

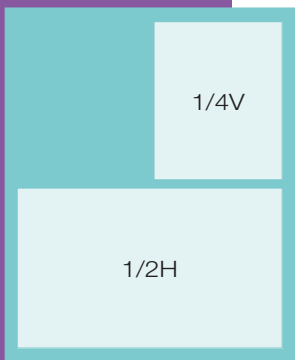
Agency National Colour Rates 2012



Full Page (Trim)

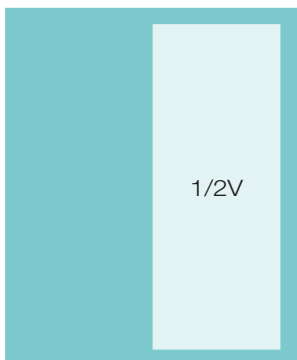


Full Page (Image)

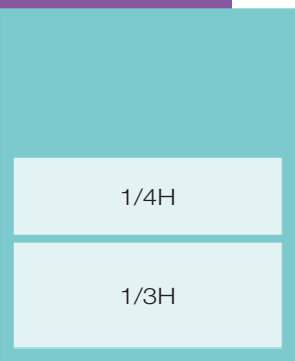


1/4V

1/2H



1/2V



1/4H

1/3H

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	\$41,333	\$37,910
1/2H or V	\$25,261	\$23,762	\$21,795
1/3H	\$17,078	\$16,119	\$14,841
1/4H or V	\$13,136	\$12,356	\$11,334

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

Print and Distribution

The *Child* titles print and distribute over 490,000 magazines per issue.

www.webchild.com.au

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 – minimum sizes apply)

Back Cover +20%
 Inside Front Cover +15%
 Inside Back Cover +15%
 First Quarter of Magazine..... +15%
 Second Quarter of Magazine +10%

