

**JUST  
KIDDING  
junior**

# AUSTRALIA'S BIGGEST PRE-SCHOOL MAGAZINE

**2020 MEDIA INFORMATION**



# CIRCULATION AND READER DEMOGRAPHIC

Just Kidding Junior is Australia's highest circulating pre-school title with over ten years industry experience. Content encourages teacher, parent and child participation featuring the most loved pre-school brands. Just Kidding Junior is credible, trusted and highly respected.



## CIRCULATION

# 96,810 COPIES

PER EDITION

806 KINDERS, PRE-SCHOOLS AND PREP GRADES OF PRIMARY SCHOOLS NATIONALLY.



**NATIONAL STATE BY STATE COVERAGE**

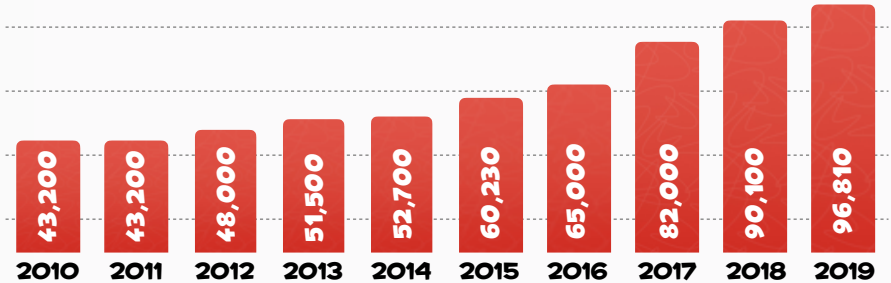
**VIC: 236 NSW: 211 QLD: 176 SA: 81**

**WA: 74 TAS: 16 NT: 12**



## BOYS & GIRLS AGED 3-6 YEARS

BUMPER PACKED WITH PUZZLES, ACTIVITIES, COMPETITIONS, POSTERS, TOY TESTING REVIEWS AND EDUCATIONAL LEARNING CONTENT TO ASSIST IN LEARNING DEVELOPMENT THROUGH COLOURS, NUMBERS, WORD ASSOCIATION AND MORE.



## OUR CONTINUED & COMMITTED GROWTH

With ongoing support from pre-schools and kindergartens nationally, Just Kidding Junior continues to grow year on year.



# A UNIQUE, CREDIBLE & IMPORTANT PLATFORM FOR YOUR MARKETING MIX.



**Just Kidding Junior is more than just a printed pre-school title. We are credible, tangible, trusted and above all loved by pre-schoolers and parents nationwide. When considering us for your next marketing spend, keep these facts in mind:**

Just Kidding Junior is the **ONLY** Australian pre-school title which directly communicates with pre-schoolers, mums & dads. Content excites young minds whilst keeping parents up to date with the latest offerings in their child's world.

Distribution through pre-schools, kindergartens and prep grades of primary schools enables us to talk directly with teachers and children in the very place where trends and fads are born and created.

There is nothing better than our readers having something to hold and feel. Just Kidding Junior is tangible, interactive and highly credible. Adored for over ten years, JK Junior is quite simply niche and unique.

We are always thinking outside the box when it comes to partnership integration. Simply tell us a little about your latest brand launch and let us develop innovative suggestions that will create buzz and excitement.

We offer the very best investment opportunities alongside bonus creative services and additional value ensuring your brands are kept at top of mind. We are committed and exceed expectations every time.

We know how to develop creative ideas and recommendations that will guarantee an immersive reader experience. Having Just Kidding Junior as part of your marketing mix quite simply delivers quantifiable results.



ISSUE	AVAILABLE	MATERIAL	READY MADE	YOUR SAY
1	FEB 05	JAN 04	JAN 20	JAN 04
2	MAR 18	FEB 03	MAR 02	JAN 27
3	APR 29	MAR 16	APR 13	MAR 09
4	JUN 10	APR 27	MAY 25	APR 20
5	JUL 22	JUN 08	JUL 06	JUN 01
6	SEPT 2	JUL 20	AUG 17	JUL 13
7	OCT 14	AUG 31	SEPT 28	AUG 24
8	NOV 25	OCT 12	NOV 11	OCT 05

Design of all partner pages are provided at no cost. For our toy partners, 'Your Say' provides live family testing of brands with reviews provided back into each edition. Please ensure we receive TWO of each toy to be tested no later than the dates shown above. Delivery of these products should be addressed to 'Your Say JK Junior, P.O. Box 303, Yarra Glen, Victoria, 3775.

# JK JUNIOR ISSUE DATES & DEADLINES 2020

# ADVERTISING RATES, AVAILABILITY & TECH SPECS



**INSIDE FRONT COVER 4 PAGES**

₹6,500

**INSIDE FRONT COVER DOUBLE PAGE**

₹4,700

**OUTSIDE BACK 5 PAGE FLIP MAG**

₹7,000

**CENTRE DOUBLE PAGE**

₹4,400

**6 PAGE SPREAD**

₹7,500

**4 PAGE SPREAD**

₹6,000

**DOUBLE PAGE SPREAD**

₹4,000

**FULL PAGE**

₹2,600

**HALF PAGE**

₹1,800

**SOLD FOR 2020**

**SOLD FOR 2020**

All above pricing excludes GST of 10% and is subject to availability. Discounts apply to multiple bookings over a 6 or 12 month term. Please contact us for further information.

**DOUBLE PAGE**

270MM  
X  
380MM

**FULL PAGE**

270MM  
X  
190MM

**HALF PAGE**

270MM  
X  
190MM

## **READY MADE ART:**

Please add a 5mm bleed to all sides and supply creative as a finished PDF with all fonts and images embedded. Colours must be converted to CMYK.

## **IN HOUSE DESIGN:**

Copy to all pages should be supplied as a finished PDF or Word document. Please include any mandatory requirements that you would like to see included. Imagery to be supplied as high res files. We accept the following formats: PSD, PNG, JPG, AI, ID.



# 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 .

# NEW FOR 2020 & REGULAR CONTENT

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

With all time favourites as well as some new features for 2020, JK Junior has everything covered.



Our **ALL NEW** regular section of JK Junior that focuses on play activities both in school and at home with family and friends. With new activities to try every issue, Play Room will engage young minds every issue.

**PLAY ROOM**

**BEST READS**

The very best pre-school reads with live reviews, excerpts, interviews with authors, puzzles, basic reading skills and much more.



**YOUR SAY**

Our highly popular regular feature showcasing the very best toys and games for pre-schoolers will live test reviews and results submitted from families across Australia.

**YOUR SAY**

**WIN CENTRAL**

With monthly competitions for pre-schoolers and parents to win the very best prizes covering toys, games, books, experiences, art & craft and more.



All of the very best in pre-school entertainment covering the latest TV shows and movies for kids aged 3-6 years.

**KIDS CHANNEL**



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**OUR VALUED PARTNERS**

