AUSTRALIA'S BIGGEST KIDS MAG!

MEDIA INFORMATION 2020

JUST KIDDING

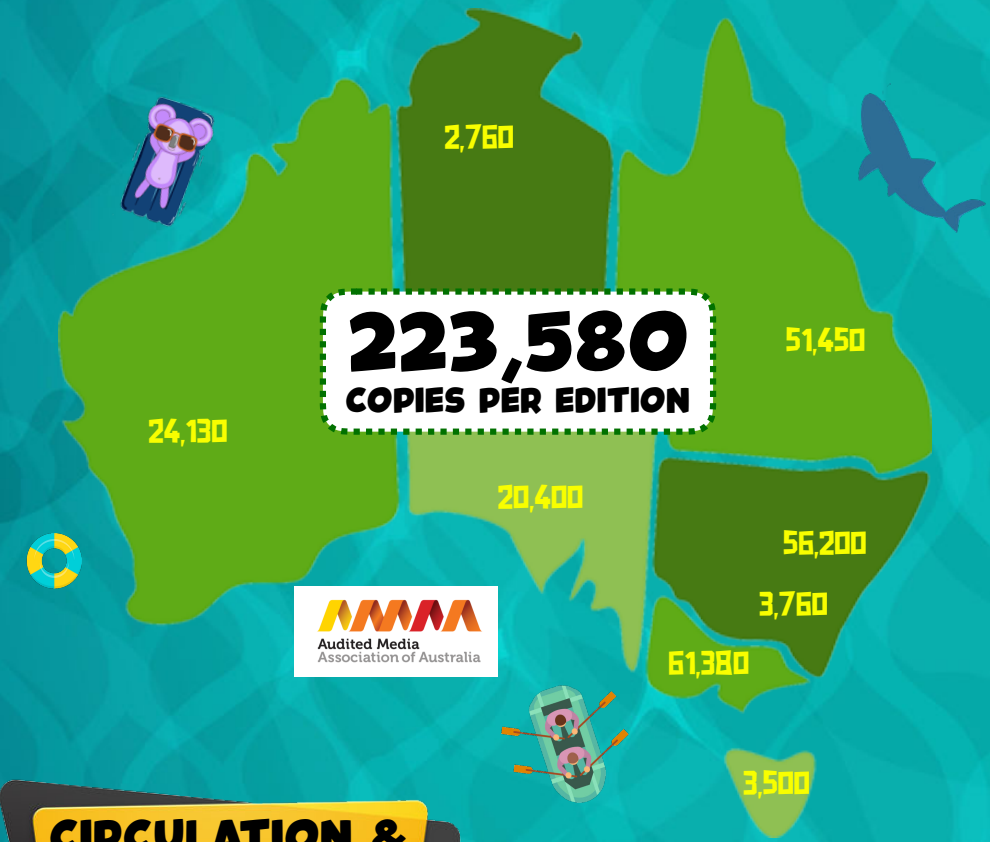
ONLY IN SCHOOLS!
WHERE TRENDS AND FADS ARE CREATED

With overwhelming support and demand from primary schools nationally, our focus for 2020 is to ensure reach within the very place where trends and fads are created...school playgrounds.

Just Kidding continues to dominate the kids media landscape. Our numbers are constantly evaluated and audited by the AMAA (Australian Media Association of Australia) ensuring partner spends are targeted, valued and precise.

856 SCHOOL CAMPUSES

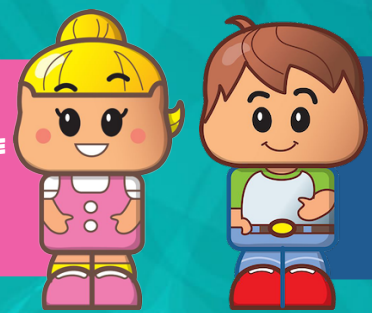
VIC: 241 NSW: 184 QLD: 187 SA: 82
WA: 97 ACT: 25 TAS: 22 NT: 18



CIRCULATION & READER DEMO

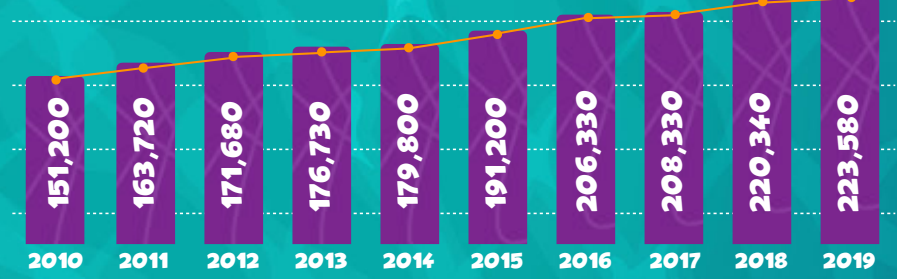
READER DEMO: BOYS & GIRLS AGED 7-12 YRS

89 % OF GIRLS SURVEYED SAID THAT THEY WERE AFRAID OF THEIR INTERNET PRIVACY / SECURITY.



94 % OF BOYS SURVEYED SAID THAT THEY NEVER CLICK ON AD BANNERS OR POP UPS ONLINE.

98% OF TEACHERS SURVEYED TOLD US THEY USE JUST KIDDING IN CLASSROOMS AS AN ESSENTIAL READING RESOURCE AND THAT THEY TRUST THE MAGAZINE TO SUPPLY KNOWLEDGABLE CONTENT TO STUDENTS.



OUR CONTINUED & COMMITTED GROWTH

Demand for JK is high and that's why we are the only kids mag to experience steady growth year after year.

Above findings taken from our June 2019 Just Kidding readers and teacher survey, a copy of which is available upon request.

THE IMPORTANCE OF PRINT!

ENGAGEMENT WITHOUT DISTRACTION AND WITH HIGH EMOTIONAL RESPONSE

Print is as effective as it's ever been and with a publication like Just Kidding, offers niche, long term capabilities that cannot be matched through other mediums. Don't just take our word for it, it's widely reported worldwide that the importance of print is now more recognised than ever.

APPEALING TO THE SENSES.

There's not much for our senses to do with digital channels. We look at our various-sized digital screens... and that's about it. But with print, our readers not only see the paper but feel it and smell the ink. These sensory experiences are cherished by kids.

NO FEAR, JUST TRUSTED.

Online fear amongst the youth of today is a huge concern and is continuing to grow. With so much emphasis on internet privacy, parents are looking at trusted sources of entertainment for their children without fear of online pop-ups or 'unwanted' content.

CREDIBILITY = EYEBALLS.

Distribution within school environments infers credibility of brands within the magazine. With every page turn, teachers, kids and parents know that what they are reading is reliable and safe information. Just Kidding continues to promote healthy living & high moral standards.

RISING ABOVE THE NOISE.

There's plenty of clutter out there but when it comes to memorable and more noticed campaigns, print is the answer. It's easier to make your messages heard in print with unique ways to engage audiences alongside lost lasting design.

FRESH PRINT CURRENCY.

Print has fresh currency in todays digital world. Print has power, wanted ownership and is now more prestigious than ever. We recall and retain information better when it's printed without having to trawl across the internet and mentally piece information together.

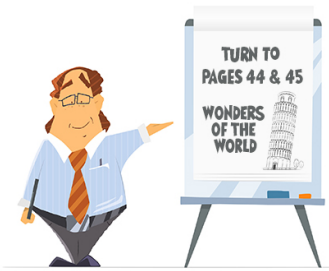
FSC FORESTS FOR ALL FOREVER

Just Kidding uses paper sourcing through FSC certified sources.

FACT! Just Kidding is a subscription only publication! Every school we go to actively **subscribes** to receive the magazine which depending on their enrolment number can differ from 100 copies to 1,000 copies per edition.

Schools complete subscription request and nominate quantities required for each of their grades.

Copies are couriered to a magazine co-ordinator at each campus for distribution to each of the class grade teachers.



Printed curriculum aligned teachers notes accompany the magazine into schools for in class activities / exercises.

Just Kidding hand delivered to all students within each of the school grades. Curriculum notes stay with teachers.

Just Kidding used in class groups as an essential and fun learning resource. Additional copies stay in libraries for future use.

Magazines go home with each student to be enjoyed and reviewed by other family members and friends.

REQUESTED, TRUSTED & USED!

SHOWCASING YOUR BRANDS WITHIN SCHOOL CLASSROOMS NATIONALLY

SIT BACK, WE'VE GOT EVERYTHING COVERED!

KNOWING HOW TO IMPLEMENT A SUCCESSFUL MEDIA CAMPAIGN IS WHAT WE DO. JUST LEAVE IT IN OUR HANDS.

1. THINK TANK

Let's talk. We've got ideas and we know you do too! Tell us what you are thinking and we'll deliver recommendations that are truly 'outside the box'.

2. BRIEF US

Hand over your material assets and let us come back with further suggestions to make your pages 'pop'. Our readers will take notice, we'll make sure of it!

3. DESIGN IT

We've been talking to kids for 18 years so we know a thing or two about creating head turning advertorial designs with purpose that warrant response.

4. BONUSES

With your pages built, we'll secure and supply a range of print and online bonuses to give your campaign further strength and deliverable impact.

5. LAUNCH

Time for your campaign to hit the masses! Both print and online will be closely monitored. We'll be keeping an eye on everything for you!

6. ANALYSIS

How did we do? Post analysis reporting will be provided to you showing results, values and present day comparisons. Every campaign is quantifiable!

It's all part of the service. Share your ideas and plans and then let our team recommend strategies that will deliver cut through and impact. From initial concept, creative design, management and final reporting, we are a 'one stop' shop to make it all happen and exceed expectations.

PRINT + ONLINE X AUDIENCE = PROVEN POWER!

It's a pretty easy equation and you don't need to be a maths professor to know that when you combine print with online, you create dominant reach alongside a captive audience. That's why with **EVERY** print campaign, online incentives through www.justkidding.com.au are given to our media partners at no cost. These initiatives can include but are not limited to the following:

- STREAMING VIDEO
- USER POLLS / QUIZ
- LIVE COMPETITIONS
- EXPANDABLE IMAGE GALLERIES
- MEMBER DATABASES
- COUNTDOWN TIMERS
- RATING WIDGETS
- FLIP MAGS
- MUSIC BACKGROUNDS
- ANIMATED BANNERS
- SOCIAL MEDIA LINKS
- LINKS TO OFFICIAL WEBSITES

In addition to the above, Yarra media can also supply and provide stand alone website builds (with unique url), animated HTML5 leaderboard displays / banners for social media campaigns, shopping cart systems and much more. Contact us for further information and pricing.

ALL WEB BUILDS WE PRODUCE ARE BUILT FOR BOTH MOBILE AND DESKTOP PLATFORMS!

LET YOUR INVESTMENT GROW!

WE WORK HARD FOR YOUR INVESTMENT, CREATING BRAND STRENGTH & GROWTH

INSIDE FRONT COVER 4 PAGES	$12,000	SOLD FOR 2020
INSIDE FRONT COVER DOUBLE PAGE	$7,500	SOLD FOR 2020
REVERSE 5 PAGE FLIP MAG	$14,000	SOLD FOR 2020
CENTRE 8 PAGES	$18,000	SOLD FOR 2020
CENTRE 4 PAGES	$12,000	SOLD FOR 2020
CENTRE DOUBLE PAGE	$7,500	SOLD FOR 2020
6 PAGE SPREAD	$12,000	
4 PAGE SPREAD	$10,000	
DOUBLE PAGE SPREAD	$7,000	
SINGLE PAGE	$4,800	
HALF PAGE	$2,700	

Please note all pricing excludes GST

TECHNICAL SPECIFICATIONS

DOUBLE PAGE	SINGLE PAGE	HALF PAGE
270MM X 380MM	270MM X 190MM	135MM X 190MM

In addition to the above, Just Kidding can provide alternative sizing and placement options. Please contact us further to discuss.

READY MADE ART

Please include a 5mm bleed surrounding all sides and supply creative as a finished PDF with all fonts embedded. All colours must be converted to CMYK. No other formats accepted.

IN HOUSE DESIGN

Copy for creative can be supplied as a finished PDF or in Word format. Please include any mandatory requirements that you must see included. Imagery to be supplied as high res PSD, AI, ID, JPG or PNG formats.

Let our team develop and put together a detailed proposal aligned specifically to your requirements and spend. We're happy to explore ideas and showcase multiple options for your consideration and review. Just tell us about your objectives and let us develop the solution.

MEDIA FEATURES & DEADLINES

HERE'S WHAT WE HAVE SCHEDULED FOR THE YEAR AHEAD!

ISSUE 1

BACK TO SCHOOL
INTERNET SAFETY
FUN COLLECTABLES (1)
ART & CRAFT
BE YOURSELF
WILD SCIENCE
SCENTS & SENSES

IN SCHOOLS 5TH FEB 2020

MATERIAL DEADLINE:	JAN 04
READY MADE ART:	JAN 20
YOUR SAY TOYS REQ:	JAN 04

ISSUE 2

EASTER SPECIAL
MOTOR VEHICLES (1)
MYSTICAL ORIENT
EXPERIMENTS
BOARD GAMES (1)
SPACE & PLANETS
LIFE AS A VET

IN SCHOOLS 18TH MARCH 2020

MATERIAL DEADLINE:	FEB 03
READY MADE ART:	MCH 02
YOUR SAY TOYS REQ:	JAN 27

ISSUE 3

PETS & ANIMALS (1)
SPECIAL MUMS
CONSTRUCTION
MOTOR VEHICLES (2)
ENDANGERED SPECIES
THE HUMAN BODY
WORLD WONDERS

IN SCHOOLS 29TH APRIL 2020

MATERIAL DEADLINE:	MCH 16
READY MADE ART:	APR 13
YOUR SAY TOYS REQ:	MCH 09

ISSUE 4

BENEATH THE SEA
TOKYO OLYMPICS (1)
GHOSTS & GHOULS
FUN COLLECTABLES (2)
GREAT INVENTORS
BIRDS OF PREY
WEATHER CYCLES

IN SCHOOLS 10TH JUNE 2020

MATERIAL DEADLINE:	APR 27
READY MADE ART:	MAY 25
YOUR SAY TOYS REQ:	APR 20

ISSUE 5

MICRO BIOLOGY
TOKYO OLYMPICS (2)
GREATEST STORIES
PHOTOSYNTHESIS
BOARD GAMES (2)
SCIENCE WEEK
AVIATION (1)

IN SCHOOLS 22ND JULY 2020

MATERIAL DEADLINE:	JNE 08
READY MADE ART:	JUL 06
YOUR SAY TOYS REQ:	JNE 01

ISSUE 6

AVIATION (2)
SPECIAL DADS
SUPERHEROES
DINOSAURS
STAR GAZING
GREAT INVENTIONS
PETS & ANIMALS (2)

IN SCHOOLS 2ND SEPT 2020

MATERIAL DEADLINE:	JUL 20
READY MADE ART:	AUG 17
YOUR SAY TOYS REQ:	JUL 13

ISSUE 7

SPRING HARVESTING
HALLOWEEN
OUR PLANET
FASHIONS
LANGUAGES
JUNGLE ANIMALS
LIFE OF A SPY

IN SCHOOLS 14TH OCT 2020

MATERIAL DEADLINE:	AUG 31
READY MADE ART:	SEPT 28
YOUR SAY TOYS REQ:	AUG 24

ISSUE 8

XMAS SPECIAL
SUN SAFETY
WATER SAFETY
HOLIDAY GUIDE
TOY GIFT GUIDE
YEARLY WRAP UP
HELPING OTHERS

IN SCHOOLS 25TH NOV 2020

MATERIAL DEADLINE:	OCT 12
READY MADE ART:	NOV 11
YOUR SAY TOYS REQ:	OCT 05

NEW FOR 2020 & REGULAR CONTENT

EVERY ISSUE BUMPER PACKED WITH THE STUFF KIDS WANT TO SEE!

Inside every issue, JK will feature the following regular content as requested by teachers and kids nationally. We've got it covered with all time faves and some new stuff too.

NEW

WHERE IN THE WORLD

With focus on countries & cultures from around the world.

BRAIN TRAIN

Loaded with puzzles & activities to test out young readers brain power.

YOUR SAY

Live product testing from our 50 Just Kidding junior journos across Australia.

NEW

BOOKWORM

Famous authors, top kids reads for 2020 & young writer tips and hints

NEW

SPORT NATION

Sporting events, interviews, ways to play and heroes past & present.

WIN & GRIN

Latest competitions for readers to win the latest brands / experiences.

NEW

LEVEL ONE

Top games, tips & hints, gaming history, famous characters and more.

NEW

POPCORN

Latest movies, interviews, what's new to TV, trivia, movie classics and more.

NEW

OUR PLANET

An ongoing look at what we can do to help the world around us..

POWERFUL PREMIUMS.

WANT SOMETHING A BIT DIFFERENT? WE CAN PRINT ANYTHING!

Every year, we print over **3 MILLION** magazines and with that comes substantial print savings and huge buying power from Australia's best paper mills and print houses. Our media partners benefit by us passing on these substantial savings to them directly. Give us the opportunity to quote on your next print projects and see how much we can save you. Print initiatives can be combined with Just Kidding or dispatched to you directly .

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OUR VALUED PARTNERS

moose
Disney
AFL
Hasbro
UNIVERSAL
A COMCAST COMPANY
MATTEL
nickelodeon
Paramount PICTURES
TOMY
modern brands
Kmart
big balloon
headstart
DK DORLING KINDERSLEY
vtech
SONY PICTURES
UGames
Nintendo
e one entertainmentone
Smiggle
MGA ENTERTAINMENT
STUDIOCANAL
Penguin Random House
Funrise
Goliath
JASNOR Est.1988
TREND MICRO
tennis
20th CENTURY FOX
HUNTER LEISURE
BBC
the brand exchange
DREAMWORKS
banter toys & collectibles
CRICKET AUSTRALIA