

# KIDS WEST TODAY

Things  
to do

AND PLACES  
TO GO FOR  
FAMILIES

Media  
Kit  
2021

 **Star Weekly**



**Kids West 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 & Digital Editions

**Kids West Today Magazine** – This appears four times per year (March, June, Sept, December) with approx 20,000 plus are distributed throughout the City of Wyndham and City of Hobsons Bay at family related venues, outlets and cafés. Allows for feature material and branding and provides topical information for families.

### Online

**KidsWest.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

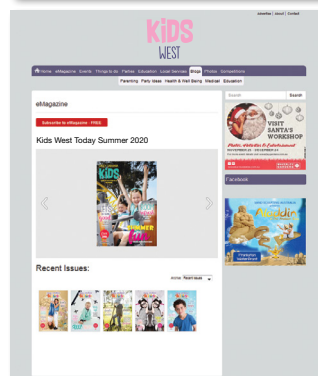
### Social

**Kids West Today Facebook** – We have families 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 Kids West Today Magazine, Premium Business listing and Medium Rectangle banner advert online on KidsWest.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 Kids West Today Magazine, Premium Business listing and Medium Rectangle banner advert online on KidsWest.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 KidsWest.com.au

**Just \$1025**

2 Magazine editions \$1845

4 Magazine editions \$3158

## 4 - Basic Profile Package

Includes one eighth page advert in the Kids West Today Magazine and a premium listing on KidsWest.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 KidsWest.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 Mail 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

KIDSWEST.COM.AU

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

# SOCIAL MEDIA

- **Linked social media posts available**

# Summary

## Kids West Today Magazine

**Free Distribution – 20,000 copies**  
**Tabloid full colour**

Distributed throughout Wyndham and Hobsons Bay at family frequented businesses and centres.

Emagazine available for download on KidsWest.com.au

Published 4 times per year just in time for school holidays

## Publication dates

**2021**

March - Autumn

June - Winter

September - Spring

December - Summer

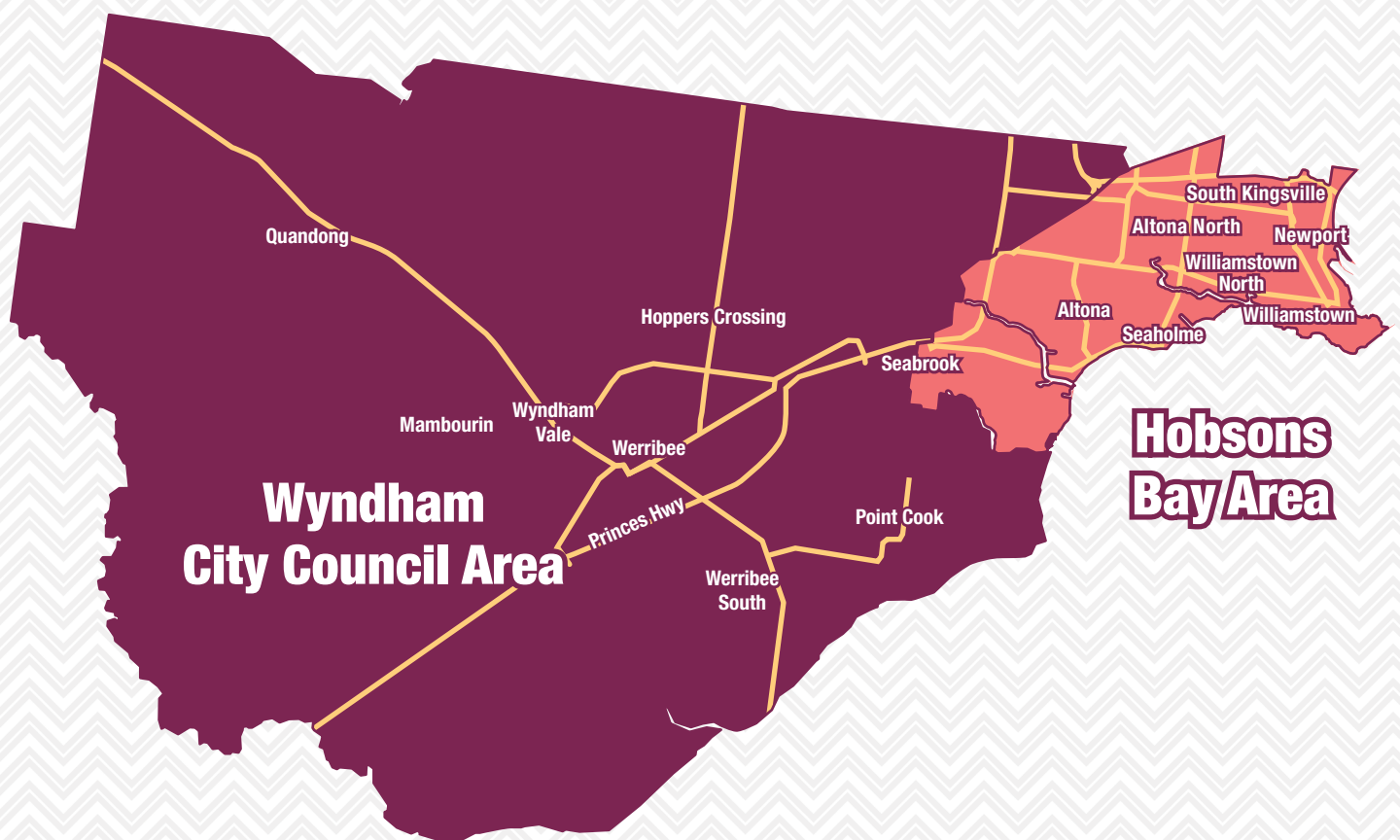
**Online - KidsWest.com.au**

**Facebook – [www.facebook.com/KidsWestMagazine](http://www.facebook.com/KidsWestMagazine)**



# KIDS WEST TODAY

# MAGAZINE DISTRIBUTION



20,000 Kids West Today Magazines are available

**FREE** from over 350 outlets across the Wyndham/ Hobsons Bay 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.





# KIDS WEST TODAY

is the destination  
for local families across  
**4 channels;**  
in print,  
digital editions,  
online and  
socially!

PUBLISHED BY STAR WEEKLY,  
KIDS WEST 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, KNOW KIDS WEST TODAY  
IS THE IDEAL VEHICLE FOR YOUR ADVERTISING.

# KIDS WEST TODAY

Unit 6/ 1-9 Thomsons Road,  
Keilor Park, Victoria 3042  
Phone: 03 8318 5777 or email  
[westads@starweekly.com.au](mailto:westads@starweekly.com.au)

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