



TRUSTED & SAFE SCREEN FREE FUN!

JUST KIDDING

AUSTRALIA'S BIGGEST KIDS MAGAZINE!

2027 Media Information

TRUSTED BY EDUCATORS. LOVED BY STUDENTS!

Welcome to Just Kidding, Australia's BIGGEST in-school kids' magazine! For more than 25 years we've been delivering the coolest stories, laugh-out-loud jokes, epic competitions, puzzles, and all the latest news in toys, movies, and games. We're here to connect with kids in a way that's exciting, inspiring, and most importantly...fun!

From primary school classrooms to Toyworld stores and family homes nationwide, Just Kidding makes sure kids never miss out on what's trending. Our pages are packed with stuff they love, whether that's discovering new movies, trying tricky brain-busters, or entering amazing giveaways with prizes they can only dream of.

Every issue is created for kids, by kids, which means it speaks their language and celebrates what matters most to them. With trusted distribution and a reputation built on more than two decades of experience, we've become the go-to magazine that kids can't wait to flip through the moment it lands in their hands.

Just Kidding isn't just a magazine, it's a community, a playground, and a voice for Aussie kids everywhere



"When our Just Kidding magazines arrive, our whole class gets excited because everyone wants to see what's inside first. I love the competitions and all the cool toys and games. Mum says she's only checking the magazine for me… but she always reads the whole thing too!"
Noah, NSW. Age 10

CIRCULATION, AGE DEMO & DISTRIBUTION

With distribution spanning 500+ primary schools, all Toyworld stores, and family homes nationwide, Just Kidding proudly leads the kids' print media landscape. We continually review and refine our numbers to ensure every partner's investment is targeted, valued, and delivers maximum impact.





Primary Schools
502 Campuses

239,100 copies



Toyworld
104 Stores

20,000 copies



Home Subscriptions

5,620 copies



ISO 14001 CERTIFIED

We're proud to share that Yarra Media is ISO 14001 certified, demonstrating our commitment to environmental responsibility and sustainable business practices. This international standard recognises that we have effective systems in place to minimise our environmental impact, comply with regulations, and continually improve our processes. By partnering with us, you can be confident that your campaigns are produced with sustainability at the forefront.

WHY PRINT IS STILL SO IMPORTANT!

In a world dominated by screens, Just Kidding stands out as a trusted, screen-free experience that kids can truly call their own. Print magazines give children the joy of flipping through pages, solving puzzles, and discovering stories at their own pace encouraging reading for fun rather than obligation. With vibrant design, age-appropriate content, and interactive features, Just Kidding helps foster literacy, creativity, and imagination. Kids love the sense of ownership that comes with receiving their very own magazine, while parents and schools value the safe, reliable, and positive content inside. After 23 years in circulation, Just Kidding continues to prove that print remains a powerful, engaging, and essential medium for kids today.



UNIQUELY TANGIBLE

Kids love to own, hold and feel Just Kidding. The magazine provides readers with sensory experiences that are real. Print creates a more emotional connection within an unsaturated environment to deliver impact and high engagement with long lifespan.

UNIQUELY TARGETED

Delivering your brand messaging in front of a highly targeted and relevant audience is key when it comes to your ad spend. Digital ads are everywhere but with print, the reader is highly invested in learning about what is in front of them. Print is uniquely absorbed.

TOTALLY TRUSTED

Print is reliable and typically trusted amongst schools, children and families. Our readers know the information presented to them is credible. No pop ups, no spam, no fear of online safety. Just Kidding delivers content that is always respected and admired.

EXTENDED SHELF LIFE

Print magazines have a longer shelf life than digital content. Kids revisit Just Kidding multiple times, giving advertisements repeated exposure over an extended period. This repeated exposure strengthens brand recall and increases pester power.

SCREEN FREE

Let's face it, kids safety when online is a real and growing concern. In an age where screen time is often excessive, Just Kidding offers a welcomed screen-free alternative amongst school campuses and more importantly households nationally.

PARENT APPROVED

For 25 years, Just Kidding has earned the trust of parents nationwide. We take pride in being careful content creators, ensuring every page is safe, age-appropriate, and engaging. You won't find 'M' rated material or junk food promotions here — just positive approved messaging.



WHAT SCHOOLS ARE SAYING!

"Our students continue to enjoy their copies of Just Kidding and are so excited when they arrive. As a teacher, I have been receiving the magazine for over 15 years now and anything that encourages screen free time is something we continuously work towards. Thank you for continuing to support our school."

Faulconbridge Primary School, NSW

"We have been receiving Just Kidding for as long as I can remember. As a low socio economic school we are so fortunate to receive copies and the students truly enjoy reading through all of the pages and entering the competitions too. Thanks again to your team and for bringing smiles to our students."

Meadows Primary School, VIC

"Thank you Just Kidding for continuing to provide us with the magazine. Having a physical magazine is something that our students really enjoy and in a world dominated by screens, it's an important resource for us. Don't change anything, we love it!"

Capalaba State College, QLD

"Just Kidding provides our students with a welcome break from digital devices. Students love being able to flick through the pages, discover something that grabs their interest and revisit articles later. It's refreshing to have a school resource that kids love this much. Thank you and keep them coming."

Surfside Primary School, VIC

"These magazines are a great addition to our school. We use them in our 'Read For Enjoyment' programs where we allow our kids to complete activities. We love flicking through each issue to see what is new, We truly value the resource and the kids love them. Please keep up the good work!"

Gainsborough State School, QLD

"We are so thankful to receive our regular Just Kidding subscription. Our students are so excited to have their very own magazine to keep and take home. We use the magazine as an in class reading resource and have been subscribing since 2014. Just Kidding is highly valued amongst our community."

Heatherhill Primary School, VIC

"The magazines are always in high demand at our school. This is our fifth year subscribing. Even students who are reluctant readers always reach for Just Kidding when we receive copies. We often see them discussing what is inside the magazine amongst friendship groups. Just Kidding provides something special for students to look forward to."

Labrador State School, QLD

"As educators, we're always looking for quality screen free resources. Just Kidding consistently delivers educational content in a format that keeps our students entertained. The magazines quickly become well-loved. We often see dog eared pages, folded corners and students proudly carrying their copies around the school."

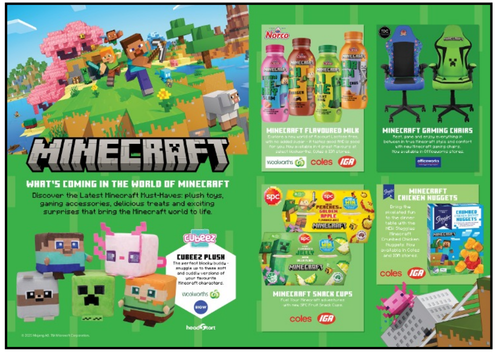
Para Hills Primary School, SA











CUSTOM ADVERTORIALS & ENGAGING BRAND STORIES

AT NO COST!

Let our team bring your brand to life through engaging, interactive advertorials that deliver real impact. Seamlessly integrated into our editorial pages, your messaging benefits from the trusted Just Kidding voice that kids, parents, and schools know and love. Simply share your campaign objectives, and we'll take care of the rest. From concept to design to delivery. We're your one-stop shop for creating genuine buzz in classrooms, playgrounds, and family homes nationwide!











ONE SIMPLE CAMPAIGN PROCESS:

We make creating your next marketing campaign easy! Every campaign is unique, and our experienced team understands that. Simply tell us your objectives, and we'll develop a tailored campaign strategy that engages, excites and delivers real results.

1. **TELL US YOUR OBJECTIVES**
2. **WE DEVELOP THE BIG IDEA!**
3. **YOU SUPPLY THE ASSETS**
4. **WE CREATE THE WOW!**
5. **LAUNCH THROUGH PRINT & DIGITAL**
6. **DELIVERING REAL RESULTS**

Know exactly what your investment delivered. Every campaign is supported by a comprehensive post-campaign report detailing media delivered, bonus inclusions, campaign performance, engagement statistics, competition results and more providing a complete overview of your campaign's success.



IN PRINT. LET'S CREATE SOME BRAND BUZZ!



Awareness starts on the cover! Our attention-grabbing cover pointers are designed to stop kids in their tracks, create excitement and drive them straight to your campaign.

Your campaign continues with a prominent index callout that reinforces your key messaging and directs readers straight to your feature pages, increasing awareness and engagement.





Ready to create excitement & results? The Just Win section is one of the most anticipated parts of every issue, with thousands of readers turning straight to the competitions. Whether it's products, experiences or exclusive prizes, we'll build a campaign that gets kids excited, encourages participation and delivers impressive engagement for your brand.

Nothing is more powerful than a recommendation from another kid. Our team of junior journalists and families test the latest toys, games, books and products before sharing their experiences with readers. Simply supply your products, and we'll create authentic, engaging reviews that generate excitement and inspire other kids to join in the fun.



INCLUDED WITH EVERY CAMPAIGN…AND ALL COMPLETELY FREE!

Every one of these BONUS opportunities is included as part of your Just Kidding media campaign. No hidden costs. No expensive add-ons. Just more exposure, more engagement and more value for your brand.

IN PRINT. LET'S CREATE SOME BRAND BUZZ!

SPIDER-MAN BRAND NEW DAY EXAMPLE JULY / AUGUST 2026







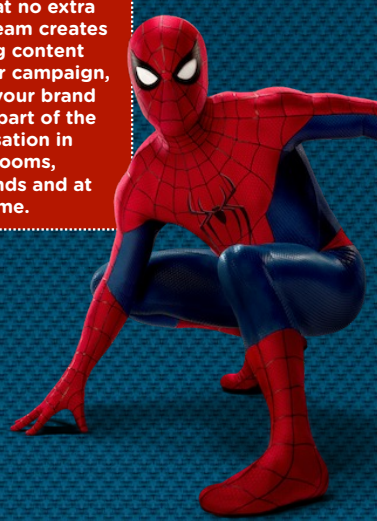




Aligned editorial is included at no extra cost. Our team creates engaging content around your campaign, ensuring your brand becomes part of the conversation in classrooms, playgrounds and at home.







You provide the assets. We provide the WOW! Our experienced in-house creative team develops fresh ideas, designs eye catching campaigns and delivers concepts that get kids talking. With over 25 years of experience reaching Australian families, we know how to turn great ideas into unforgettable campaigns. Tell us your goals and let us do the rest.

One scan. Endless possibilities. We create custom-designed QR codes that transform your print campaign into an interactive online experience, linking readers directly to immersive content that keeps them engaged.

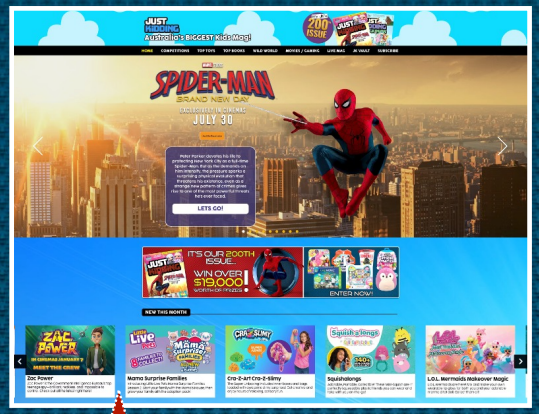
PRINT STARTS THE JOURNEY. ONLINE KEEPS IT GOING!

SPIDER-MAN BRAND NEW DAY EXAMPLE JULY / AUGUST 2026

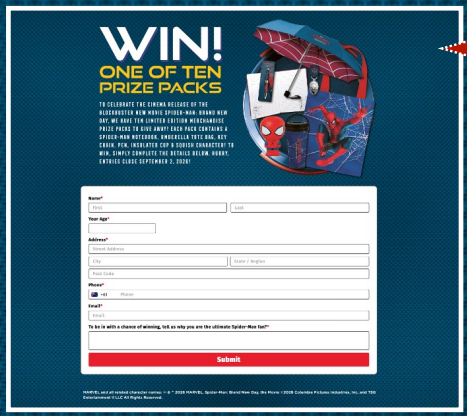




Print is just the beginning! We seamlessly extend your campaign online, recreating your print promotion as a dynamic, interactive experience on the Just Kidding website. From streaming video and image galleries to downloads, competitions, polls and interactive content, we give kids even more ways to engage with your brand. And yes—it's all included FREE with your media campaign.



Our homepage carousel and supporting promotional pointers are designed to maximise visibility and direct kids and families straight to your dedicated online site.



Double the exposure. Double the opportunity. By bringing your print competition online, we extend its lifespan, increase visibility and help generate even stronger response numbers throughout the campaign.

Drive even more engagement. Our social media callouts put your campaign in front of more than 5,000 engaged followers, encouraging them to visit online initiatives, enter competitions and interact with your brand.



The experience doesn't stop with print. Every online campaign is seamlessly integrated into our live digital magazine, allowing readers to enjoy the same engaging content wherever they choose to read.



Every online bonus remains live for SIX months, with regular updates to keep readers coming back.

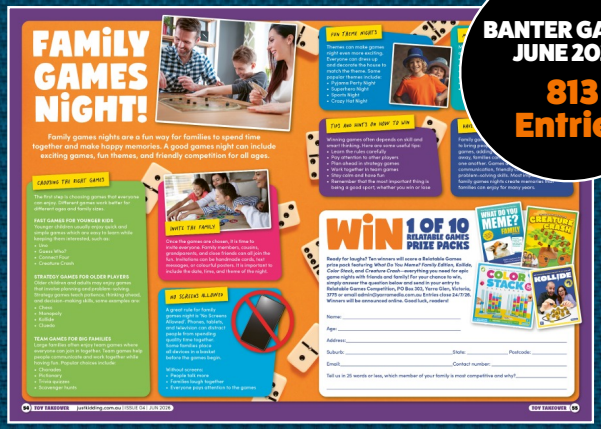
THIS YEARS BIGGEST COMP ENTRY NUMBERS…SO FAR!



TOY STORY 5
JUNE 2026
958 Entries



LLP OUCHIES
APRIL 2026
872 Entries



BANTER GAMES
JUNE 2026
813 Entries

APHMAU
JUNE 2026
824 Entries





TONIES
JUNE 2026
916 Entries



SPIDER-MAN
AUG 2026
906 Entries



MTG TMNT
MARCH 2026
937 Entries



ISSUE DATES & FEATURES

	ISSUE 1 OUT FEB 4, 2027 MATERIAL REQUIRED: JAN 5, 2027 READY MADE ART REQUIRED: JAN 22, 2027	ISSUE 2 OUT MAR 22, 2027 MATERIAL REQUIRED: FEB 5, 2027 READY MADE ART REQUIRED: MAR 11, 2027	ISSUE 3 OUT MAY 4, 2027 MATERIAL REQUIRED: MAR 25, 2027 READY MADE ART REQUIRED: APR 20, 2027	ISSUE 4 OUT JUN 7, 2027 MATERIAL REQUIRED: APR 27, 2027 READY MADE ART REQUIRED: MAY 28, 2027
KEY FEATURES	Back To School Special Issue Making Friends Mythical Creatures Explore With STEM Science Motor Vehicles & Formula 1 2027	Easter Bumper Issue & Gift Guide Easter Around The World Are We There Yet Road Trip Games Believe It Or Not Record Breakers Super Speed. Forces & Motion	Get Creative Art & Craft Our Amazing Australia Game On Board Games Out Of This World Space Mothers Day	Mythical Dragons The Prehistoric World Got! Got! Need! Trading Cards Bugs That Rule The World Our Amazing Brain
PAWSOME PETS	Weird & wonderful pets. We discover the very best and strangest pets to own.	The wonderful world of dogs. Most popular breeds, tricks to try and fun pooch facts!	Pet superpowers. A look at Incredible things animals can do and humans can't.	The Secret Life Of Cats. A look at different breeds, myth busters and ownership guide.
WILD WORLD	Life Beneath Our Oceans. Coral cities, monsters of the deep & our own great barrier reef.	Jungle Giants. Our amazing rainforest residents from gorillas to elephants.	Our Changing Planet. Climate, coastlines and scientific studies on Earth changes.	Web Wonders. An awesome guide to the weird and wonderful world of spiders.
LET'S CELEBRATE	Valentines Day. How friendships and love are celebrated around the world.	Easter. We look at traditions, how to hold an Easter Egg hunt and more.	Covering May Day, World Bee Day and May The Fourth Be With You celebrating all thing Star Wars.	We look at Japanese food culture as we celebrate International Sushi Day.
toy takeOVER	Wheels! Monster trucks, RC vehicles and all things built for speed.	Collectables. We look at the hottest trading cards, mini figures, blind boxes and crazes.	Our roving report on this years Australian Toy Fair. What to look forward to in upcoming months.	Plush Mania! From hottest characters and collectable crazes. Get ready to cuddle up!
SPORTZONE	Game, Set, Match. Our look at all things Tennis.	Pit Lane F1. It's lights out for this years Australian F1 Grand Prix.	AFL Kick Off. Top training tips, new season player moves, mascot madness and fun facts.	Soccer Superstars. We kickoff an action-packed feature celebrating the world's biggest game

Features are subject to change. Please contact our team to discuss how we can align your upcoming brand and product releases with any of the above content, creating relevant and engaging opportunities to connect with our readers.



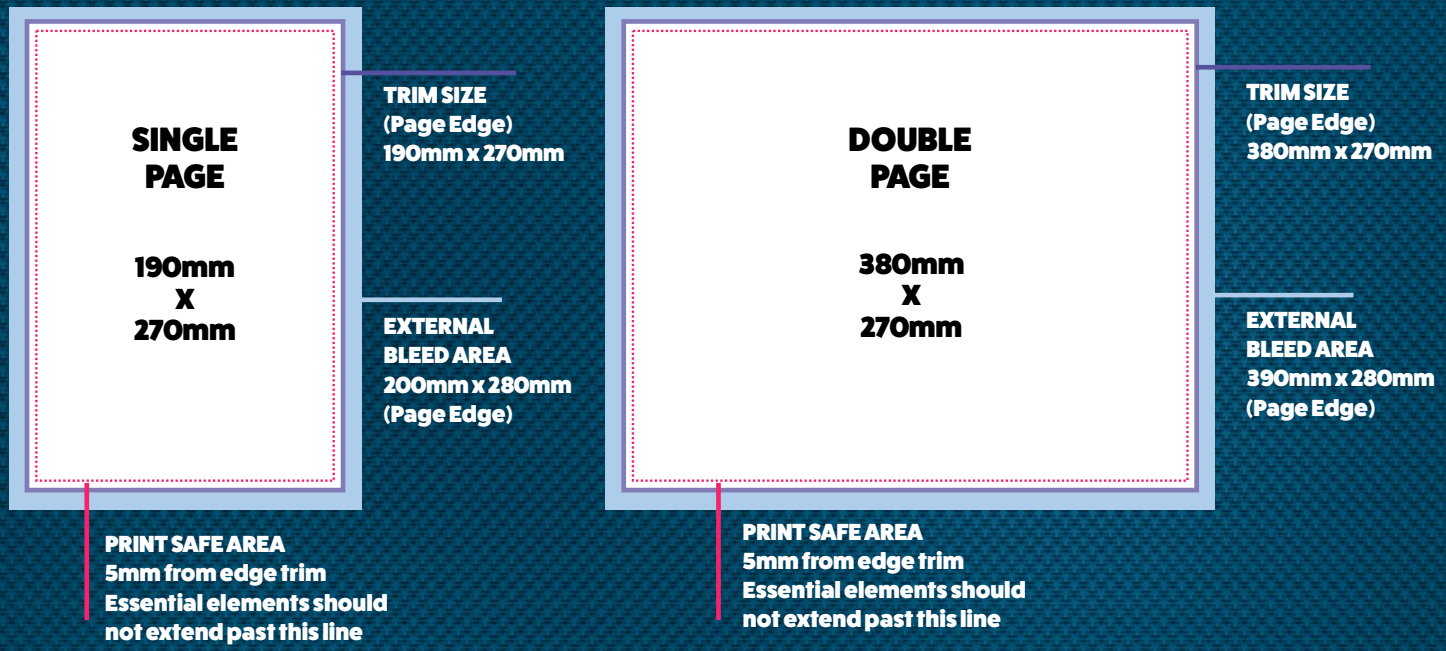
ISSUE DATES & FEATURES

	ISSUE 5 OUT JUL 21, 2027 MATERIAL REQUIRED: JUN 18, 2027 READY MADE ART REQUIRED: JUL 13, 2027	ISSUE 6 OUT SEPT 3, 2027 MATERIAL REQUIRED: JUL 23, 2027 READY MADE ART REQUIRED: AUG 25, 2027	ISSUE 7 OUT OCT 12, 2027 MATERIAL REQUIRED: SEPT 8, 2027 READY MADE ART REQUIRED: SEPT 30, 2027	ISSUE 8 OUT NOV 24, 2027 MATERIAL REQUIRED: OCT 5, 2027 READY MADE ART REQUIRED: NOV 15, 2027
KEY FEATURES	National Science Week Kids Book Week 2027 Martial Arts Mania Laugh Out Loud Games Chemistry, Physics & Biology	Farm Life & Spring Harvest Ancient Worlds Dress To Impress Fashions Aviation & Flight Sight, Sound & Taste	Halloween Special Issue Heroes & Villains Worldwide Legendary Creatures Secret Agents. Codes & Gadgets Deal Me In Card Games	Special Christmas Edition Ultimate Summer Holiday Guide Christmas Traditions Built For The Cold Animals Magical Worlds
PAWSOME PETS	Small but mighty. Our top pint sized pals with big personalities.	Totally Turtles. We dive into their amazing world with turtle-basic facts!	Amazing Pet Senses. How pets see, smell and hear compared to humans.	Santa Paws. Festive pets, pet presents and ways to celebrate with your four legged friends.
WILD WORLD	Small Creatures, Bigger Jobs. Bees, worms & insects that keep Earth healthy.	Natural Wonders. Mountains, waterfalls , caves, glaciers and amazing formations.	Fantastic Fungi. Mighty mushrooms and some of the strangest species that grow on the planet.	Frozen Planet. A look at Earth's coldest places and the animals that live there.
LET'S CELEBRATE	We celebrate Christmas in July, World photography day and the international day of friendship.	International Day Of Sign Languages. Amazing ways that we communicate.	World Food Day. Where food comes from and top tips for a healthy body.	Christmas traditions and ways the festive season is celebrated around the world.
toy takeOVER	Build It! From LEGO and tiles to model kits, we check out all things construction.	Science Play. STEM toys, experiments, robotics and all things fun whilst learning.	Mystery Unboxed. Surprise toys, blind bags and reveal style crazes everyone wants.	Its our bumper packed festive gift guide featuring this years must have Christmas brands.
SPORTZONE	Get ready to shoot some hoops as JK celebrates the Basketball World Cup	We countdown to the Rugby World Cup and also look at the Aussie AFL Grand Finals!	HOWZAT! It's Cricket season. We look at the worlds best players, biggest records and more.	Summer Sports. An in depth look at all summer sporting events here and overseas.

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TECHNICAL SPECIFICATIONS:

READY MADE ART



Creative to be supplied as a finished PDF with all fonts embedded. All imagery to be kept at 300 dpi with colour converted to CMYK.

IN HOUSE DESIGN

In order for our in house design team to create your pages, please provide us with the following elements. We will provide creative proofs for review and approval.

BRAND ASSETS REQUIRED:

BRAND STYLE GUIDES: If available to use as reference. Please provide layered, packaged working files for the style guide so that we can extract key elements as needed.

PRODUCT PACKAGING: Supplied in Layered, packaged working files with links and fonts included. Packaging files should be supplied in either InDesign or Illustrator formats. PLEASE NOTE: We can only use high-resolution PDF's if those were created in illustrator and were saved with editing capabilities enabled and layers preserved.

IMAGERY: ALL images for pages to be included must be high-resolution, print quality at a minimum of 300dpi

LOGOS & BACKGROUNDS: If supplied outside of brand style guides must be supplied again in high res 300dpi formats. Please supply logo's with transparent backgrounds.

PRODUCT FEATURED: Products to be featured must be supplied as both in pack and out of pack formats.

RETAILER INFORMATION: If required, please provide us with specific retailer information and include high resolution logos for each.

Ai Ae Id Ps PNG JPG

READY TO WOW AUSTRALIAN KIDS?
LETS BUILD SOMETHING AMAZING TOGETHER!



MARK HOLMES
Publisher & Marketing
+61 438 844 483
mark@yarramedia.com.au



SANDI SUTHERLAND
Print Editor
sandi@yarramedia.com.au



LUCILA WILLIAMS
Print DesignDirector
lucila@yarramedia.com.au



RYLAN HOLMES
Online Editor
rylan@yarramedia.com.au



JASON CRAGGS
Print Supervisor
jason@yarramedia.com.au

OUR VALUED MEDIA PARTNERS!

Disney · MGA Entertainment · headStart IN FRONT FOR FUN! · TOYMONSTER · Nintendo · Paramount A SKYDANCE CORPORATION · Hasbro · BBC

banter toys & collectibles · vtech · merchantwise · modern brands · Jazwares · moose · tonies · WIZARDS OF THE COAST

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