

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



Our ad sizes

NEW AD DIMENSIONS FROM FEBRUARY 2011

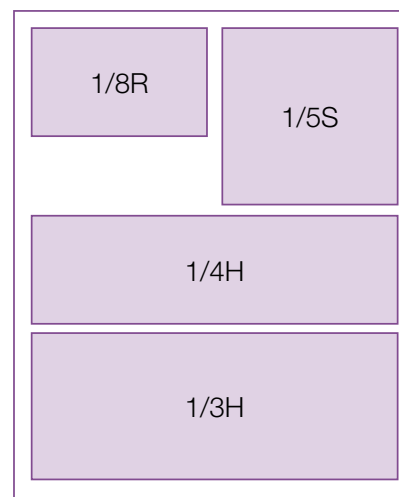
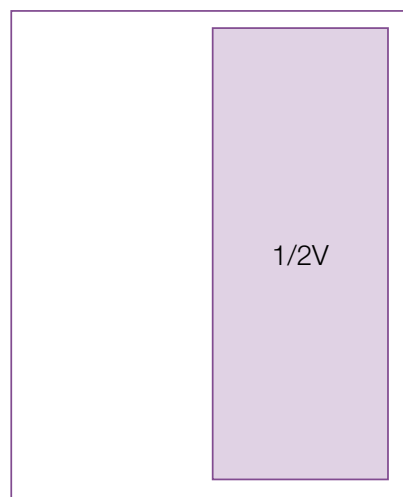
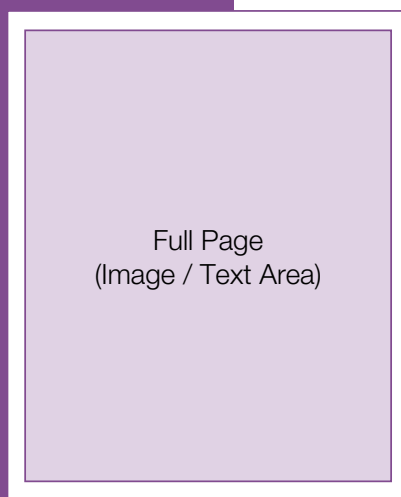
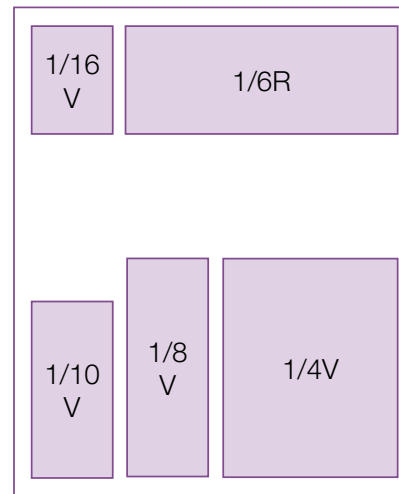
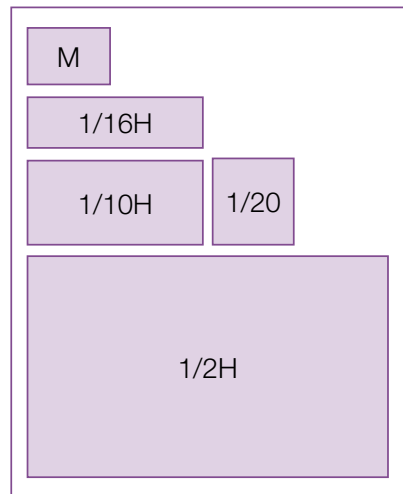
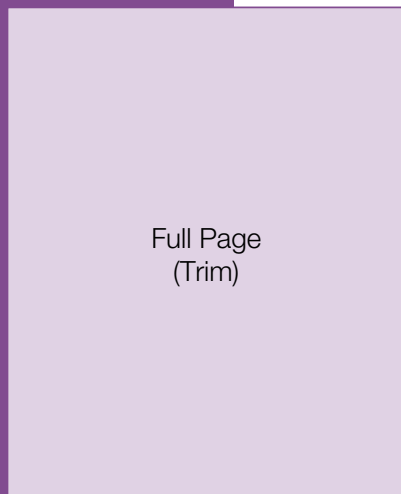


Image Area	Width	Height
Full Page (5mm Bleed)	285mm	360mm
Full Page (Trim)	275mm	350mm
Full Page (Image / Text Area)	255mm	330mm
1/2 Horizontal	255mm	163mm
1/2 Vertical	125mm	325mm
1/3 Horizontal	255mm	105mm
1/4 Horizontal	255mm	80mm
1/4 Vertical	125mm	163mm
1/5 Square	125mm	135mm
1/6 Rectangle	190 mm	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
Mini (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. Notification will be provided if any problems are detected

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

Contact us

Sydney (Head office)

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

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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
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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
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W: www.perthschild.com.au