



JUST KIDDING JUNIOR

2026 MEDIA INFORMATION

**JUST
KIDDING
JUNIOR**



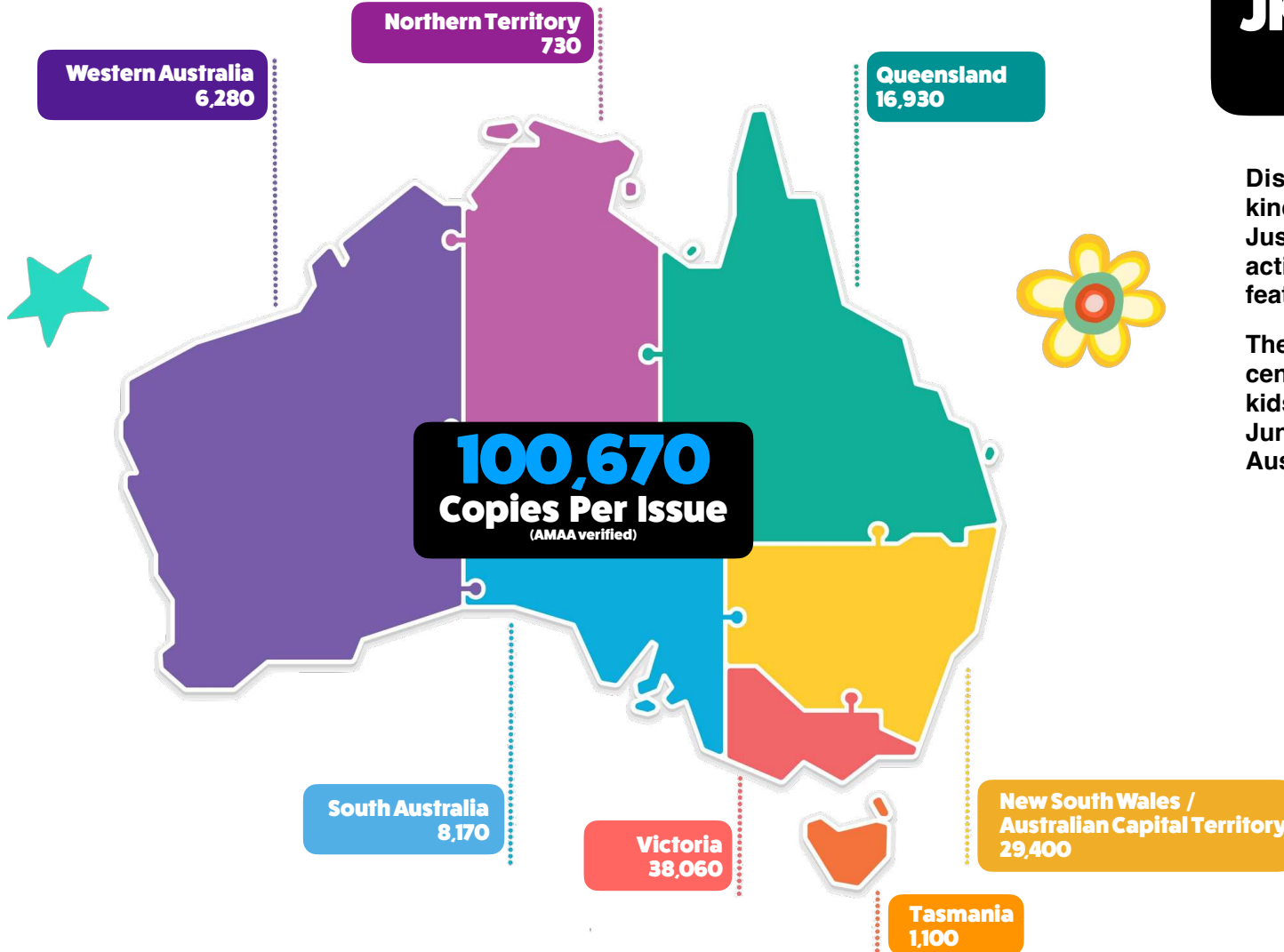
AUSTRALIA'S BIGGEST PRE-SCHOOL MAGAZINE

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.



**JUST
KIDDING
JUNIOR**

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.



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

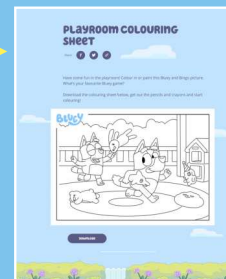


COMPETITION PAGE



SCAN ME

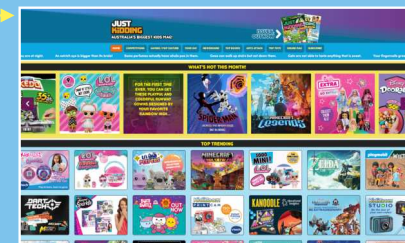
QR CALLOUT



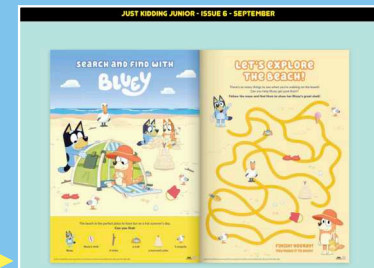
ONLINE MICROSITE



SOCIALS CALLOUT



ONLINE HOMEPAGE DRIVER



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.



Centre 8 Pages	\$7,500	
Centre 4 Pages	\$6,000	
Inside Front Cover 4 Pages	\$5,500	SOLD FOR 2026
Inside Front Cover Double Page	\$5,000	SOLD FOR 2026
Reverse 5 Page Flip Mag	\$7,500	SOLD FOR 2026
8 Page Feature	\$7,000	
6 Page Feature	\$6,000	
4 Page Feature	\$4,000	
Double Page Spread	\$3,000	
Full page	\$2,600	

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

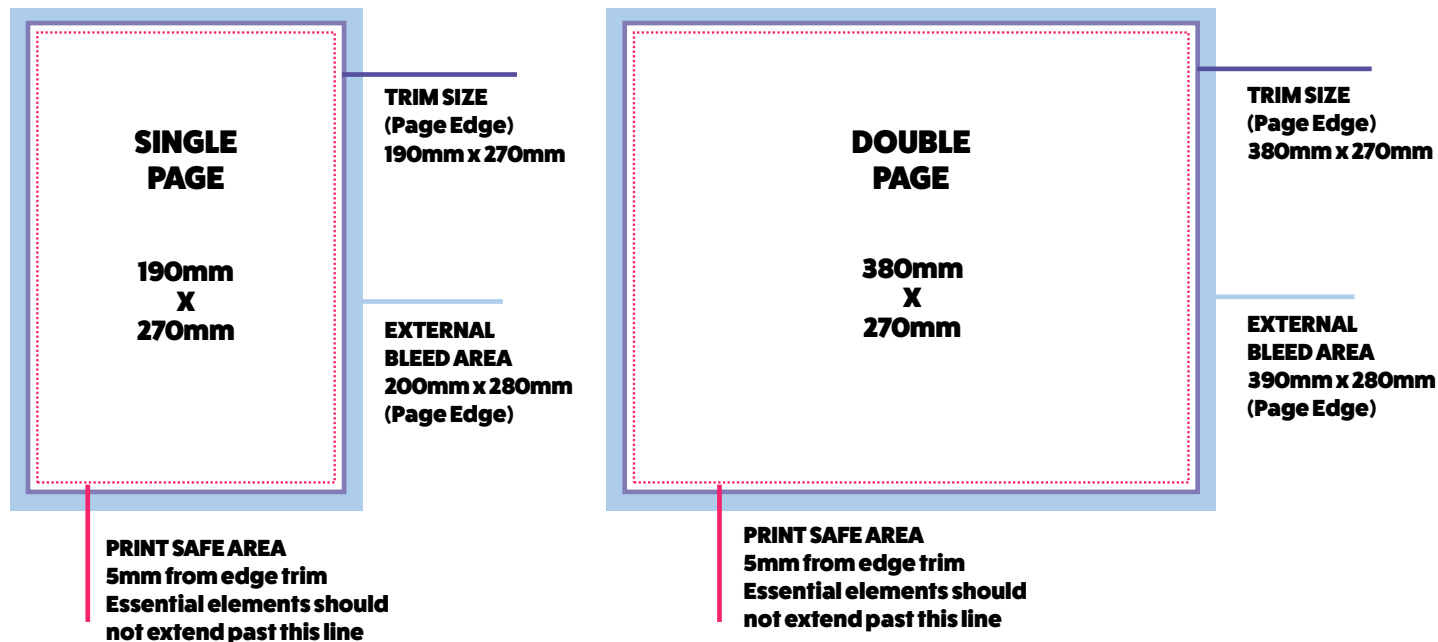
MATERIAL REQ: 3RD OCT 2026

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



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



Australian Toy Association



Penguin Random House



GET IN TOUCH! +61 438 844 483

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

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