generous Advertising Rates Available For 3, 4, 6 & 12 Issue Packages

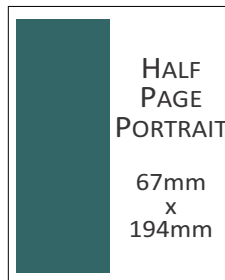
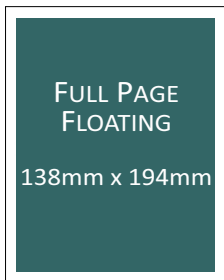
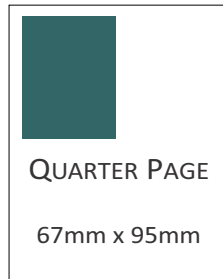
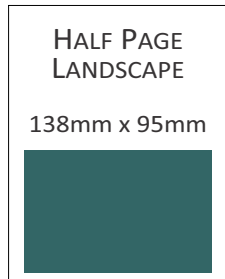
CALL 1300 657 996

WE WILL TAILOR A QUOTE TO YOUR BUSINESS
PLUS RECEIVE A COMPREHENSIVE MEDIA KIT

ASK ABOUT OUR MULTI AREA ADVERTISING RATES
YOUR CHILD AREAS AVAILABLE FOR ADVERTISING

VICTORIA

BANYULE & NILLUMBIK | BOROONDARA
CASEY & CARDINIA | MANNINGHAM
MONASH | WHITTLESEA



Format & Design
Your Child Magazines are A5 sized, full colour on quality white gloss paper. Because of its size, content, look and feel it is kept and used as a great local resource. See page four for required formats.

TERMS & CONDITIONS OF ADVERTISING IN YOUR CHILD MAGAZINES

ARTWORK

Preferred Format

Formats for supplied advertisements:

Preferable Format - PDF Press/ Commercial Quality/**Embedded Fonts** / CMYK Colour Mode

Set artwork to exact size /**No Crop Marks, Colour bars or Page information.**

Acceptable Format – High Resolution JPEG 300dpi

(Your Child does not accept responsibility for visual softening of text)

Elements required in the following format for ads to be designed by Your Child:

MS Word (**TEXT ONLY NO FORMATTING**) - Imagery JPEG 300dpi Logos etc. (Photos at 100% size)

Advertisers are responsible for © Copyright content in their advertisements

If you do not have an existing ad, you can supply the elements required i.e. logo, wording etc. and we will design an ad for you. Artwork rates start from \$95.00 to design, TBA for more complex ads. Cost of alterations to existing ads will be advised.

NOTE: Publisher, Word or PowerPoint are not accepted as final files.

Copy Deadline:

All artwork, copy and / or alterations to existing ads must be received by the *18th of each month prior to publication. Distribution of 5000 copies per area takes place in the first week of the month.

Packages:

Are based on Consecutive Monthly Advertising (*with the exception for term ads)

Some Minimums Apply.

Our standard premium pages are listed in our advertising schedule on page three. With all other advertisements specific placement cannot be guaranteed, the position of these ads is at the discretion of the editor. If you wish to book a specific non premium page a 35% loading is applicable and subject to availability. [This option is not available to promotions and / or offers]

Payment Terms: Direct Debit Monthly or Full Payment in Advance

If paying in full, payment must be received by copy deadline to be included in the following month's edition. All Direct Debit Forms must be completed, signed and returned to Your Child prior to deadline. If full payment or Direct Debits forms are not received by this date the Editor reserves the right to not allow the advertisement to be included in the publication.

Payment Methods:

In Advance: Cheque, Cash, Credit Card, Direct Deposit or Convenient Monthly Direct Debits.

HEAD OFFICE

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www.yourchildmagazines.com.au

www.Facebook.com/YourChildMagazines

ADVERTISE IN MORE THAN ONE YOUR CHILD MAGAZINE.....

ASK ABOUT OUR MULTI AREA ADVERTISING RATES