

SUNSHINE COAST KIDS TODAY

Things
to do

AND PLACES
TO GO FOR
FAMILIES

Media
Kit
2018/19

Star
Star News Group

Sunshine Coast Kids Today connects families living in one of Australia's fastest growing urban corridors and is eagerly sought by a rapidly growing number of young families.

It is a powerful combination of social, online and print channels delivering reach into the lives of young families across this important growing region.



Printed Magazine

Sunshine Coast Kids Today Magazine – Appears four times per year (two weeks prior to each school holidays) and 15,000 plus are distributed throughout the Sunshine Coast and Noosa Region at family related venues, outlets and shopping centres. Allows for feature material and branding and provides topical information for families.

Online

SunshineCoastKidsToday.com.au – This interactive site allows for deeper connection with the audience and allows advertisers to provide their message through a slider advert, click through adverts, a directory which enables detailed information and simple brand identification

Social

Sunshine Coast Kids Today Facebook – Continues to build and relate directly to a specific audience. Our followers are engaged each week who come to us for advice, suggestions, ideas and recommendations. What we say gets heard directly by the target audience of local mums. They are likely to be the main grocery buyer and decision maker when it comes to family activities.

We reach a captive audience who is actively looking for inspiration and ideas for businesses to use.

Advertising Options

To maximise the reach of your business into this important market we have created packages that include all 3 important channels, to make sure your business message is fully engaged by young families who use many channels to source information. Each package is priced for easy planning for your business, making sure you have an ongoing reach into this vital market across the Sunshine Coast and Noosa Region.



BUSINESS & EVENTS BUNDLE

1 - High Profile Package*

Includes one Full page advert in the Sunshine Coast Kids Today Magazine. Premium Online Business Directory listing and medium rectangle advert online on sunshinecoastkidstoday.com.au and two linked posts on facebook.com/SunshineCoastKidsToday

Just \$1650+gst

2 Magazine editions \$2970+gst

4 Magazine editions \$5280+gst

2 - Value Profile Package*

Includes one Half page advert in the Sunshine Coast Kids Today Magazine. Premium Online Business Directory listing and medium rectangle banner advert online on sunshinecoastkidstoday.com.au and two linked posts on facebook.com/SunshineCoastKidsToday

Just \$1050+gst

2 Magazine editions \$1850+gst

4 Magazine editions \$3500+gst

3 - Profile Package

Includes one Quarter page advert in the Sunshine Coast Kids Today Magazine and a Premium Online Directory listing on sunshinecoastkidstoday.com.au

Just \$575+gst

2 Magazine editions \$950+gst

4 Magazine editions \$1800+gst

4 - Basic Profile Package

Includes one eighth page advert in the Sunshine Coast Kids Today Magazine and a Premium Online Business listing on sunshinecoastkidstoday.com.au

Just \$400+gst

2 Magazine editions \$750+gst

4 Magazine editions \$1300+gst

5 - Starter Profile Package

Includes one Sixteenth size advert in the Sunshine Coast Kids Today Magazine and a Premium Online Business listing on sunshinecoastkidstoday.com.au

Just \$325+gst

2 Magazine editions \$575

4 Magazine editions \$950

Ask about
our online adverts
@ \$30 per week

NB:

Prices expire 1st July 2019

Prices quoted are all ex gst

Book a bundle NOW and your online and social campaigns can start straight away. Your Magazine advert will appear in the next available edition.

Features - Each edition has topical feature sections that highlight aspects of family. Ask your Advertising Executive for details.

MAGAZINE ADVERT SIZES

- **Full page**
(380mm H x 270mm W)
- **Half page horizontal**
(178mm H x 250mm W)
- **Quarter page horizontal**
(87mm H x 250mm W)
- **Quarter page vertical**
(178mm H x 123mm W)
- **Eighth page horizontal**
(87mm H x 123mm W)
- **Three quarter block**
(269mm H x 250mm W)

ONLINE SIZES SUNSHINECOASTKIDSTODAY.COM.AU

- **MREC** (300 wide x 250 high pixels)
Medium Rectangle banner advert

SOCIAL MEDIA

facebook.com/sunshinecoastkidstoday

- **Linked social media posts available**

(All prices are quoted ex gst.)

Summary

Sunshine Coast Kids Today Magazine

Free Distribution - 15,000 copies

Tabloid full colour, full gloss magazine

Distributed throughout the Sunshine Coast and Noosa Region at family frequented places

E-zine available for download on www.sunshinecoastkidstoday.com.au

Published 4 times per year (Two weeks prior to school holidays)

Magazine distributed during the week after publishing date

Publication dates 2018/2019:

Date:

September/October/November 2018

December/January/February 2019

March/April/May 2019

June/July/August 2019

Booking Deadline:

Fri 17th August

Fri 9th November

Fri 1st March

Fri 24th May

Copy Deadline:

Tue 21st August

Tue 13th November

Tue 5th March

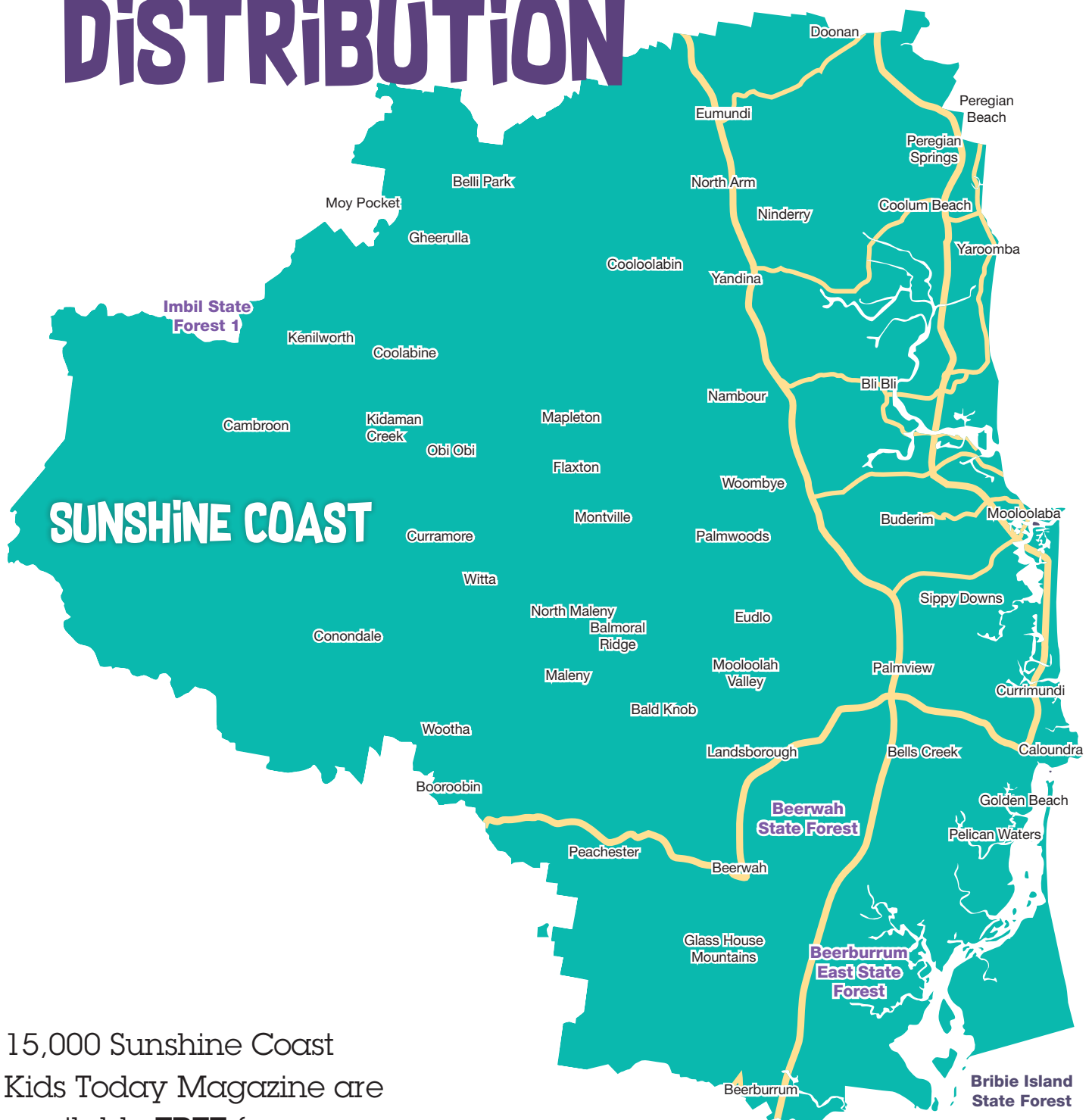
Tue 28th May

Online - SunshineCoastKidsToday.com.au

Facebook - www.facebook.com/SunshineCoastKidsToday



MAGAZINE DISTRIBUTION



15,000 Sunshine Coast Kids Today Magazine are available **FREE** from over 341 outlets across the Sunshine Coast and Noosa region from local shopping centres and child care centres, to entertainment centres, schools and health related businesses. Everywhere that families frequent from Caloundra to Noosa.

SUNSHINE COAST
KIDS
TODAY

SUNSHINE COAST KIDS TODAY

has become a destination
for local families across

3 channels;

**in print,
online and
socially!**

PUBLISHED BY NOOSA TODAY,
WHICH IS PART OF THE
STAR NEWS GROUP,
SUNSHINE COAST KIDS TODAY
DRAW ON THE WEALTH OF
LOCAL KNOWLEDGE, EXPERIENCE
AND CONTACTS THAT THE
REGION'S LEADING
COMMUNITY NEWS
ORGANISATION
HAS AT ITS FINGERTIPS.

IF FAMILIES ARE THE AUDIENCE FOR
YOUR BUSINESS, SUNSHINE COAST KIDS TODAY
IS THE IDEAL VEHICLE FOR YOUR ADVERTISING.

SUNSHINE COAST
KIDS
TODAY

Phone: (07) 5449 9837 or email
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facebook.com/SunshineCoastKidsToday
sunshinecoastkidstoday.com.au

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