CASEY CARDINIA

KIDS

Things to do

AND PLACES TO GO FOR FAMILIES

Media Kit 2018

Star

Star News Group

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

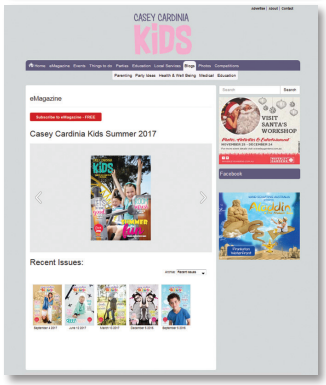
It is a powerful combination of social, online and print channels delivering reach into the lives of young families across this important growing region.

Printed Magazine

Casey Cardinia Kids Magazine – This appears five times per year (approx. every 8 weeks) and 20,000 plus are distributed throughout the City of Casey and Shire of Cardinia at family related venues, outlets and café's. Allows for feature material and branding and provides topical information for families.

Online

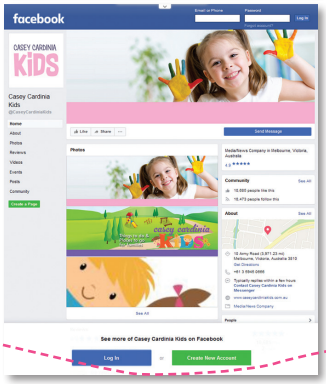
Casey Cardinia kids.com.au – This interactive site allows for deeper interaction with the audience and allows advertisers to provide their message through a slider advert, click through adverts, a directory which enables detailed information and simple brand identification



Social

Casey Cardinia Kids Facebook – approx. 10,500 followers with over 40,000 people reached per week and over 6000 people engaged each week that 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.

BUSINESS & EVENTS BUNDLE

1 - High Profile Package

Includes one Full page advert and a bonus business card listing in the Casey Cardinia Kids Magazine, Premium Business listing and Medium Rectangle banner advert online on Caseycardiniakids.com.au and two linked social media posts.

Just $2480

2 Magazine editions $4664
4 Magazine editions $7638

2 - Value Profile Package

Includes one half page advert in the Casey Cardinia Kids Magazine, Premium Business listing and Medium Rectangle banner advert online on Caseycardiniakids.com.au and one linked social media posts.

Just $1512

2 Magazine editions $2723
4 Magazine editions $4660

3 - Profile Package

Includes one Quarter page advert in the Magazine and a Premium Business on Caseycardiniakids.com.au

Just $1025

2 Magazine editions $1845
4 Magazine editions $3158

4 - Basic Profile Package

Includes one eighth page advert in the Casey Cardinia Kids Magazine and a premium listing on Caseycardiniakids.com.au

Just $766

2 Magazine editions $1382
4 Magazine editions $2364

5 - Starter Profile Package

Includes one business card listing in the Magazine and a Premium Business listing on Caseycardiniakids.com.au.

Just $504

2 Magazine editions $910
4 Magazine editions $1556

NB: All prices plus 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 Star news Advertising Executive for details.

MAGAZINE ADVERT SIZES

- **Full page** (360mm x 250mm)
- **Half page horizontal** (178mm x 250mm)
- **Quarter page horizontal** (87mm x 250mm)
- **Quarter page vertical** (178mm x 123mm)
- **Eighth page horizontal** (87mm x 123mm)
- **Business Card size** (55mm x 75mm)

ONLINE SIZES

CASEYCARDINIAKIDS.COM.AU

- **MREC** (300 wide x 250 high pixels)
- **Medium Rectangle banner advert** 20% rotation **$250 3 months**
- **Resource listing $100 3 months**

SOCIAL MEDIA

- **Linked social media posts available**

Summary

Casey Cardinia Kids Magazine

Free Distribution – 20,000 copies
Tabloid full colour – 40 plus pages

Distributed throughout Casey Cardinia at family frequented businesses and centres.

Emagazine available for download on CaseyCardiniaKids.com.au

Published 5 times per year in time for school holidays

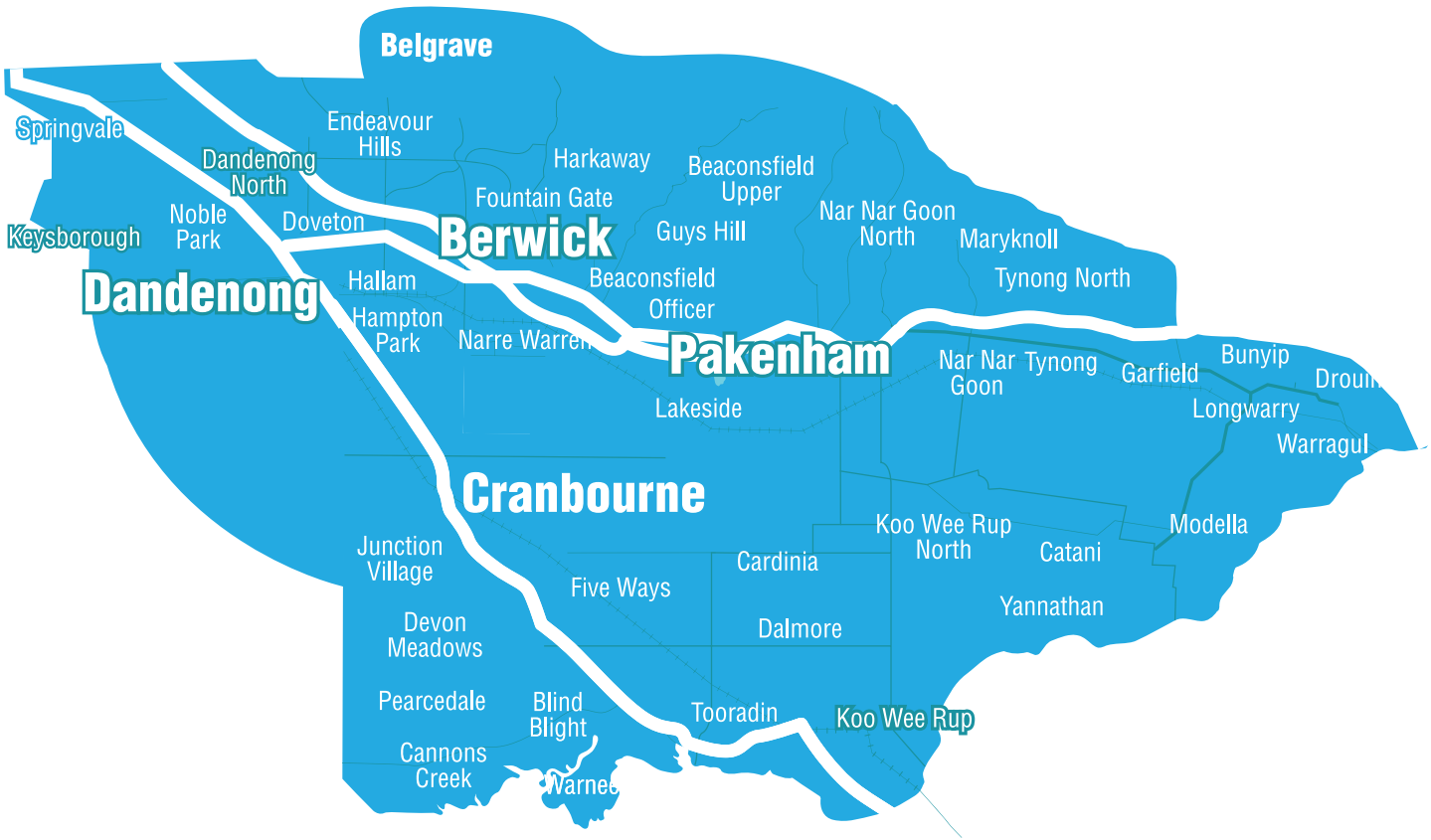
Publication dates 2018:

Booking Deadline		Published
Autumn	February 16	March 12
Winter	May 18	June 11
Spring	August 10	September 3
Summer	November 9	December 3

Online - Casey Cardinia Kids.com.au

Facebook – www.facebook.com/CaseyCardiniaKids

MAGAZINE DISTRIBUTION



20,000 Casey Cardinia Magazines are available **FREE** from over 300 outlets across the Casey Cardinia region from local shopping centres and child care centres, to entertainment centres and small cafes. Everywhere that families frequent.

CASEY CARDINIA KIDS

CASEY CARDINIA KIDS

has become a destination for local families across 3 channels; in print, online and socially!

PUBLISHED BY STAR NEWS GROUP, CASEY CARDINIA KIDS 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, CASEY CARDINIA KIDS IS THE IDEAL VEHICLE FOR YOUR ADVERTISING.

CASEY CARDINIA KIDS

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