

We'll grow your business

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

Adelaide's
child
the best guide for parents

Brisbane's
child
the best guide for parents

Canberra's
child
the best guide for parents

Melbourne's
child
the best guide for parents

Perth's
child
the best guide for parents

Sydney's
child
the best guide for parents



Do you want to talk to my mum and dad?

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

This is your guide to our magazines and how you can use us to talk to Australia's biggest consumer segment.

You'll learn more about the story of our publications, ways to maximise the effectiveness of your advertising and our unique position in the Australian media market.

Those interested in online advertising should also refer to our online media kit, which profiles Web Child and the other 'Child' websites.

Australian parents read, rely on and use the information they find in the 'Child' publications and online.



*Figure based on the industry standard assumption of 2.4 readers per copy

The 'Child' Magazines

• Free • Monthly • CAB Audited

Our story

Copeland Publishing's first title *Sydney's Child* celebrated its 21st birthday in 2010.

The company currently has publications in six Australian capital cities.

Like all good things, the 'Child' magazines were developed from a simple idea. Our founders saw that Australia lacked a quality publication with unbiased and practical information about the issues that mattered to parents.

We knew that we had to provide local information about education, child rearing, health and wellbeing, family and school holiday activities and party ideas.

Today, the 'Child' magazines and websites successfully represent the values and emotions that all suppliers of family-oriented products and services are trying to tap into.

Ideals such as trust, care, know-how, family values, integrity, reassurance, wellbeing and a sense of community are intrinsic to every issue of the magazines.

And to ensure that the 'Child' magazines remain relevant to the family marketplace, they continue to change with the times.

In 2011 the 'Child' magazines introduced a glossy new look and feel for readers.

Sydney's Child – 1989

Melbourne's Child – 1993

Adelaide's Child – 2001

Brisbane's Child – 2002

Canberra's Child – 2003

Perth's Child – 2005

Web Child – 2008



The current CAB figures for the 'Child' magazines are:

The Circulation Audit Board (CAB) is a national independent body that is an essential part of the Australian media industry. This body verifies the total distribution for free publications throughout Australia.

This gives you the assurance that distribution of the publications is verified, so your ad is getting to the right people every month.

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	130,800
Melbourne's Child	133,175
Adelaide's Child.....	49,460
Brisbane's Child	74,900
Canberra's Child.....	29,810
Perth's Child.....	49,508

March 2011 CAB



So each month there are over 450,000 'Child' magazines available in Australia!

The 'Child' Magazines

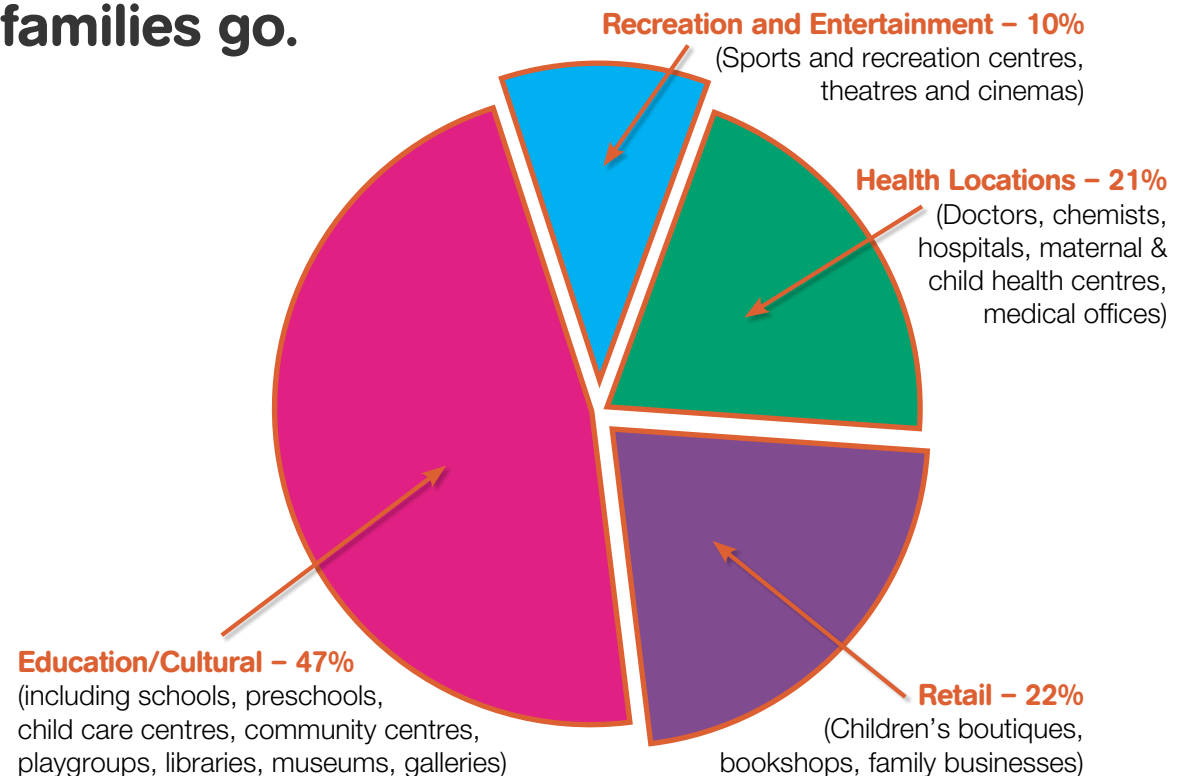
• Free • Monthly • CAB Audited

Where do people find us?

The other important figures for you to know are our distribution numbers. Since we began, we've focused on getting magazines into the places where parents and families go.

Whether they're shopping, playing or dropping the kids off at school or kindergarten, people can find the 'Child' magazines in the places they visit on a regular basis.

The national distribution breakdown for the 'Child' magazines is shown by the diagram below. If you wish to know more about the distribution breakdown in your city, please contact your local sales representative.



Who are our readers?

Overview

The 'Child' magazines are freely available in our six capital cities where 85% of Australian families with children under 10 years of age live.

Guaranteed reach to our target market of parents is through our unique distribution network encompassing: education, health, recreation and retail sectors that service family needs.

The 'Child' magazines have a strong readership of over 1 million readers* per issue throughout Australia.

Reader profile highlights

Roy Morgan readership figures highlight the fact that the 'Child' magazines have strong profiles across all five socio-economic quintiles, reaching Australian families in all demographics. Of all 'Child' magazine readers, 36.4% are in the AB socio-economic group.**

**Roy Morgan Survey June 2008

*Based on the industry standard assumption of 2.4 readers per copy

Other statistics include:**

- Grocery buyer parents over 35 years are the most common readers of any 'Child' magazine
- 80.0% of 'Child' magazine readers are female
- 53.3% of 'Child' magazine readers have an household income of \$70k+
- 70.1% of mothers who read a 'Child' magazine have children aged 0 – 11 years
- 81% of 'Child' magazine readers are the main household grocery buyer (highly competitive against mass market magazine titles)

'Child' magazine readers and the internet

- 92% of 'Child' magazine readers access the internet one or more times every week**
- 53.8% of all 'Child' magazine readers are heavy internet users**
- 47.5% of 'Child' magazine readers are likely to purchase a product over the internet**
- 37% of parents with children under 15 years access the internet from home over 8 times per week**

The best time to advertise

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

The focus of each issue is listed below:

February: Back to School

March: Education

April: Food and Wellbeing

May: Parties

June: Pregnancy and Babies

July: Toddlers

August: Education

September: Health and Fitness

October: D3 – Diversity, Difference & Diagnosis

November: Gift Giving

December/January: Summer Holidays and Ready For School

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

How to make your ad more effective

Effective ads catch attention by prompting readers to make contact with your business.

The more concise, vivid and eye-catching your ad is, the more chance you have of people being moved to make a buying decision.

Here are a few things to keep in mind when you submit your artwork:

1. Be clear and concise

Your ad should clearly state the product or service that you are offering.

2. Sell the benefits

Effective advertising is about showing the benefits and features of your product.

3. Differentiate your product

Where possible you should try to make your ad look different to those of your competitors.

4. Use headlines and taglines

They will help you catch readers' attention and help communicate things quickly about your product.

5. A call to action

Give consumers a reason to contact your business now! A special offer is one way to do this.

6. Contact details that work

Make sure that your ad has your website or phone number clearly visible so readers can find further information to contact you.

7. Frequency

Frequency of advertising promotes familiarity with advertised products and services. Single insertions may not work.

Our ad sizes

NEW AD DIMENSIONS FROM FEBRUARY 2011

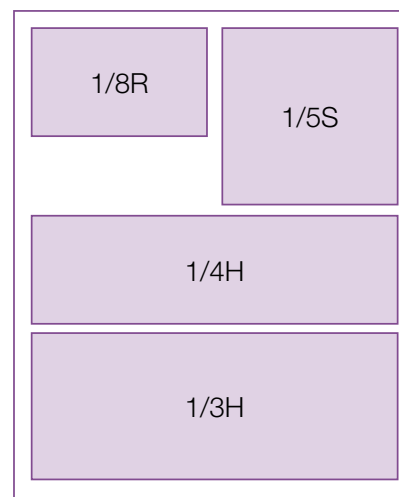
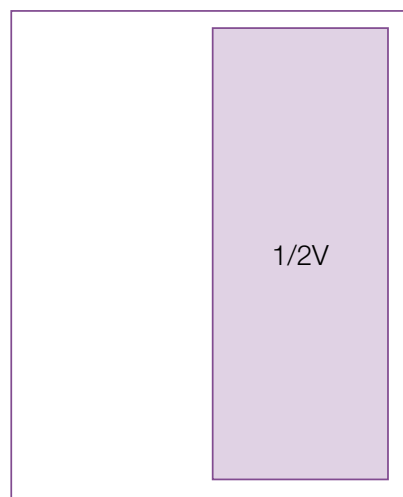
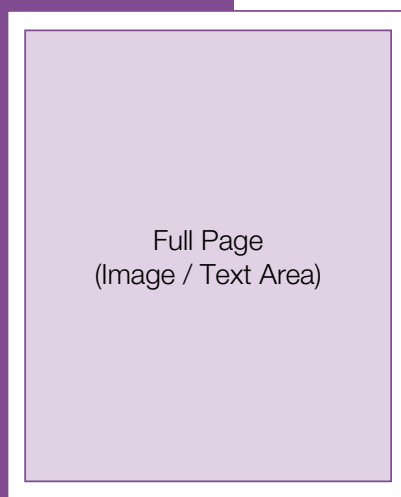
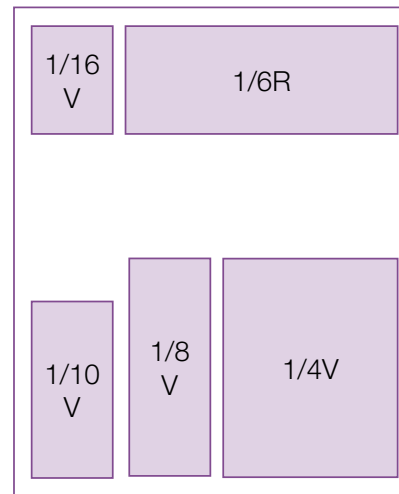
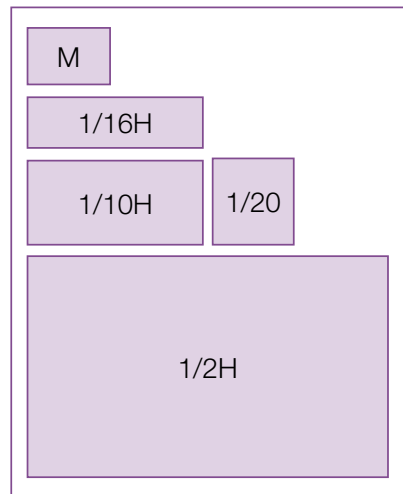


Image Area	Width	Height
Full Page (5mm Bleed)	285mm	360mm
Full Page (Trim)	275mm	350mm
Full Page (Image / Text Area)	255mm	330mm
1/2 Horizontal	255mm	163mm
1/2 Vertical	125mm	325mm
1/3 Horizontal	255mm	105mm
1/4 Horizontal	255mm	80mm
1/4 Vertical	125mm	163mm
1/5 Square	125mm	135mm
1/6 Rectangle	190 mm	80mm
1/8 Rectangle	125mm	80mm
1/8 Vertical	60mm	163mm
1/10 Horizontal	125mm	65mm
1/10 Vertical	60mm	135mm
1/16 Horizontal	125mm	40mm
1/16 Vertical	60mm	80mm
1/20	60mm	65mm
Maxi (Party pages only POA)	60mm	40mm

Please note that only full page advertisements require bleed.
All other ads are placed onto allocated pages at their exact size.

Artwork

Acceptable file formats

Complete artwork can be supplied as either a press quality PDF file or high resolution JPEG* file only.

Please ensure the following criteria are met:

- All fonts are embedded (where required)
- All imagery is 300DPI at 100% size
- Artwork does not exceed 280% ink weight
- All full colour artwork is CYMK mode (convert all RGB, spot or custom colours and duotones)
- All monotone artwork is Grayscale mode (four colour blacks are not acceptable)
- Artwork includes a border or background colour which will distinguish it from other advertisements and editorial content
- Artwork is set to exact ad size (not A4, etc.)
- Artwork has no crop marks, colour bars or bleed (unless told to include bleed)
- Artwork file size is no larger than 10MB

**Due to visual softening of text and other detail within this file type, a waiver of liability must be signed before JPEG files / Photoshop artwork is accepted.*

All artwork must be supplied according to these guidelines.

Please allow three working days for processing.

Submission of material

Label artwork with advertiser name and booking info (size, publication, issue) and send via...

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

Do not upload your artwork to an FTP server for our staff to download. Please note that artwork files which are too big to email (over 10MB) are too large for publication in our magazines.

Typesetting Service

Clients who are not in a position to supply artwork according to our specifications can take advantage of our typeset service. Contact your sales representative for more information.

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

As part of our move to a new format, the 'Child' magazines will be printed on coated stock from February 2011 onwards.

Ink weight should be 280% maximum.

Call us for a quote based on your advertising needs...

Sydney (Head office)

Level 3, 16-18 Bridge Street,
Epping, NSW 2121
PO BOX 171 Beecroft NSW 2119
P: (02) 8876 4800
F: (02) 8876 4848
E: advertising@sydneyschild.com.au
W: www.sydneyschild.com.au

Melbourne

Suite 1, 2 Theatre Place,
Canterbury, VIC 3126
PO BOX 370 Canterbury VIC 3126
P: (03) 9830 0877
F: (03) 9830 1888
E: advertising@melbourneschild.com.au
W: www.melbourneschild.com.au

Brisbane

45 Cordelia Street,
South Brisbane, QLD 4101
PO BOX 3035 South Brisbane QLD 4101
P: (07) 3846 1900
F: (07) 3846 1977
E: advertising@brisbaneschild.com.au
W: www.brisbaneschild.com.au

Adelaide

207 The Parade,
Norwood SA 5067
PO BOX 3367 Norwood SA 5067
P: (08) 8333 1477
F: (08) 8333 1577
E: advertising@adelaideschild.com.au
W: www.adelaideschild.com.au

Canberra

C103 Canberra Technology Park,
Phillip Avenue, Watson ACT 2602
PO BOX 497 Dickson ACT 2602
P: (02) 6162 5170
F: (02) 6162 5171
E: advertising@canberraschild.com.au
W: www.canberraschild.com.au

Perth

Unit 3, 2A Loch Street,
Nedlands WA 6009
PO BOX 1049 Claremont WA 6910
P: (08) 9389 1033
F: (08) 9389 1322
E: advertising@perthschild.com.au
W: www.perthschild.com.au

Deadlines (Month prior to publication)

Advertisement
Booking: 8th

Prepayment
(if required)
on booking

Artwork
Material: 10th

Cancellations:
10th