



JUST KiDDING JUNiOR

AUSTRALIA'S BIGGEST PRE-SCHOOL MAGAZINE

2027 MEDIA INFORMATION

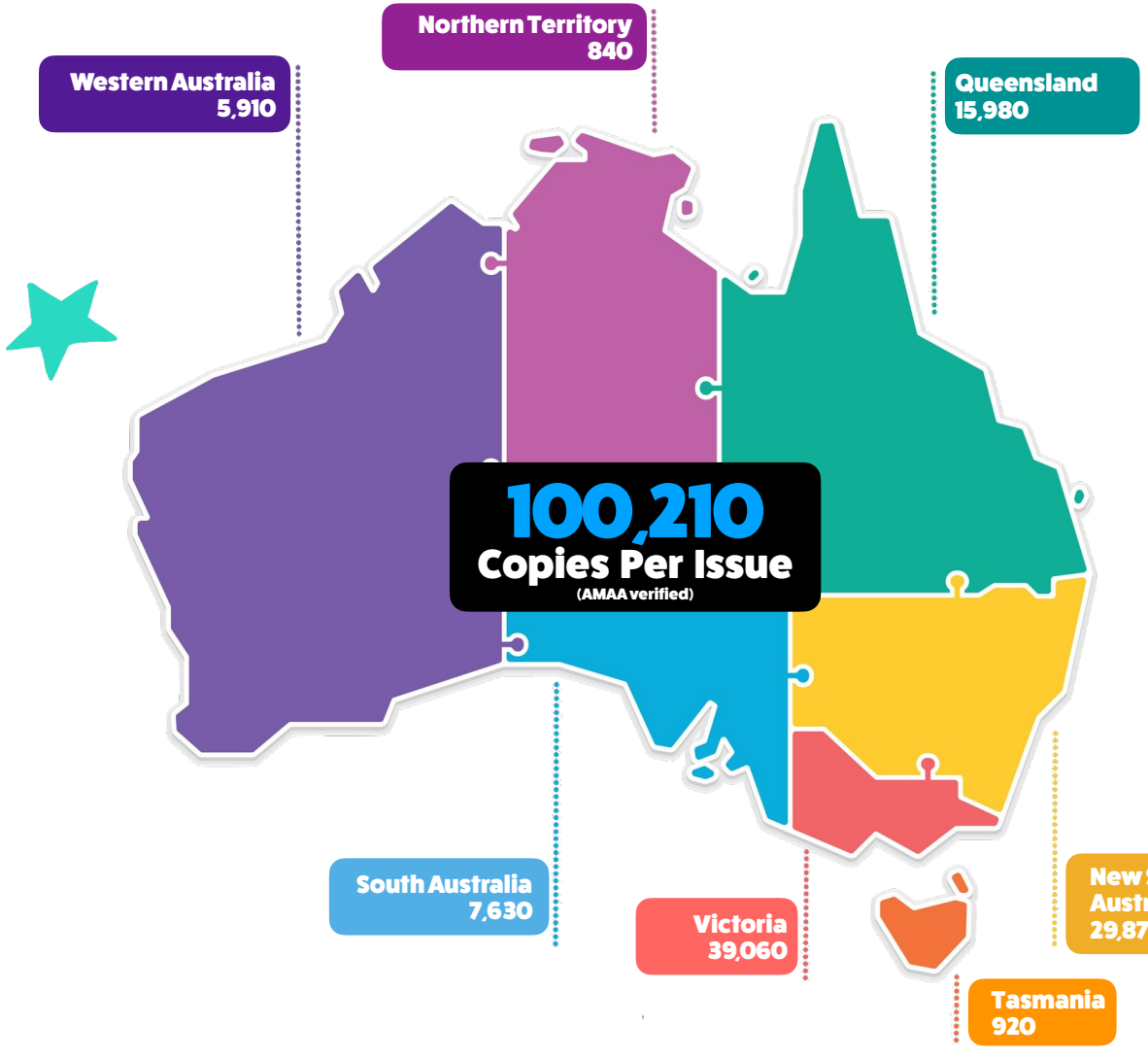


BIG ON FUN, DISCOVERY AND MADE FOR LITTLE READERS!

Welcome to Just Kidding Junior, the fun-filled magazine created especially for Australia's youngest readers aged 4-6 years! Packed with colourful activities, puzzles, competitions, favourite characters, toys, books, learning and plenty of giggles, every edition is designed to entertain, engage and excite. Distributed directly through kindergartens, pre-schools and prep grades of primary schools as well as homes, Just Kidding Junior gives brands a trusted, colourful and screen-free way to connect with young children and the parents, carers and educators helping shape their choices.

JK JUNIOR CIRCULATION & DISTRIBUTION

With direct distribution into pre-schools, kindergartens and prep grades of primary schools, Just Kidding Junior provides the perfect platform to connect with children aged 4–6 years, while also reaching families, carers and educators nationally. Our trusted, targeted distribution puts brands directly into the hands of young readers within environments where they learn, play and discover.





THE POWER OF PRINT IN TODAYS WORLD.

In a world where screens are everywhere, **Just Kidding Junior gives young children something wonderfully different, something they can actually hold, explore, enjoy and make their own.** Just Kidding Junior creates a hands on experience that encourages children to turn pages, follow activities, solve puzzles, discover new things and engage with content at their own pace.

Print also creates opportunities for children to share what they discover with parents, carers, teachers and friends, extending the experience well beyond the page. **Just Kidding Junior combines entertainment, learning and discovery in a trusted, screen-free environment**, helping build early reading habits while making reading feel like fun. And because every copy can be picked up, revisited, shared and enjoyed again and again, the brands and products featured inside become part of that experience too.

For our youngest readers, there's still something incredibly exciting about having their very own magazine and that makes print a powerful place for brands to connect, engage and be remembered.













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!









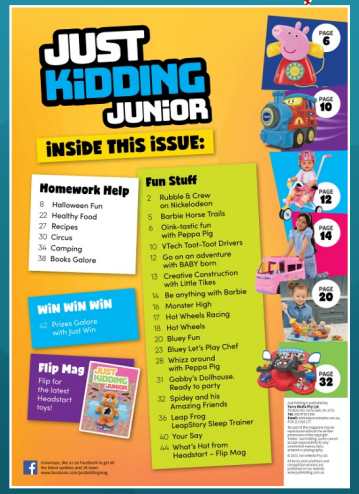


IN PRINT. LET'S CREATE SOME BRAND BUZZ!



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 Junior 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!

BLUEY FUZZIES WITH FIND THE CHARACTER ACTIVITY



GABBY'S DOLLHOUSE FAIRLANDIA 4 PAGE FEATURE WITH ALIGNED COMPETITION & COLOURING IN SECTION..







BLUEYLIGHT & SURPRISE HOUSE WITH ALIGNED MAZE ACTIVITY

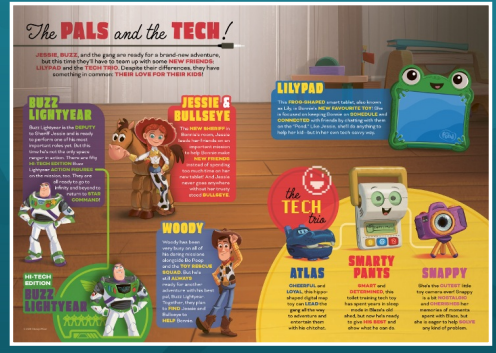


TONIES LISTEN, PLAY GROW CAMPAIGN WITH SPOT THE TONY ACTIVITY





TOY STORY 5 MOVIE FEATURE WITH ALIGNED ACTIVITIES



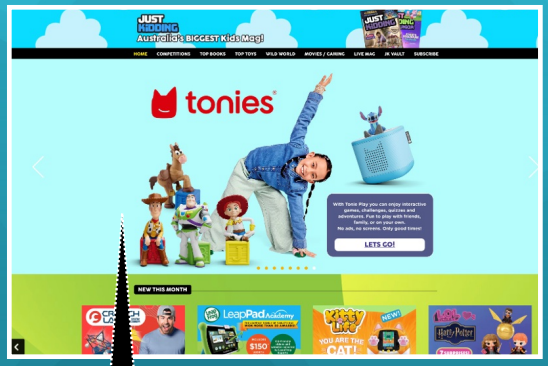


You provide the assets. We provide the WOW! Our experienced in-house creative team develops fresh ideas, designs eye-catching campaigns and delivers concepts that get kids talking. With over 25 years of experience reaching Australian families, we know how to turn great ideas into unforgettable campaigns.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

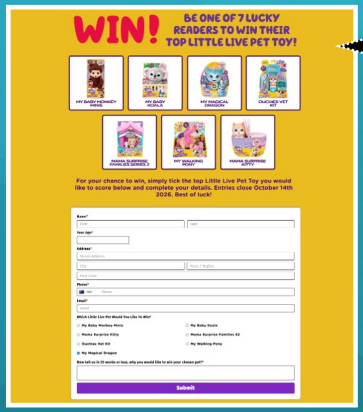
PRINT STARTS THE JOURNEY. ONLINE KEEPS IT GOING!



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



YUMMILAND
MARCH 2026
763 Entries



BLUEY
AUG 2026
844 Entries



LITTLE LIVE PETS
FEB 2026
721 Entries



LEAPFROG
AUG 2026
807 Entries



TONIES
JUNE 2026
832 Entries



APHMAU
MAY 2026
795 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	Ready, Set, School! Aussie Animal Adventures Let's Play Toys Pawsome Pets Counting & Numbers	Bumper Packed Easter Issue Things That Go! Little Planet Heroes Make Some Noise Baby Animals	Mums Are Amazing Wild About Animals Super Senses Shapes & Colours Pre-School Art & Craft	Pre-School Board Games Winter Wonderland Draw, Paint, Colour Bookworm Reads Build It Toys

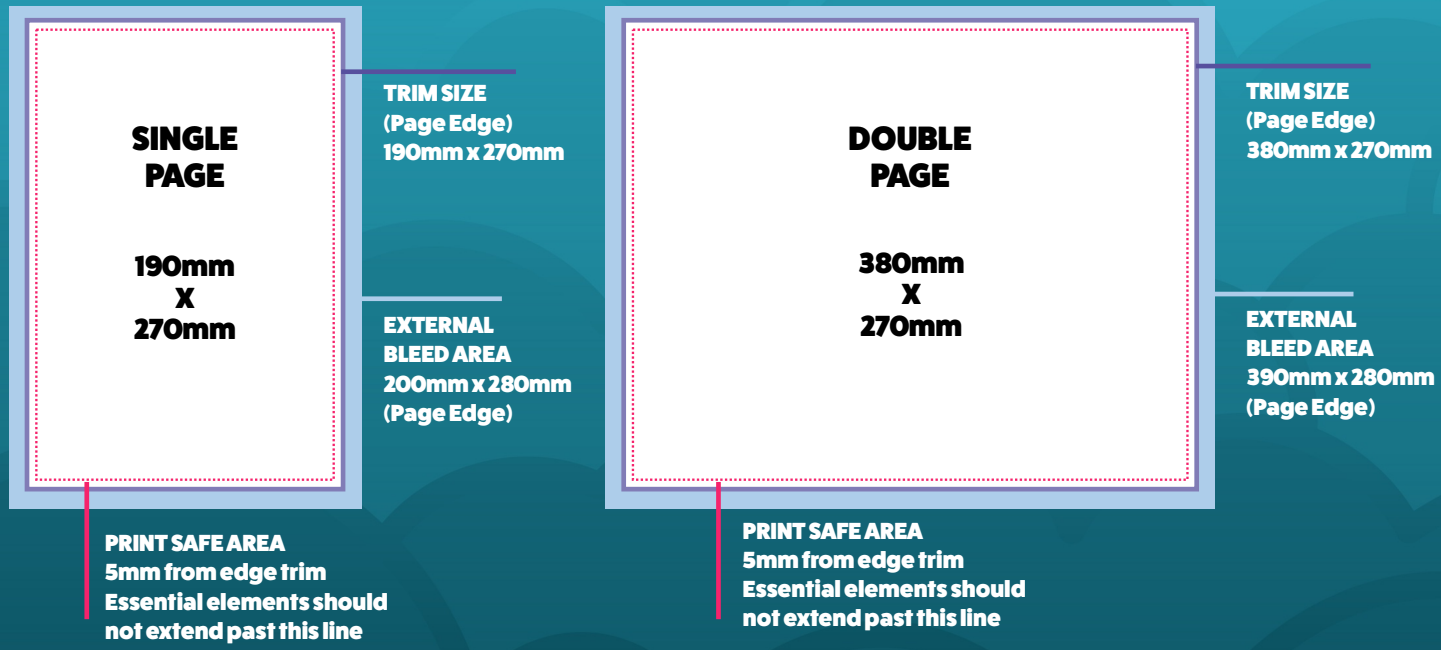


	ISSUE 5 OUT JUL 21, 2027 MATERIAL REQUIRED: JUN 18, 2027 READY MADE ART REQUIRED: JUL 13, 2027	ISSUE 6 OUT SEPT 3, 2027 MATERIAL REQUIRED: JUL 23, 2027 READY MADE ART REQUIRED: AUG 25, 2027	ISSUE 7 OUT OCT 12, 2027 MATERIAL REQUIRED: SEPT 8, 2027 READY MADE ART REQUIRED: SEPT 30, 2027	ISSUE 8 OUT NOV 24, 2027 MATERIAL REQUIRED: OCT 5, 2027 READY MADE ART REQUIRED: NOV 15, 2027
KEY FEATURES	Create Your own Adventure Little Scientists Bookweek Junior Reads Plush Pals Once Upon A Time	Spring Has Sprung Little Gardeners Fabulous Fathers Dolls & Pretend Play Pet Superstars	Spooky Not Scary Halloween Sensory Play Let's Play Outside Storytime Fairytale Fun	Bumper Pack Xmas Issue Santa's Toy Shop Stay Summer Safe Aussie Animals Summer Junior Sports

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.

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!



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

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