

Agency National Media Kit

Your guide to advertising in
Australia's most powerful
parenting magazines.

Media Representation:

Sydney:

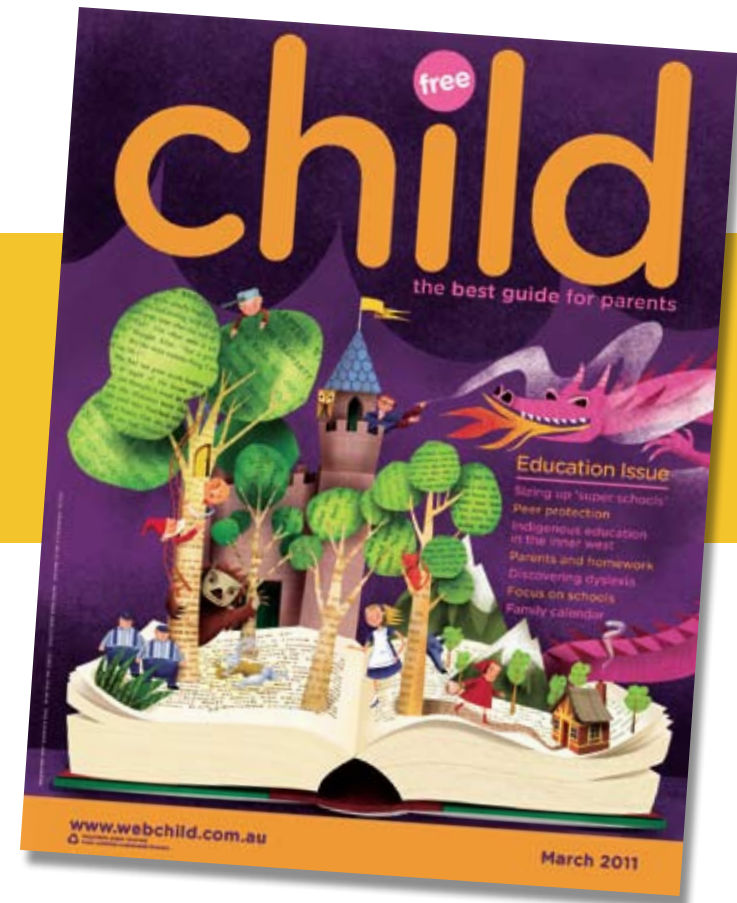
Gulliver Orr Fletcher Burrows
02 9922 2677 / arthur@gofb.com.au / elizabeth@gofb.com.au
www.gofb.com.au

Melbourne:

Brown Orr Fletcher Burrows
03 9826 5188 / brad@bofb.com.au / mandy@bofb.com.au
www.bofb.com.au

National Advertising Manager:

Marion Day 02 8876 4800



Australian parents read, rely on and use 'Child' publications in print and online

With 11 issues a year and more than one million readers per month, the 'Child' magazines are the highest circulating free family magazines in Australia.

This is your guide to our magazines and online environment. We can help your clients talk to Australia's biggest consumer segment.



The 'Child' Magazines
• Free • Monthly • CAB Audited

We're extremely proud of our long standing relationship with the CAB and our figures confirm our position as the leading free magazines for Australian parents.

Sydney's Child	129,975
Melbourne's Child	131,914
Adelaide's Child	47,974
Brisbane's Child	74,752
Canberra's Child	29,497
Perth's Child	52,637
Newcastle's Child	28,260
Total monthly distribution	495,009

September 2011 CAB

Total readership per issue is over 1,000,000* Australia wide.

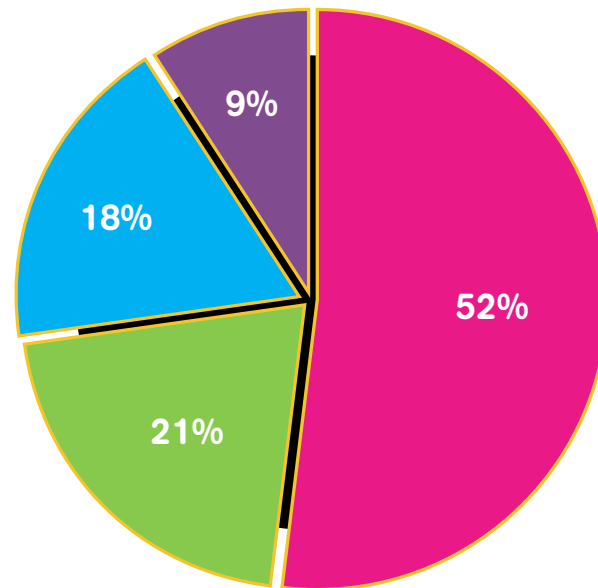
*Based on industry standard assumption of 2.4 readers per issue



Distribution information

Our national distribution of the 'Child' magazines covers a broad range of location sectors including...

Education and Cultural	52%
Retail	21%
Health	18%
Recreation and Entertainment	9%



Education and Cultural

Childcare Centres
 Playgroups
 Kindergartens
 Early Learning Centres
 Family Day Care Centres
 After School Care Facilities
 High Schools and
 Primary Schools (including
 private and public schools)
 Parenting Groups and
 Committees
 Salvation Army Offices
 Mission Australia Offices
 TAFE Campuses
 Local Libraries
 Various Government Services
 Community Centres
 Museums, Art Galleries Major
 Arts Venues

Retail

Baby Wear Stores
 Children's Wear Stores
 Clothing Outlets
 Food Outlets
 Photographers
 Markets
 Restaurants
 Newsagencies
 Book Shops
 Toy Shops

Health

Pharmacies
 Medical Centres
 Child and Youth Health
 Services
 Women's Health Centres
 Family and Youth Services
 Doctor and Dental Surgeries
 Allied Health Services
 Hospitals including Maternity
 Health Therapists and
 Practices
 Various Government Health
 Agencies

Recreation and Entertainment

Swimming Centres
 Recreation Centres
 Information Centres
 • Council Chambers
 • Shopping Centres
 Cinemas
 Theatres
 Gyms and Health Clubs
 Local Arts Centres
 Sports Clubs
 YMCA Centres

Tailored advertising

Although the readership of 'Child' magazines remains steady throughout the year, our 11 different editions let your clients target families and parents with a unique issue focus.



Focus of each issue:

February: Back to School

March: Education

April: Active Lives

May: Parties

June: Pregnancy and Babies

July: Preschool

August: Education

September: Health

October:

D3 – Diversity, Difference & Diagnosis

November: Giving

December/January:

Summer Holidays and Ready For School

These issues include editorial features, resource guides and listings that are aligned to the focus, in both print and online versions.

Print ad sizes & rates

Added Value

For agencies planning a national campaign within all seven of the 'Child' publications, Copeland Publishing has the following advertising packages to offer.

National Rates

Rates per Issue (7 Publications)	x 3	x 6	x 12
Full Page	\$43,941	\$41,405	\$38,048
1/2H or V	\$25,261	\$23,804	\$21,874
1/3H	\$17,078	\$16,092	\$14,788
1/4H or V	\$13,136	\$12,378	\$11,375

Prices quoted include 10% agency commission. Rates exclude GST.
Valid from 01/01/12.

Deadlines (Month prior to publication)

Booking	8th
Artwork Material	10th
Cancellations (PENALTIES MAY APPLY).....	10th

Advertising Sizes

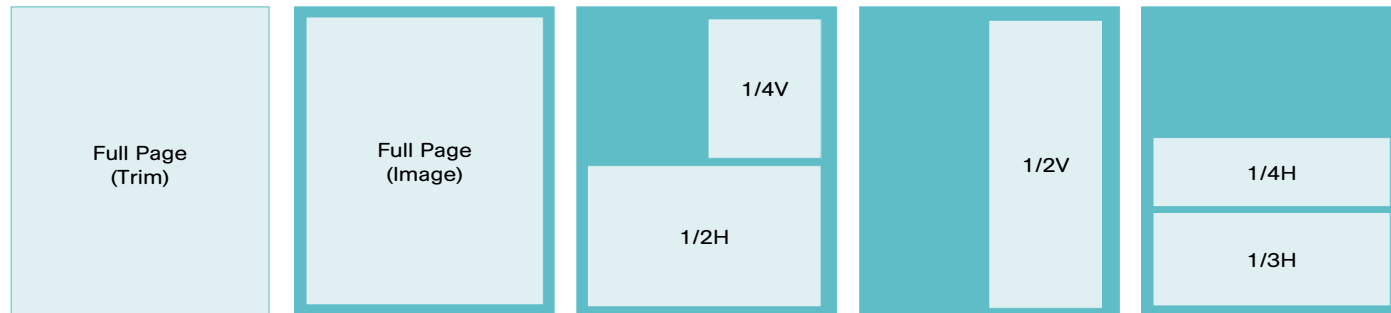
Image Area	Width	Height
Full Page (5mm Bleed)	285mm	360mm
Full Page (Trim)	275mm	350mm
Full Page (Image)	255mm	330mm
1/2 Horizontal	255mm	163mm
1/2 Vertical	125mm	325mm
1/3 Horizontal	255mm	105mm
1/4 Horizontal	255mm	80mm
1/4 Vertical	125mm	163mm

NOTE: Only full page advertisements (subject to allocation positions) require bleed.

Preferred Position Loadings

(Subject to availability)

Back Cover	+20%
Inside Front Cover	+15%
Inside Back Cover	+15%
First Quarter of Magazine	+15%
DPS Centre	+10%



Web Child advertising

With over 18,000 registered users Web Child is the digital environment that complements our print titles.

Monthly Website Statistics

Site	Visits	Unique Visits	Page Views
Web Child	15,381	10,367	143,381
Adelaide's Child	576	379	3,437
Brisbane's Child	592	513	3,776
Canberra's Child	249	230	1,492
Melbourne's Child	2,063	1,542	12,447
Newcastle's Child	1,215	706	3,680
Perth's Child	366	317	2,511
Sydney's Child	2,353	1,984	15,242
Total:	22,795	16,038	185,966

As at November 2011

Placement

Banners appear on a randomised rotational basis.

Advertising Sizes & Rate

Banner	Width	Height	Max Size	Cost
Header	600px	90px	70K	\$2,000
Right	250px	208px	50K	\$1,000
Footer	600px	90px	70K	\$750

Prices are per month unless stated otherwise. Valid from 01/01/12

Web child **GAME OF THE SAVANNA** May 20 - 22 Get half price tickets on brest.com

home read reviews calendar resources directory shop

HEADER
600px x 90px Max size = 70K

STOP+ SHOP
Print out these great discount offers for Christmas!
Advertise, call us to be part of this feature.

RIGHT
250px x 208px Max size = 50K

FOOTER
600px x 90px Max size = 70K

Dad's Very Special Kids
By Jane Howells 30 October 2011
In the lead-up to Father's Day, dad of three, James Penfold, shares his story and how Very Special Kids.
My wife Tamara and I were full of the excitement and joy of being free from parents. It wasn't until our daughter Charlotte was eight months old that we realised our search for the right way to raise a child with a disability was just beginning. It wasn't until we started to research that we realised the only a modern is expected. It's when our world started to change.
As first we were told that Charlotte had a developmental delay. Then that meant she was just delayed and that she would catch up. As the doctor continued to explain that Charlotte would never be able to walk, talk, or sit up or even smile. Charlotte's progress is poor - we have been told by doctors that it's unlikely she will reach the age of 15.
We took a big gamble in deciding to have more children. We went through genetic counselling but because at the time we didn't have a firm diagnosis we were given either a one in four chance of our next child having the same condition or one in a million. There was no 'just in' for answer and we didn't want to go through the waiting, what if. Thankfully, Emma who is now five and Isabel who is four, don't share Charlotte's condition.
Tamara, my wife, is the most amazing and inspirational mum I know. Not only does she participate in the normal duties of cooking, cleaning, shopping, lunches, school drop off, but she also processes Charlotte's before every morning with the powder, alarms, and 5-6 different types of medication. She also ensures that we are up to date on the medications, feeding equipment and formula, and to mention the physiotherapy she gives Charlotte daily and also ensures she is never too far away from her in case her head falls down or she coughs up pieces that she needs to suction out of her mouth. And that's just during the day. At night she is usually up 3-4 times again ensuring Charlotte's head hasn't slipped covering her snout so that the oxygen is removed, and that's when Charlotte is healthy! When an infection hits, Tamara's night also includes using a nebuliser and physiotherapy.
I have the easy job. I work 30 hours a week in a high pressure environment where I get to interact with other people of my age, which is unlike Tamara, who is restricted to four weeks and limited adult conversation. I know her role is extremely demanding and she's an exceptionally special person to do it as well.
On the upside, we have an amazing support network that includes Very Special Kids (VSK) - an organisation that supports families throughout their experience of caring for children with life-threatening illnesses. She was first made aware of VSK by our paediatrician when Charlotte was 2, but it took us a few years to use any of their services - which include a helpline and family support volunteers - because of the guilt factor. Charlotte is our daughter, our responsibility, her condition is our fault, and we can't look after her best, we really use the services for Helen and Emma's sake - we looked into the possibility of people because there was no way we could take all three girls to the beach.
It's tough watching Charlotte grow up without her experiencing what other families take for granted: their children playing sport, dancing, running around in the backyard. I often wonder what Charlotte's personality and these and wishes would be if she didn't have her condition. And I also struggle with how we will cope once the inevitable happens and we lose her.
The Very Special Kids Poppo Bank Appeal is on from 3-22 September and is centred around five girls (2011-12) Poppo Banks - Penelope, Percy, Princess, Patrick and George - that still Melbourne suburbs and regional Victoria. The first appeal was held in 1986 and the event is the major fundraiser for this not-for-profit organisation. It's hoped 27 million can be raised this year to support the 800 families registered with VSK.
To support the Very Special Kids Poppo Bank Appeal, visit the 2011 Poppo Bank Appeal website.

Discuss this article

Name:

Message:

Submit

GAME OF THE SAVANNA May 20 - 22 Get half price tickets on brest.com

Child Chat e-newsletter



Advertising sizes

Banner	Width	Height	Max Size	Cost
Child Chat – Right	120px	240–280px	30K	\$250

Price is per insertion unless stated otherwise. Valid from 01/01/12.

Ask how you can support your clients advertising campaign through promotions on Child Chat or through our social media network!



Artwork Specs & Contacts

Print Ad Specifications

- Press quality PDF file
- Fonts to be embedded (where required)
- All imagery 300dpi at 100% size
- Do not exceed 280% ink weight
- Full colour artwork CYMK mode
- Monotone artwork Grayscale mode
- Include border or background colour
- Set artwork to exact ad size
- No crop marks, colour bars or bleed (unless required)
- Artwork file size to be no larger than 10MB

Copyright

It is the client's responsibility to ensure that no breach of copyright occurs for all artwork and components (including images and fonts) which are supplied for publication.

Paper Stock

Magazines are printed on 65gsm lightweight coated stock.

Online Ad Specifications

- Medium to high quality JPEG, GIF, PNG, SWF files only (for Flash SWF files please embed URL link or provide source FLA file)
- Provide website URL link of ad
- 72 dpi resolution
- RGB colour mode
- Ensure artwork is set to exact ad size and indicate which website and position you require the ad to be posted

Submission of Material

Label artwork clearly with advertiser's name, ad size, publication, issue and send using:

- Quickcut www.quickcut.com.au OR
- Email to artroom@sydneyschild.com.au

Contact

National Advertising Manager:

Marion Day 02 8876 4800

Melbourne's Child:

Sue Gourlay 03 9830 0877



Publishers of all seven 'Child' titles. Established 1989.