YARRA RANGES

KIDS

THINGS TO DO & PLACES TO GO FOR FAMILIES

Things to do

AND PLACES TO GO FOR FAMILIES

Media Kit 2018

Mail News Group

Yarra Ranges Kids connects families living in one of Australia's rapidly and highly sought after areas for young families.

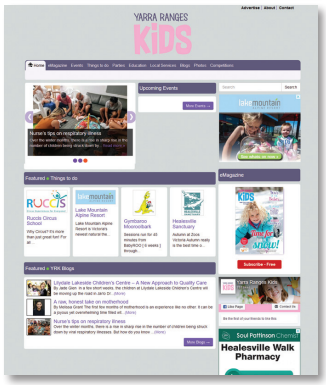
It is a powerful combination of social, online and print channels delivering reach into the lives of young families across this important growing region.

Printed Magazine

Yarra Ranges Kids Magazine – This appears four times per year and 10,000 plus are distributed throughout the Shire of Yarra Ranges and City of Knox at family related venues, outlets and café's. Allows for feature material and branding and provides topical information for families.

Online

YarraRangeskids.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

Yarra Ranges Kids Facebook – A growing following 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.

BUSINESS & EVENTS BUNDLE

1 - High Profile Package

Includes one Full page advert and a bonus business card listing in the Yarra Ranges Kids Magazine, Premium Business listing and Medium Rectangle banner advert online on Yarrarangeskids.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 Yarra Ranges Kids Magazine, Premium Business listing and Medium Rectangle banner advert online on Yarrarangeskids.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 Yarrarangeskids.com.au

Just $1025

2 Magazine editions $1845
4 Magazine editions $3158

4 - Basic Profile Package

Includes one eighth page advert in the Yarra Ranges Kids Magazine and a premium listing on Yarrarangeskids.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 Yarrarangeskids.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

YARRARANGESKIDS.COM.AU

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

SOCIAL MEDIA

- **Linked social media posts available**

Summary

Yarra Ranges Kids Magazine

Free Distribution – 10,000 copies
Tabloid full colour – 40 plus pages

Distributed throughout Shire of Yarra Ranges Maroondah City & City of Knox at family frequented businesses and centres.

Emagazine available for download on YarraRangesKids.com.au

Published 4 times per year in time for school holidays

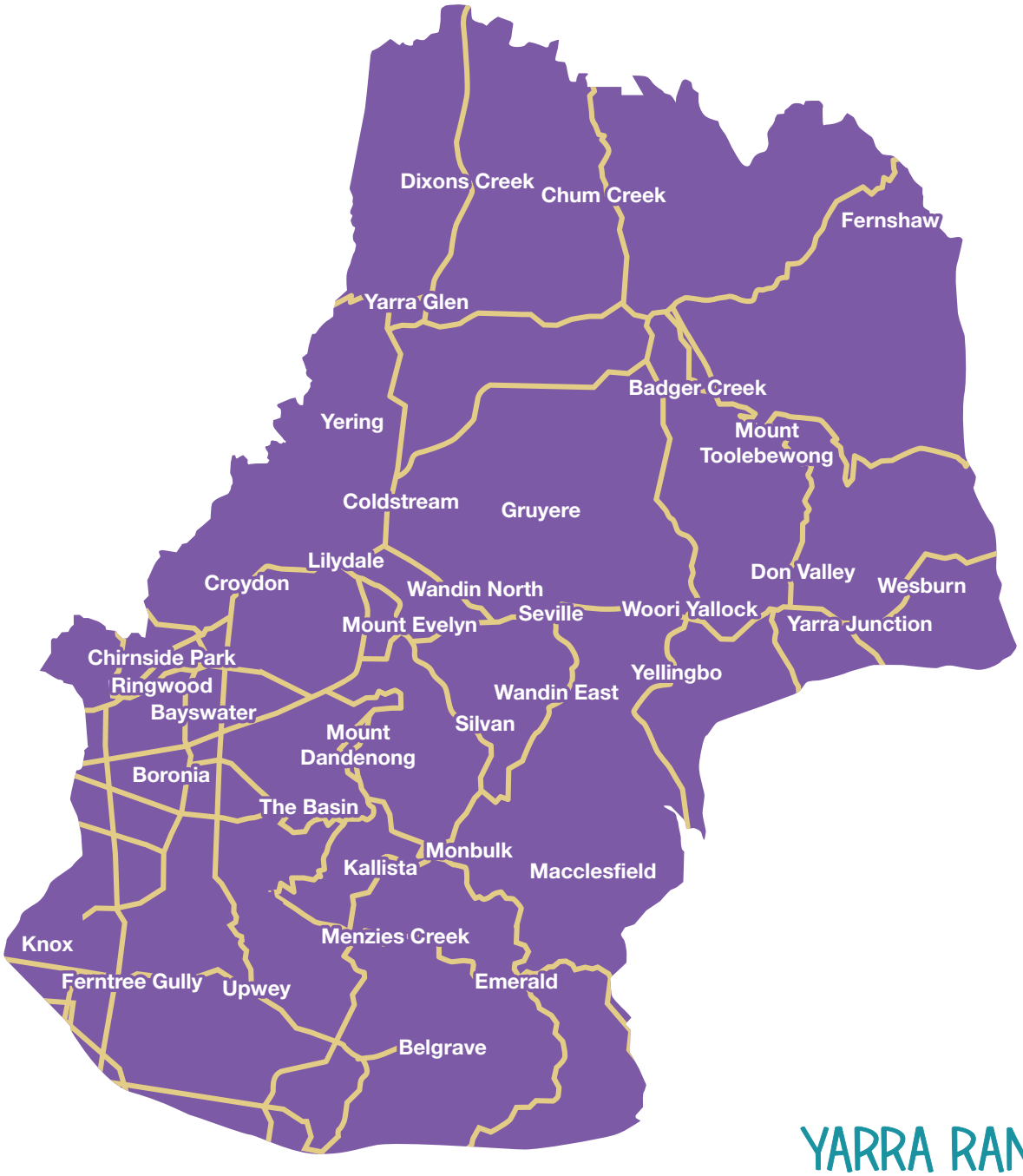
Online - Yarrra Ranges Kids.com.au

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

Facebook – YarraRangesKids/facebook

MAGAZINE DISTRIBUTION



10,000 Yarra Ranges Kids Magazines are available **FREE** from over 300 outlets across the Yarra Ranges & Knox region from local shopping centres and child care centres, to entertainment centres and small cafes. Everywhere that families frequent.

YARRA RANGES KIDS

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YARRA RANGES KIDS

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

PUBLISHED BY MAIL NEWS GROUP, YARRA RANGES 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, YARRA RANGES KIDS IS THE IDEAL VEHICLE FOR YOUR ADVERTISING.

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