



# Get Ahead *Kids*

FOR FAMILIES ON THE GO

For Families & Children 0 - 25 years

2014 Media Kit



Marketing Advisers For Professionals Pty Ltd T/A Get Ahead Kids®  
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www.getaheadkids.com.au

# Get Ahead FOR FAMILIES ON THE GO Kids



## 2014 Media Kit

**Launched:** January 2009

**Owner:** Ms Maria Charlton  
Managing Director, MAP Marketing

**Mission:** To promote quality educational information and innovations for students, their families and educational facilities.

**Features:**

- Celebrity cover & interview
- Engaging editorial
- Educational & learning information
- News & feature articles
- Online support for advertisers
- Web monitoring of advertising

**Frequency:** Bi-Monthly - 6 issues per year

**Subscriptions:** \$27.00 one year subscription of hardcopy magazine  
\$47.00 two year subscription of hardcopy magazine

Free online digital magazine subscription available via email

**Target Audience**

- Families
- Schools
- Preschools
- Libraries
- Authors
- Teachers
- Educationalists

### Hardcopy Demographics

**Readership:** About 25,000

**Gender\*:**

- Female 91%
- Male 9%

**Age Range\*:**

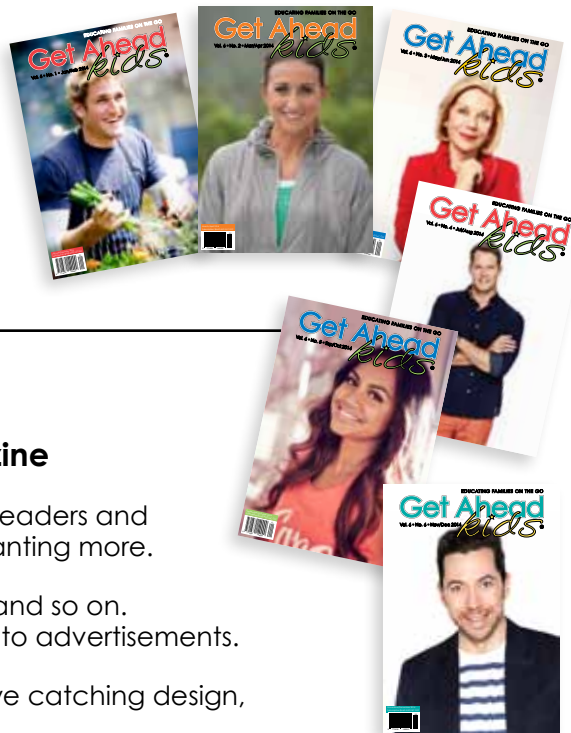
- 18-25 7%
- 26-35 33%
- 36-45 43%
- 46-55 9%
- 56+ 5%
- Unknown 3%

### Digital Demographics

**Readership:** 9,452 Schools & Libraries  
1,507 Subscribers

**Website Hits:** 2009: 288,658  
2010: 488,585  
2011: 484,253  
2012: 806,716  
2013: 1,191,060 (Jan-Sep)

\*Total Sample Number = 1446



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### Benefits

#### Advantages of Advertising in Get Ahead Kids® Magazine

**Loyal Readerships:** Get Ahead Kids® has a vast number of loyal readers and subscribers. The targeted educational content leaves readers wanting more.

**Multiple Passdown:** Magazines get passed from family to friends and so on. High reader involvement means that more attention will be paid to advertisements.

**Quality:** Quality paper permits better colour reproduction and eye catching design, drawing in the readers attention.

**Size:** The A4 size permits even the smallest ads to stand out. Ads don't have to compete against the clutter of giant ads run by department stores. There is the option of special ad positioning, bringing greater visibility to your company.

**Exposure:** Editorial and advertising lasts for 2 months of exposure, unlike the short shelf life of ads in newspapers which are normally read once then discarded. Feedback indicates parents are keeping articles and checklists on the fridge as a valuable resource.

**Specific Target Audience:** Get Ahead Kids® caters specifically to the family, school and education markets. There is no wastage of resources as ads reach the target audience.

**Credibility:** Each issue features a variety of articles and resources provided by qualified contributors.

**Free Web Advertising:** Advertisers in Get Ahead Kids® receive a basic listing in the online advertisers directory.

**SEO:** As well as reaching families and schools, Get Ahead Kids® increases traffic on advertisers websites.

#### Get Ahead Kids® Digital Features:

**Instant Availability Anywhere:** The digital magazine can be viewed 24/7 from anywhere in Australia and the world.

**Dynamic Interaction:** Users can "flip" through the magazine, making reading faster than in printed versions. With simple content navigation, a smart zoom function and full publication search, the magazine makes reading easy. Users can also download and print an article or share easily with friends.

**Direct Links to Advertisers/Partner Websites:** Great way to increase web traffic and for instant ordering.

**Contemporary Technology:** With increasing popularity of the internet, a growing number of readers now skip reading the print versions of magazines and instead read the digital editions of the publication.

**Long Life Spans:** Ads placed in Get Ahead Kids® will never expire. They will still appear in archived files, increasing the life of the ad at no extra cost.

**Economical:** Reaching a large number of readers via traditional advertising can be expensive. Products and services sales are possible even in areas and countries printed editions would not normally reach.

**Professional:** The digital magazine is as visually appealing as printed material.

**Eco-friendly:** If you choose not to print, the digital magazine consumes no paper, ink or chemicals.





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### Advertising Calender

#### January/February 2014 - Back to School Celebrity Spotlight - Curtis Stone - Australian Celebrity Chef

Ad Booking Deadline ..... November 08, 2013  
 Editorial Copy & Ad Artwork Deadline ..... November 15, 2013  
 Publication Date ..... December, 2013

#### March/April 2014 - Physical Education Celebrity Spotlight - Hayley Lewis - Former Olympic Swimmer, Host of the Biggest Loser

Ad Booking Deadline ..... February 7, 2014  
 Editorial Copy & Ad Artwork Deadline ..... February 14, 2014  
 Publication Date ..... 1st Week March, 2014

#### May/June 2014 - Languages & Communication Celebrity Spotlight - Ita Buttrose - Journalist & Businesswoman

Ad Booking Deadline ..... April 11, 2014  
 Editorial Copy & Ad Artwork Deadline ..... April 17, 2014  
 Publication Date ..... 1st Week May, 2014

#### July/August 2014 - Learning Innovations & Technology Celebrity Spotlight - Tom Williams - Australian Television & Radio Presenter

Ad Booking Deadline ..... June 13, 2014  
 Editorial Copy & Ad Artwork Deadline ..... June 20, 2014  
 Publication Date ..... 1st Week July, 2014

#### September/October 2014 - Study & Assessments Celebrity Spotlight - Jessica Mauboy - Australian Singer/Songwriter & Actress

Ad Booking Deadline ..... August 8, 2014  
 Editorial Copy & Ad Artwork Deadline ..... August 15, 2014  
 Publication Date ..... 1st Week September, 2014

#### November/December 2014 - Summer Learning Celebrity Spotlight - James Mathison - Australian Television Presenter

Ad Booking Deadline ..... October 10, 2014  
 Editorial Copy & Ad Artwork Deadline ..... October 17, 2014  
 Publication Date ..... 1st Week November, 2014



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### Magazine Advertising Specifications

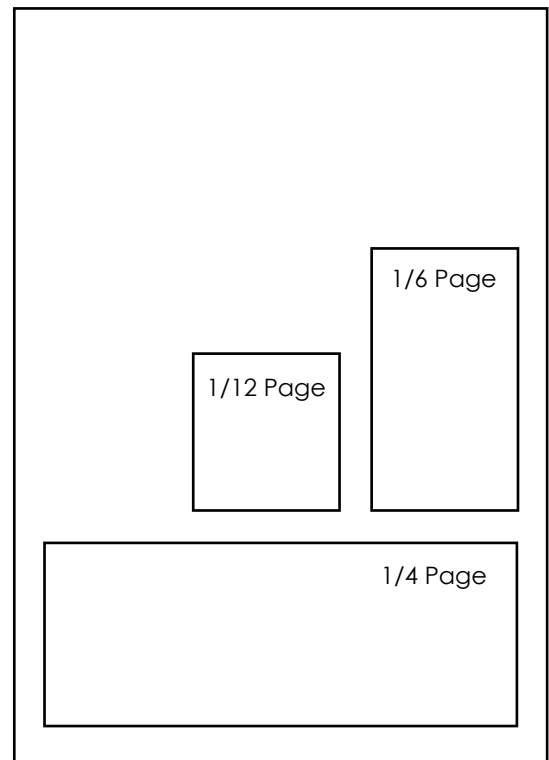
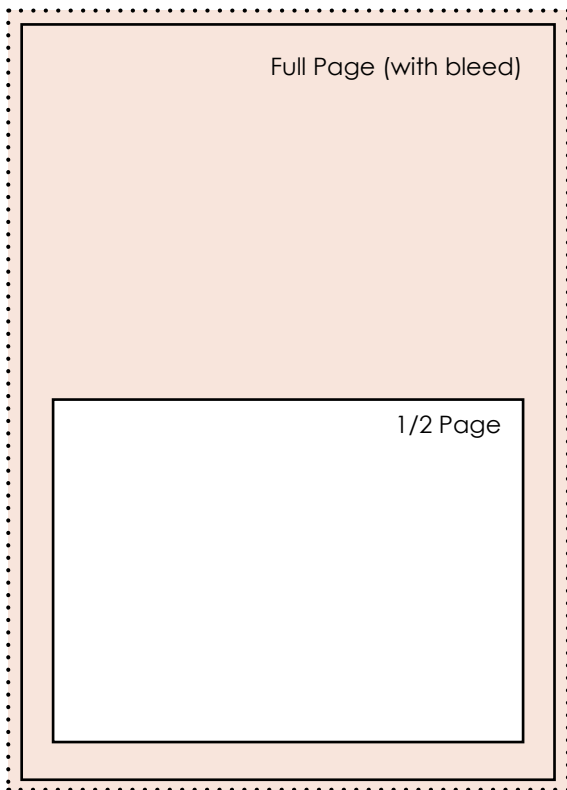
#### Ad Sizes

Size	W x H (mm)	Casual	3 Issues	6 Issues
Cover*	210 x 297	\$2,500	\$2,000	\$1,900
Full Page*	210 x 297	\$2,200	\$1,900	\$1,500
1/2 Page (Horizontal)	180 x 135	\$1,200	\$1,080	\$960
1/4 Page (Horizontal)	180 x 70	\$880	\$790	\$700
1/6 Page (vertical)	56 x 100	\$390	\$350	\$310
1/12 Page	56 x 60	\$240	\$210	\$190

- \* **Full Page & cover must have 5mm Bleed**
  - Bleed Area 220mm wide by 307mm high
  - Trim size 210mm wide by 297mm high)
- **Please add GST to prices. Prices quoted above are per issue.**
- Advertising with Get Ahead Kids includes a free basic listing (company name, brief business description, phone number, fax number, email & website) in the Online Advertisers Directory

#### Want Immediate Attention?

If you don't want your ad to compete with other ad on a page and want higher reader visibility, a cover page is a great option.





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### Magazine Advertising Specifications

#### File Requirements

- For best printing results artwork files must be supplied in Adobe PDF format, CMYK & 300 dpi at print size, all fonts must be converted to outlines.
- Files may be compressed in ZIP or SIT formats.
- We do not accept Microsoft Publisher, Microsoft Word or Adobe Pagemaker files, files with LAB, RGB, Index or Pantone colors.
- Should we receive materials that do not meet our specifications, a production charge will be incurred.
- Materials are returned only upon request.

#### File Delivery

##### Via Direct Email (Preferred Method)

Please mark all artwork with company name, theme and issue.  
e.g. Westfield-Technology-May/June09.pdf

Attn: Maria Charlton (MD)  
E: maria@mapmarketing.com.au

##### Via Mail (Less Preferred Method)

Mail artwork on a CD or DVD to:

Attn: Get Ahead Kids  
Villa Franca, 2 Scott Street  
Newcastle NSW 2300  
Australia

- Please allow adequate shipping time to ensure your files arrive before our deadlines.
- We do not accept floppy or Zip disks.

#### Distribution

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>• Day care centres including council day care</li> <li>• Preschools</li> <li>• Private schools</li> <li>• Tertiary education facilities</li> <li>• Specialist colleges</li> <li>• TAFE &amp; Universities</li> <li>• Libraries</li> <li>• Major Shopping Centres</li> </ul> | <ul style="list-style-type: none"> <li>• Parents' rooms</li> <li>• Community centres</li> <li>• Family advisory centres</li> <li>• Counselling practices</li> <li>• Medical &amp; dental professionals</li> <li>• Hospitals</li> <li>• Family restaurants e.g McDonalds</li> <li>• Newsaganel</li> </ul> |
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A full distribution list can be found at [www.getaheadkids.com.au](http://www.getaheadkids.com.au)



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### Magazine Advertising Specifications

#### Advertising Terms & Conditions

- Once an advertisement is booked and approved it cannot be cancelled.
- If 30 days notice is given, an advertisement can be rescheduled within the same year.
- Specified page placement attract a 10% additional charge.
- Any revision in rates will not affect existing contracts until expiry
- All advertisement contracts and insertion orders are accepted under the conditions spelt in this rate card. The publisher will not be responsible for any other instructions or clauses, put up by clients or its advertising agencies, unless publisher gives a written agreement separately.
- The publisher is unable to guarantee that advertisements will not face each other or that advertisements can appear in the front half of the magazine.
- In the event of copy instructions not being received by the deadline, the publisher reserves the right to repeat a previous advertisement of the same size or to run our house advertisement for which the advertiser will still be liable for full payment.
- The publisher reserves the right to destroy all materials after a period of six months. Such materials will not be returned to the agency or advertiser unless so requested in writing.
- All complaints or claims regarding advertisement published must be made in writing within 15 days following the date of publication and sent to the publisher via email.
- All advertisements must comply with Australian Advertising Standards & Australians Legislation.

#### Payment Methods

##### Direct Deposit

Please use company name as reference.

Account Name: MAP Marketing

BSB: 814282

Account Number: 101 20 992

##### Cheque

Please make cheque payable to MAP Marketing and send to:

MAP Marketing

Attn: Maria Charlton

Villa Franca, 2 Scott St

NEWCASTLE NSW 2300

#### Contacts

##### Publisher

Ms Maria Charlton

Managing Director, MAP Marketing

P: +61 2 4929 7766 | F: +61 2 4929 7827

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### Website Advertising Specifications

#### Ad Sizes

Size	W x H (px)	2 Months	6 Months	12 Months
Home Page Banner - H	271 x 253	\$500	\$1200	\$2100
Home Page Side Banner - V	262 x 200	\$500	\$1200	\$2100
Category Page Banner - H	271 x 253	\$250	\$600	\$1050
Category Page Banner - V	262 x 200	\$250	\$600	\$1050

\* All website advertisements are stand alone. Please add GST to prices. Prices quoted above are total costs.

### Payment Terms

Payment due 7 days prior to digital placement.

### Advertising Policies

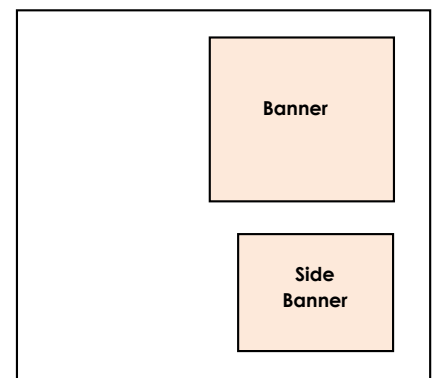
- All website advertising is subject to Get Ahead Kid's approval before acceptance. Get Ahead Kids® reserves the right to refuse any advertising on the basis of editorial discretion or any that make offensive or derogatory statements.
- Get Ahead Kids® reserves the right to label an ad as "Advertisement".
- Products and/or services advertised by external organisations on the Get Ahead Kids® website are in no way endorsed by Get Ahead Kids®.
- Customer supplied artwork must adhere to any and all trademark and copyright laws.
- Advertiser branding, i.e. logo or name, must appear on all advertising.
- Advertising is sold on a first come, first served basis.

### Ad Changes

Ad changes are only allowed for multiple month contracts. All ads have a 2 month exposure to correspond with the magazine.

### File Requirements

- Formats accepted: jpg, gif, png and flash files.
- Please limit file sizes to under 250kb.
- Ads with white backgrounds must have a black 1 pixel border around the edge of the design.





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