

STONNINGTON
BOROONDARA

KIDS

TODAY



**MEDIA KIT
2021**



Star



STONNINGTON & BOROONDARA KIDS TODAY

connects families living in one of Australia's most affluent and influential urban corridors and will be eagerly sought by young parents.

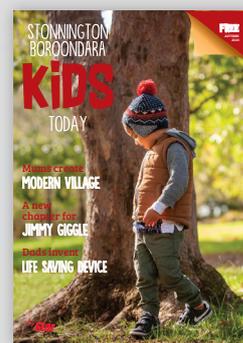
It is a powerful combination of social, online and print channels, delivering reach into the lives of young families across this important region.

Printed Magazine

Stonnington & Boroondara Kids Today Magazine

This appears four times per year (approx. every 8 weeks), 20,000 plus are distributed throughout the Cities of Boroondara and Stonnington, at family related venues, outlets and café's. Allowing for feature material and branding it provides topical information for families.

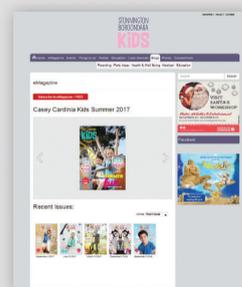
The magazine content captures the curious minded, who will pick up a copy and browse, rather than search for information online or via social.



Online

StonningtonBoroondaraKids.com.au

This interactive site allows for a deeper interaction with the audience allowing advertisers to provide their message through banner adverts, click through adverts and a directory which enables detailed information and simple brand identification.



Social

Stonnington & Boroondara Kids Today Facebook

Rapidly growing in followers and engaging locals each week. Our followers come to us for advice, suggestions, ideas and recommendations.

What we post is heard directly by the target audience of local parents. They are the main grocery buyers and decision makers when it comes to family activities.

We reach a captive audience, actively looking for inspiration, ideas and businesses in their local area.



Advertising Options

To maximise the reach of your business into this important market, we have created packages that include 3 important channels, to make sure your business message reaches young families who use these channels to source information.



BUSINESS & EVENTS BUNDLE

1 HIGH PROFILE PACKAGE

Package Includes one Full page advert and a bonus business card listing in the Stonnington & Boroondara Kids Today Magazine, a Premium Business listing and Medium Rectangle banner advert online on StonningtonBoroondaraKids.com.au as well as two linked social media posts.

2 Magazine editions **\$4664**

4 Magazine editions **\$7638**

JUST

\$2480

2 VALUE PROFILE PACKAGE

Includes one half page advert in the Stonnington & Boroondara Kids Today Magazine, a Premium Business listing and Medium Rectangle banner advert online on StonningtonBoroondaraKids.com.au and one linked social media post.

2 Magazine editions **\$2723**

4 Magazine editions **\$4660**

JUST

\$1512

3 PROFILE PACKAGE

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

2 Magazine editions **\$1845**

4 Magazine editions **\$3158**

JUST

\$1025

4 BASIC PROFILE PACKAGE

Includes one Eighth page advert in the Magazine and a Premium Business listing on StonningtonBoroondaraKids.com.au

2 Magazine editions **\$1384**

4 Magazine editions **\$2364**

JUST

\$766

5 STARTER PROFILE PACKAGE

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

2 Magazine editions **\$910**

4 Magazine editions **\$1556**

JUST

\$504

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 horizontal (87mm x 123mm)
- Business Card size (55mm x 75mm)

ONLINE SIZES

StonningtonBoroondaraKids.com.au

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

SOCIAL MEDIA

- Linked social media posts available

SUMMARY

STONNINGTON & BOROONDARA KIDS TODAY MAGAZINE

Free Distribution – 20,000 copies
Tabloid full colour – 36 plus pages

Distributed throughout Stonnington & Boroondara at family frequented businesses and centres.

Emagazine available for download on **StonningtonBoroondaraKids.com.au**

Published 4 times per year in time for school holidays

Publication dates 2021

March - Autumn

June - Winter

September - Spring

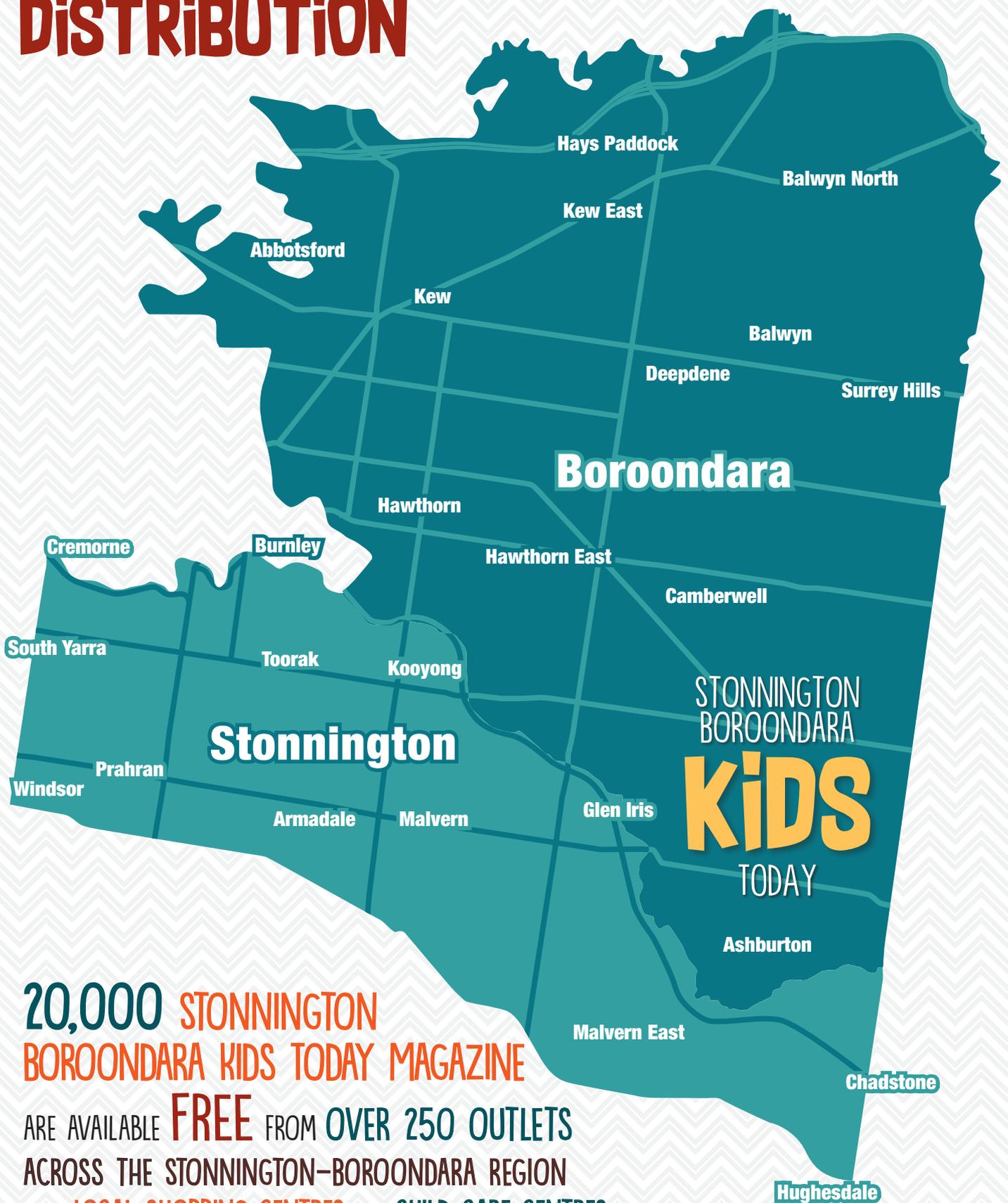
December - Summer



Online StonningtonBoroondaraKids.com.au

Facebook www.facebook.com/StonningtonBoroondaraKids

MAGAZINE DISTRIBUTION



20,000 STONNINGTON BOROONDARA KIDS TODAY MAGAZINE

ARE AVAILABLE **FREE** FROM **OVER 250 OUTLETS** ACROSS THE STONNINGTON-BOROONDARA REGION FROM **LOCAL SHOPPING CENTRES** AND **CHILD CARE CENTRES**, TO **ENTERTAINMENT CENTRES** AND **SMALL CAFES**. **EVERYWHERE THAT FAMILIES FREQUENT.** ALSO READ AS **DIGITAL EDITIONS** ACROSS THE REGION.

STONNINGTON & BOROONDARA KIDS TODAY

is becoming a
*destination for
local families*

across 4 channels:
**PRINT, DIGITAL EDITIONS,
ONLINE AND SOCIAL!**

Published by Star News Group, Stonnington & Boroondara Kids Today draws on a wealth of local knowledge, experience and contacts that the region's leading community news organisation has at its fingertips.

The group publish: Casey Cardinia Kids, Yarra Ranges Kids, Geelong Coast Kids and Sunshine Coast Kids Today and has a wealth of knowledge and experience in community newspaper and magazine publishing.

If families are the audience for your business,
Stonnington & Boroondara Kids Today
is the **ideal vehicle**
for your advertising.

STONNINGTON
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KIDS
TODAY

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