



Media Information 2025

**JUST
KIDDING
JUNIOR**

AUSTRALIA'S BIGGEST PRE-SCHOOL MAG!

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.

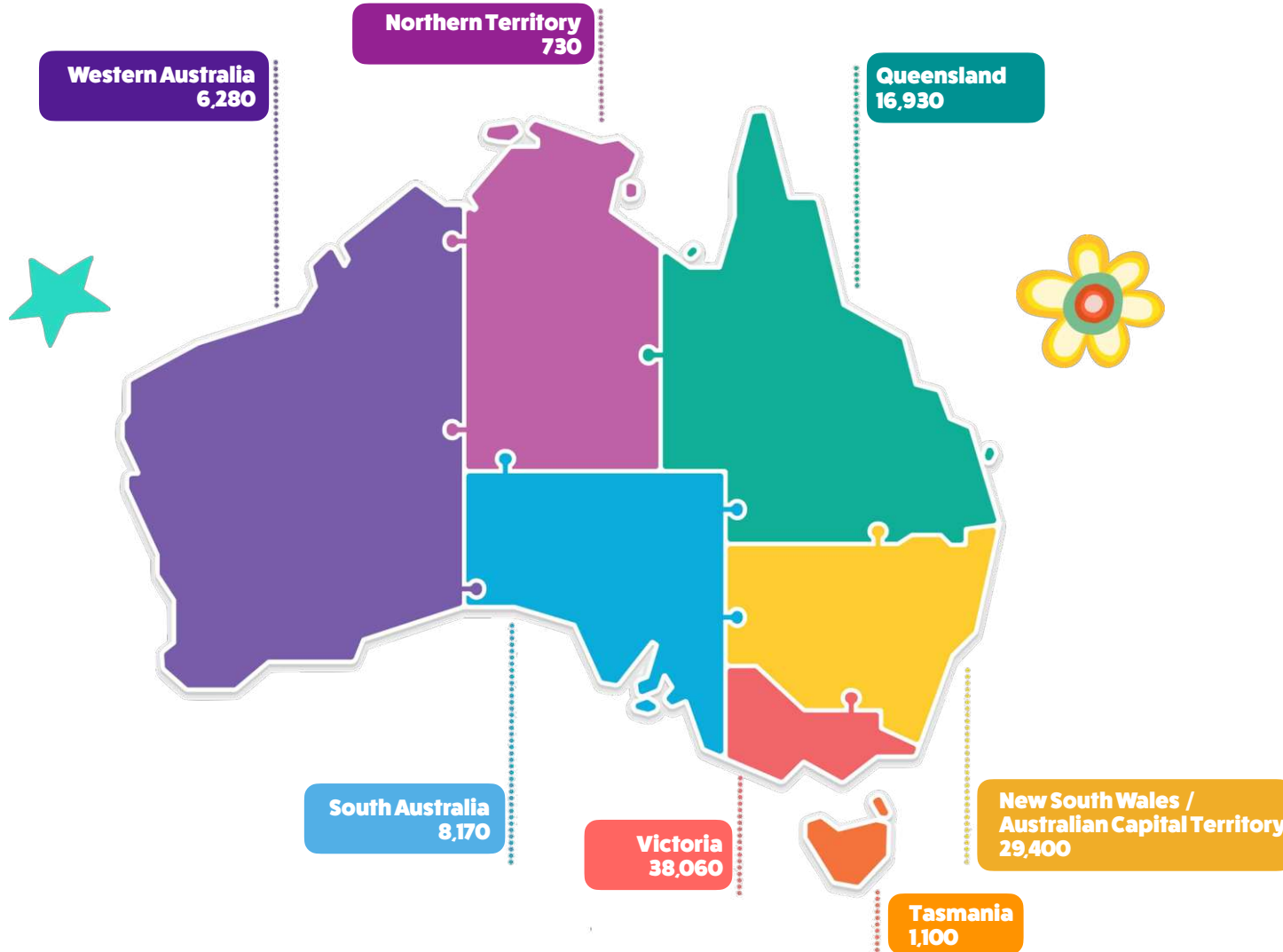


AUDITED CIRCULATION

**100,670
COPIES
PER EDITION**

Distributed across 693 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.



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!

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.

ONLINE



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:

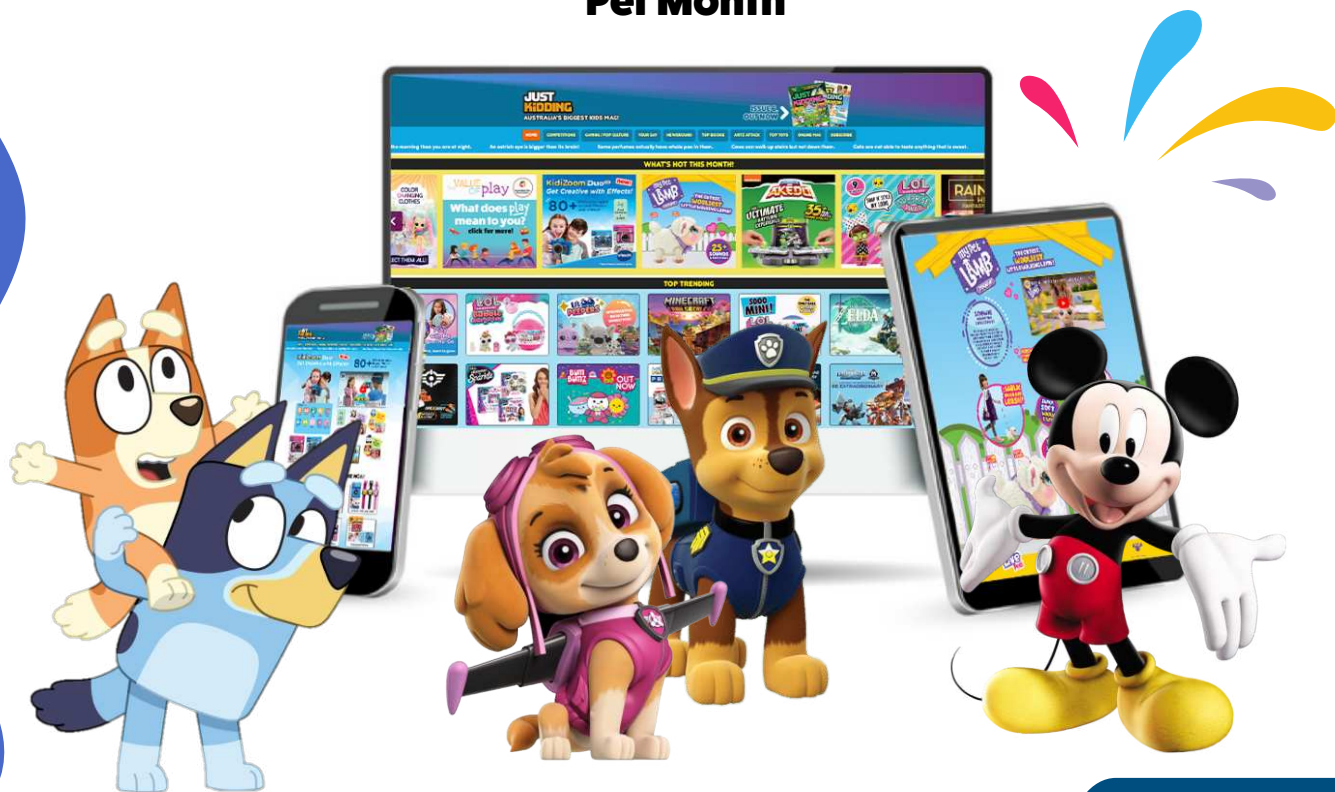
Key messaging delivered to our fanbase of members.

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

8,200+
Active Users Per
Month

13,000+
Average Combined
Competition Entries
Per Month

12 min
Avg.
Session Duration





INVESTMENT RATE CARD & INSERTION COSTS

Placement	1x	3x	6x	8x
Outside Back Cover (Flip Mag)	Sold For 2025	Sold For 2025	Sold For 2025	Sold For 2025
Inside Front Cover Double Page	\$4,500	\$4,050	\$3,825	\$3,600
Inside Front Cover 4 Pages	\$6,000	\$5,400	\$5,100	\$4,800
Centre 4 Pages	\$6,000	\$5,400	\$5,100	\$4,800
Centre 8 Pages	\$8,000	\$7,200	\$6,800	\$6,400
4 Page feature	\$5,000	\$4,500	\$4,250	\$4,000
Double Page	\$4,000	\$3,600	\$3,400	\$3,200
Single Page	\$3,000	\$2,700	\$2,550	\$2,400

Placement	Stock	Finished	Run	Investment
A3 Double Sided Poster	100gsm	Folded to A5	100,000	\$5,200
A5 8 Page Mini Mag /	120gsm	Saddle Stitched	100,000	\$7,900
A5 16 Page Mini Mag /	120gsm	Saddle Stitched	100,000	\$9,300
A6 8 Page Mini Mag /	120gsm	Saddle Stitched	100,000	\$5,700
A6 16 Page Mini Mag /	120gsm	Saddle Stitched	100,000	\$7,800
A5 tattoo Sheet	180gsm	With Backing	100,000	\$5,800

Please note, all pricing excludes GST and includes all design of pages with proofing supplied back to our partners for review and approval. For partners supplying premiums already printed, an insertion fee of \$45.00 per 1,000 units will apply. Please check with our team for availability. Supplied creative must adhere to our minimum specifications.



2025 - FIRST HALF

ISSUE DATES & CURRICULUM FEATURES

In line with the 2025 national curriculum, the following features will be our focus for each of the editions through 2025.

01



ISSUE DATE: 4TH FEB 2025

MATERIAL REQ: 10TH JAN 2025

READY MADE ART REQ: 24TH JAN 2025

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

02



ISSUE DATE: 20TH MAR 2025

MATERIAL REQ: 14TH FEB 2025

READY MADE ART REQ: 8TH MAR 2025

Easter Special Issue
Colours & Shapes
Art & Craft
Weather Wonders
Fairy Tales

03



ISSUE DATE: 05 MAY 2025

MATERIAL REQ: 26TH MAR 2025

READY MADE ART REQ: 16TH APR 2025

Dinosaur Discovery
Pre-School Board Games
Under The Sea
Our Five Senses
Mothers Day

04



ISSUE DATE: 4TH JUN 2025

MATERIAL REQ: 1ST MAY 2025

READY MADE ART REQ: 26TH MAY 2025

Animals, Insects & Bugs
Pretend Play
Pawsome Pets
My Amazing Family
Let's Draw

2025 - SECOND HALF

ISSUE DATES & CURRICULUM FEATURES

In line with the 2025 national curriculum, the following features will be our focus for each of the editions through 2025.

05



ISSUE DATE: 21ST JUL 2025
MATERIAL REQ: 17TH JUN 2025
READY MADE ART REQ: 8TH JUL 2025

Alphabet Adventures
Fascinating Flight
TopToys 2025
Circus, Circus
Healthy Bodies

06



ISSUE DATE: 2ND SEPT 2025
MATERIAL REQ: 30TH JUL 2025
READY MADE ART REQ: 19TH AUG 2025

Spring Harvest
Celebrating Dads - Fathers Day
Jigsaw Puzzles
Sensational Science
Heroes & Helpers

07



ISSUE DATE: 10TH OCT 2025
MATERIAL REQ: 9TH SEPT 2025
READY MADE ART REQ: 30TH SEP 2025

Halloween Special Issue
In The Garden
Pirates & Buried Treasure
Origami / Paper Play
Space & Planets

08

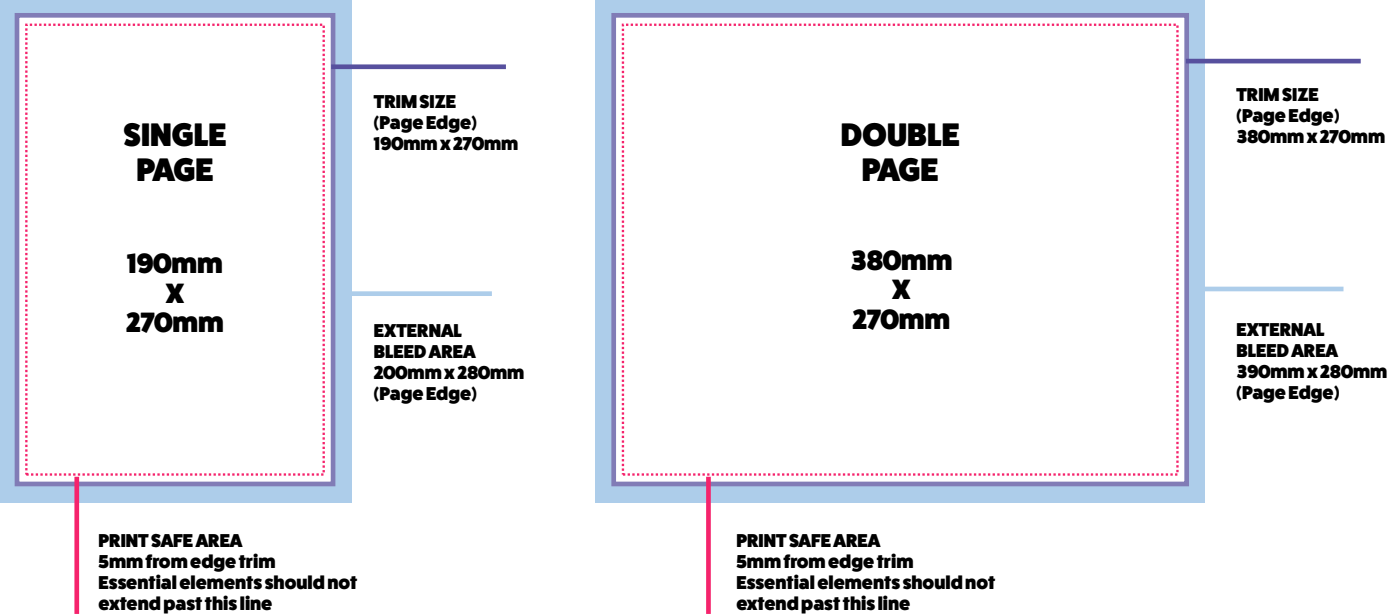


ISSUE DATE: 25TH NOV 2025
MATERIAL REQ: 21ST OCT 2025
READY MADE ART REQ: 11TH NOV 2025

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

PLACEMENT 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

When supplying brand assets for our in house design department, please supply written material in either PDF or word format. Alongside, please state any mandatory requirements that must be included within your advertising pages. Imagery can be provided in any of the following formats.



Not sure on how you would like your campaign to look? That's where we come in! Allow us to review your assets and develop creative ideas that will make heads turn.

QR CODES



QR codes are developed in house and work directly using any smart phone or tablet camera...no app required. Simply tell us what you would like the QR code to point to and let us do the rest. QR codes are free for client campaigns and can access streaming video, live competitions, external websites, socials and more.

THE MOST COMPETITIVE PRINT GUARANTEED!

Having ownership of Australia’s biggest kids magazines means that we have huge buying power with paper mill suppliers both locally and overseas. That’s why we are thrilled to announce the launch of ‘ZeroGravity’...a one stop design, printing and logistics company that offers a wide range of services including catalogues, brochures, posters, flyers, signage, banners, packaging and much more. Our focus is to leverage off the experience of our people to create a scalable, end-to-end solution that drives complete customer satisfaction – from idea to destination at the most cost effective investments guaranteed. Simply brief us in on your next print project, allow us to develop the best possible pricing and then leave it down to our team to design, print and deliver your solution at speed.

Print offerings can be alongside Just Kidding magazine to maximise reach and exposure or as a stand alone project delivered straight to your door. Let’s talk and see how much you could save!



John Deere 8 Page Catalogue



TY 16 page catalogue



Little Live Pets Tattoos



HotWheels A3 Poster



Magic Mixies 8 Page A5 Booklet



LLP A6 16 Page Booklet

OUR VALUED MEDIA PARTNERS



OUR TEAM

Our team are here to help. Please contact us to chat through how we can help in your next campaign.

Mark Holmes
Advertising & Marketing
0438 844 483
mark@yarramedia.com.au

Sandi Sutherland
Editorial & Publicity
0402 333 192
sandi@yarramedia.com.au

Lucila Williams
Head Of Design
0413 410 473
lucila@yarramedia.com.au

OUR JUNIOR JOURNALISTS



Polly
Age 7



Tom
Age 7



Mackenzie
Age 11



Emily & Ari
Ages 10 & 12



Elliot
Age 8



Michaela
Age 8



Lachlan
Age 10



Matilda
Age 10



Vaduz
Age 11



Thomas
Age 7



Archie
Age 12



Elyse
Age 8

