



# JUST KIDDING JUNIOR

2026 MEDIA INFORMATION

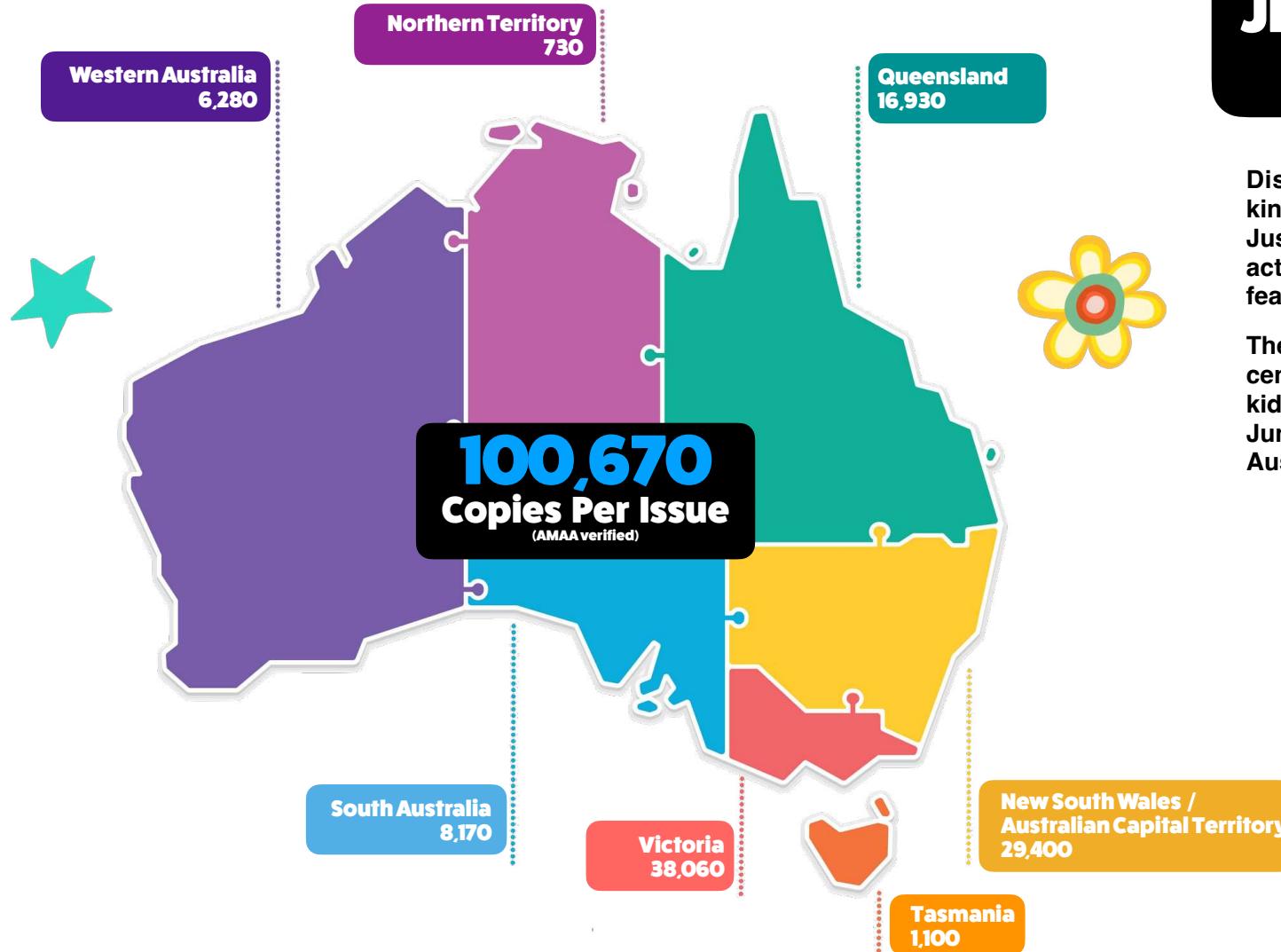
**JUST  
KIDDING  
JUNIOR**



# AUSTRALIA'S BIGGEST PRE-SCHOOL MAGAZINE

Just Kidding Junior is Australia's highest circulating pre-school title with 22 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 amongst families nationwide.

# JK JUNIOR CIRCULATION & DISTRIBUTION



Distributed across 641 subscribing pre-schools, kindergartens and prep grades of primary schools, Just Kidding Junior is bumper packed full of learning activities, puzzles, competitions, parental specific features and lots more.

The magazine is completely free to campuses and centres providing a one stop fun learning resource for kids aged 3-6 years. Now in its 15th year, Just Kidding Junior is simply a trusted and respected title amongst Australian families.

# A MUST HAVE MARKETING MIX!

01

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.

02

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.

03

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.

04

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.



# CALL TO ACTION ADVERTORIAL DESIGN IS FREE!

Allow our team to develop, design and showcase your brand messaging into interactive advertorial content that delivers impact.

Advertorials seamlessly integrate into our editorial pages allowing your brand to benefit from the trusted Just Kidding Junior voice. Let our team develop ways to integrate your brands within kindergartens, pre-schools and prep grades of primary schools. We deliver eye catching designs and best of all, our creative services are free!



# YOUR 360 DEGREE CAMPAIGN!

ONLINE

Our philosophy is simple. We ensure our partner campaigns offer the most effective means in which to keep your brand messaging at front of mind. It's not just about placing an ad, it's about creating a range of in print and online exposure that delivers impact and response.



FRONT COVER DRIVER



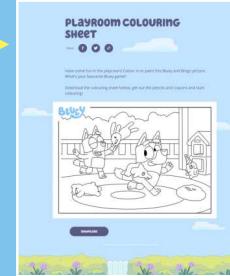
INDEX  
POINTER



COMPETITION  
PAGE



SCAN ME  
QR CALLOUT



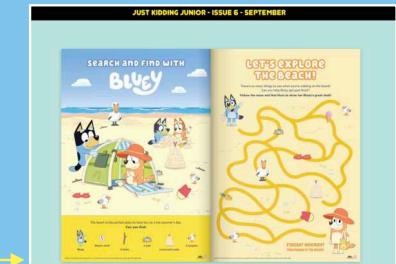
ONLINE  
MICROSITE



ONLINE HOMEPAGE DRIVER



SOCIALS CALLOUT



LIVE ONLINE MAGAZINE

IN PRINT

# JUST KIDDING ONLINE

Our online services and custom built projects are all completely free of charge when booking a print ad no matter the size. Combine print with online and extend your reach amongst our community of parents, teachers and kids!

## YOUR INCLUSIVE FREE OF CHARGE BONUSES INCLUDE:

### DEDICATED MICROSITE:

Mobile & Desktop viewing with streaming TVC's, image galleries, brand info, user polls, competition duplication, downloads, activities and more.

### HOMEPAGE DISPLAY:

Driving readers to your dedicated microsite.

### ONLINE MAGAZINE:

All print pages duplicated within our live online magazine.

### SOCIAL CALLOUTS:

Key messaging delivered to our Facebook & Instagram followers.

### EDM CALLOUT:

Key messaging delivered to our fanbase of members.

Activity created is fully accountable with post analysis reporting provided back to all media partners following each campaign.



<b>Centre 8 Pages</b>	<b>\$7,500</b>
<b>Centre 4 Pages</b>	<b>\$6,000</b>
<b>Inside Front Cover 4 Pages</b>	<b>\$5,500</b>
<b>Inside Front Cover Double Page</b>	<b>\$5,000</b>
<b>Reverse 5 Page Flip Mag</b>	<b>\$7,500</b>
<b>8 Page Feature</b>	<b>\$7,000</b>
<b>6 Page Feature</b>	<b>\$6,000</b>
<b>4 Page Feature</b>	<b>\$4,000</b>
<b>Double Page Spread</b>	<b>\$3,000</b>
<b>Full page</b>	<b>\$2,600</b>

All pricing shown exclude GST.

## MULTIPLE BOOKING DISCOUNTS

**2x Ad Bookings: -10%**

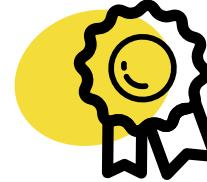
**4x Ad Bookings: -15%**

**8x Ad Bookings: -25%**

## INSERTION RATES:

For supplied inserts, a rate of \$40.00 per 1,000 units applies. Inserts are loose inserted into Just Kidding Junior or secured within the centre of the magazine. Please contact us further to ensure inserts adhere to our minimum specifications.

# INVESTMENT RATE CARD & INSERTION COSTS



# FIRST HALF 2026 FOCUS FEATURES:

01



ISSUE DATE: 2ND FEB 2026  
MATERIAL REQ: 5TH JAN 2026  
READY MADE ART REQ: 23RD JAN 2026

Back To Kinder Special Issue  
Road Safety  
Making Friends  
Learning To Count  
Games On The Go

02



ISSUE DATE: 20TH MAR 2026  
MATERIAL REQ: 6TH FEB 2026  
READY MADE ART REQ: 13TH MAR 2026

Easter Special Issue  
Colours & Shapes  
Art & Craft  
On The Farm  
Outdoor Play

03



ISSUE DATE: 1ST MAY 2026  
MATERIAL REQ: 25TH MAR 2026  
READY MADE ART REQ: 20TH APR 2026

Creative Colours  
Pre-School Board Games  
Under The Sea  
Our Five Senses  
Mothers Day

04



ISSUE DATE: 5TH JUN 2026  
MATERIAL REQ: 27TH APR 2026  
READY MADE ART REQ: 28TH MAY 2026

Animals, Insects & Bugs  
Pretend Play  
Pawsome Pets  
In The Jungle  
Let's Draw

## SECOND HALF 2026 FOCUS FEATURES:

05



ISSUE DATE: 24TH JULY 2026  
MATERIAL REQ: 19TH JUN 2026  
READY MADE ART REQ: 13TH JUL 2026

Alphabet Adventures  
Fascinating Flight  
TopToys 2025  
Space Explorers  
Healthy Bodies

06



ISSUE DATE: 2ND SEPT 2026  
MATERIAL REQ: 24TH JUL 2026  
READY MADE ART REQ: 21ST AUG 2026

Spring Harvest  
Celebrating Dads - Fathers Day  
Games On The Go  
Sensational Science  
Let's Pretend

07



ISSUE DATE: 14TH OCT 2026  
MATERIAL REQ: 8TH SEPT 2026  
READY MADE ART REQ: 30TH SEPT 2026

Halloween Special Issue  
Little Gardeners  
Pirates & Buried Treasure  
Origami / Paper Play  
Space & Planets

08

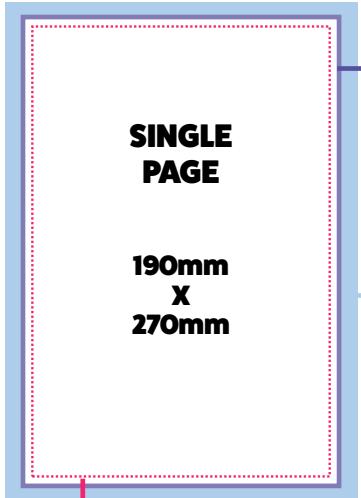


ISSUE DATE: 24TH NOV 2026  
MATERIAL REQ: 3RD OCT 2026  
READY MADE ART REQ: 14TH NOV 2026

Celebrating Christmas  
On The Beach / Sun Smart  
Summer School Holidays  
Learning To Swim  
Pre-School Gift Guide

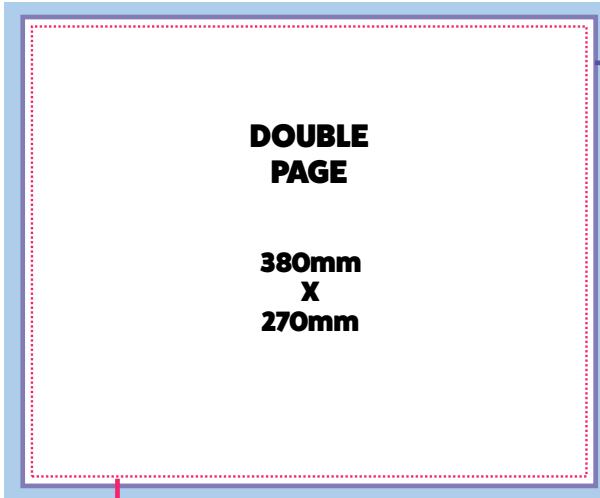
# TECHNICAL SPECIFICATIONS:

## READYMADE ART



**TRIM SIZE**  
(Page Edge)  
190mm x 270mm

**EXTERNAL BLEED AREA**  
200mm x 280mm  
(Page Edge)



**TRIM SIZE**  
(Page Edge)  
380mm x 270mm

**EXTERNAL BLEED AREA**  
390mm x 280mm  
(Page Edge)

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.



# OUR VALUED MEDIA PARTNERS



BLOOMSBURY



Paramount+



Penguin Random House



**GET IN TOUCH!** +61438 844 483

Chat with us today and see how we can make a difference to your next media campaign.

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