



JUST KIDDING

AUSTRALIA'S BIGGEST KIDS MAGAZINE!
2026 Media Information

TANGIBLE, TRUSTED & HIGHLY RESPECTED!

Welcome to Just Kidding, Australia's BIGGEST in-school kids' magazine! For more than 23 years we've been delivering the coolest stories, laugh-out-loud jokes, epic competitions, puzzles, and all the latest news in toys, movies, and games. We're here to connect with kids in a way that's exciting, inspiring, and most importantly...fun!

From primary school classrooms to Toyworld stores and family homes nationwide, Just Kidding makes sure kids never miss out on what's trending. Our pages are packed with stuff they love, whether that's discovering new movies, trying tricky brain-busters, or entering amazing giveaways with prizes they can only dream of.

Every issue is created for kids, by kids, which means it speaks their language and celebrates what matters most to them. With trusted distribution and a reputation built on more than two decades of experience, we've become the go-to magazine that kids can't wait to flip through the moment it lands in their hands.

Just Kidding isn't just a magazine, it's a community, a playground, and a voice for Aussie kids everywhere





ISO 14001 CERTIFIED

We're proud to share that Yarra Media is ISO 14001 certified, demonstrating our commitment to environmental responsibility and sustainable business practices. This international standard recognises that we have effective systems in place to minimise our environmental impact, comply with regulations, and continually improve our processes. By partnering with us, you can be confident that your campaigns are produced with sustainability at the forefront.

CIRCULATION, AGE DEMO & DISTRIBUTION

With distribution spanning 623 primary schools, all Toyworld stores, and family homes nationwide, Just Kidding proudly leads the kids' print media landscape. We continually review and refine our numbers to ensure every partner's investment is targeted, valued, and delivers maximum impact.

Primary Schools
623 Campuses

230,460
copies

Toyworld
117 Stores

34,000
copies

Home Subscriptions

5,310
copies



WHY PRINT IS STILL SO IMPORTANT!

In a world dominated by screens, Just Kidding stands out as a trusted, screen-free experience that kids can truly call their own. Print magazines give children the joy of flipping through pages, solving puzzles, and discovering stories at their own pace encouraging reading for fun rather than obligation. With vibrant design, age-appropriate content, and interactive features, Just Kidding helps foster literacy, creativity, and imagination. Kids love the sense of ownership that comes with receiving their very own magazine, while parents and schools value the safe, reliable, and positive content inside. After 23 years in circulation, Just Kidding continues to prove that print remains a powerful, engaging, and essential medium for kids today.



UNIQUELY TANGIBLE

Kids love to own, hold and feel Just Kidding. The magazine provides readers with sensory experiences that are real. Print creates a more emotional connection within an unsaturated environment to deliver impact and high engagement with long lifespan.

UNIQUELY TARGETED

Delivering your brand messaging in front of a highly targeted and relevant audience is key when it comes to your ad spend. Digital ads are everywhere but with print, the reader is highly invested in learning about what is in front of them. Print is uniquely absorbed.

TOTALLY TRUSTED

Print is reliable and typically trusted amongst schools, children and families. Our readers know the information presented to them is credible. No pop ups, no spam, no fear of online safety. Just Kidding delivers content that is always respected and admired.

EXTENDED SHELF LIFE

Print magazines have a longer shelf life than digital content. Kids revisit Just Kidding multiple times, giving advertisements repeated exposure over an extended period. This repeated exposure strengthens brand recall and increases pester power.

SCREEN FREE

Let's face it, kids safety when online is a real and growing concern. In an age where screen time is often excessive, Just Kidding offers a welcomed screen-free alternative amongst school campuses and more importantly households nationally.

PARENT APPROVED

For 23 years, Just Kidding has earned the trust of parents nationwide. We take pride in being careful content creators, ensuring every page is safe, age-appropriate, and engaging. You won't find 'M' rated material or junk food promotions here — just positive approved messaging.



TAILORED CAMPAIGN CREATION.

The success of your campaign is our top priority. That's why we go above and beyond, offering a range of bonus placements designed to maximise visibility and deliver results. We listen closely to your goals, then craft memorable campaigns that are both impactful and highly engaging.



DISNEY PIXAR ZOOTOPIA 2 CAMPAIGN. DEC 2025



804
COMP
ENTRIES



JUST KIDDING ONLINE

Print + Digital = Maximum Impact

Every Just Kidding campaign goes beyond print with a strong online presence included at no extra cost. As part of your package, your brand is showcased across our digital platforms, ensuring your message reaches kids and families wherever they are. From dedicated microsites featuring streaming TVCs, image galleries, polls, and competitions, to homepage displays, social media callouts, EDM inclusions, and our live online magazine, we provide multiple touch points that amplify your campaign. This bonus exposure not only extends your reach beyond the classroom and into homes nationwide, but also creates genuine engagement that maximises impact and delivers unbeatable value.



INCLUDED IN EVERY CAMPAIGN

Dedicated Website Build

Optimised for mobile and desktop, featuring streaming TVCs, image galleries, brand information, user polls, competition duplication, downloads, activities, and more

Homepage Display Drivers

Premium homepage placement driving readers directly to your dedicated microsite.

Online Magazine

All print pages replicated within our live online magazine for extended reach and accessibility. For 2026, our live magazine will feature streaming TVC's & competition entry.

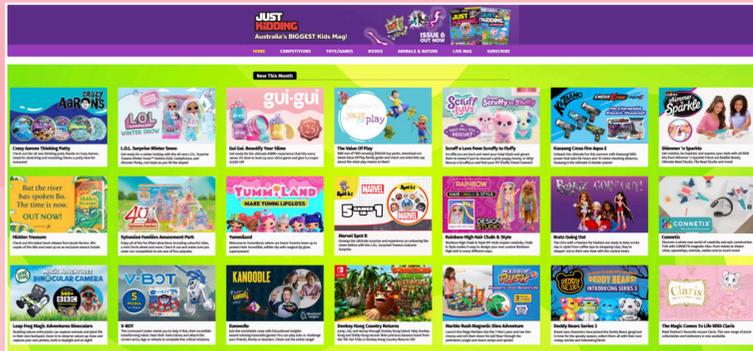
Social Callouts

Key campaign messaging shared with our Facebook and Instagram community.

ONLINE CAMPAIGN EXAMPLE:

All online campaigns with Just Kidding are fully trackable and accountable. After every campaign, we provide detailed post-analysis reporting that highlights key traffic data such as page impressions, unique visitors, competition entry numbers, and more. This level of transparency ensures you can clearly see the value of your investment. It's all just part of our unbeatable service!

MOOSE GUI GUI ONLINE CAMPAIGN. SEPTEMBER 2025.



gui-gui
BEAUTIFY YOUR SLIME

Get ready for the ultimate Aussie experience that hits every sense. It's time to level up your slime game and give it a major glow up from sparkling crystals to surprise figurines, every unboxing is packed with excitement and glam vibes. Mix, glow and create your dream slimes. From factory smooth to glow-in-the-dark, we've got you covered. Ready to flex your slime game?

5 STEPS beautify YOUR SLIME

1. REVEAL THE FIGURINE
2. MIX WITH YOUR SLIME
3. ADD GLOW-IN-THE-DARK
4. ADD SPARKLES
5. UNBOX THE SURPRISE

COMPLETE THE COLLECTION

Our expert toy testers unboxed the beautified slimes from Gui-Gui. Read on for their thoughts on the stylish, sensory play experience.

Download your Gui-Gui Collector Guide poster here!

MICHAELA
This is my favourite unboxing experience because I get to reveal the surprise figurine and mix it with my slime. I love the different colors and textures of the slimes. I also love that I can mix and match different colors and textures to create my own unique slime. I love that I can mix and match different colors and textures to create my own unique slime.

EMILY AND FIVE
We loved the feeling of unboxing the Gui-Gui. The surprise figurine was so cute and the slime was so soft and stretchy. We loved that we could mix and match different colors and textures to create our own unique slime. We loved that we could mix and match different colors and textures to create our own unique slime.

MACHENISE
This was such a fun experience because I got to reveal the surprise figurine and mix it with my slime. I love the different colors and textures of the slimes. I also love that I can mix and match different colors and textures to create my own unique slime. I love that I can mix and match different colors and textures to create my own unique slime.

QUI QUI CLEAR SLIME SINGLE PACK
This was such a fun experience because I got to reveal the surprise figurine and mix it with my slime. I love the different colors and textures of the slimes. I also love that I can mix and match different colors and textures to create my own unique slime. I love that I can mix and match different colors and textures to create my own unique slime.

QUI QUI GLOSS SLIME SINGLE PACK
This was such a fun experience because I got to reveal the surprise figurine and mix it with my slime. I love the different colors and textures of the slimes. I also love that I can mix and match different colors and textures to create my own unique slime. I love that I can mix and match different colors and textures to create my own unique slime.

QUI QUI SHIMMER SLIME DELUXE PACK
This was such a fun experience because I got to reveal the surprise figurine and mix it with my slime. I love the different colors and textures of the slimes. I also love that I can mix and match different colors and textures to create my own unique slime. I love that I can mix and match different colors and textures to create my own unique slime.

MIRAYLAN
This was such a fun experience because I got to reveal the surprise figurine and mix it with my slime. I love the different colors and textures of the slimes. I also love that I can mix and match different colors and textures to create my own unique slime. I love that I can mix and match different colors and textures to create my own unique slime.

WIN! ONE OF FOUR PRIZE PACKS

We want you to tell us what your amazing slime recipe would be to be in with a chance of winning one of four prize packs containing FIVE Gui-Gui single packs. It's easy, simply answer the following questions to be in with a chance of being a lucky prize winner. Entries close September 4th 2025. Best of luck!

Name*
First Last

Your Age*

Address*
Street Address
City State / Region
Post Code

Phone*
061 Phone

Email*
Email

Which texture of Gui-Gui slime would you start with?*
Gloss

What colour would you want your Gui-Gui slime to be?*

Time to GLAM it up. What would you add to your Gui-Gui slime to show off your own style?*

Finally, what scent would you want your Gui-Gui slime to be?*

Now tell us why YOUR Gui-Gui slime would be the best?*



BEAUTIFY YOUR SLIME

874
COMP
ENTRIES
RECEIVED

WRITTEN FOR KIDS BY KIDS!

Our team is powered by an incredible group of talented young journos who never disappoint! These enthusiastic testers get hands-on with the very latest brands and products, sharing their honest reviews in every edition. In 2026, our hugely popular 'Your Say' section is expanding due to strong demand from schools and families. Simply send us the products you'd like reviewed and watch as our young reporters put them through the ultimate playground test!



In 2026, our amazing junior team will be more involved than ever before, reporting and writing across a wide range of JK topics including sports, fashion, entertainment, books and much more. Not only will their findings appear in the printed magazine, but our online version of JK will also feature even more content for families and schools to explore, review and enjoy.

YOUR SAY

Our testers tried out the latest kids products. Read on to find out their thoughts.

NBA Back Board
Tested by FINN

This NBA door hoop is awesome! It has a smart scoreboard that cheers "KABOOM!" when I score.

The breakaway rim lets me dunk like a pro without breaking the backboard. It even has stickers for all 30 teams! It's the best way to practise my highlights indoors. 10/10!

Sticki Rolls Sticki Band Series 2
Tested by WILLOW

I loved these Sticki Rolls Bracelets. I was so happy with how many stickers were on it and I have been sharing them with my friends. I can't stop talking about them.

Knoodle SudoCube

Sticki Rolls Sticki Book Series 2
Tested by RUBY

Sticki Rolls Series 2 is a really fun toy. You wear them like a bracelet and pull out tiny stickers, which is super cute. The designs are cool and colourful, and it's exciting not knowing which stickers you're going to get. Overall, it's a fun toy and great if you like stickers and surprises.

L.O.L. Surprise Mermals Makeover Magic
Tested by BILLIE

I loved that this was a Mermals doll and the L.O.L. ball, accessories and a custom lip seashells, fins, tail and I can brush to then apply, fall so nice others do.

JUST KIDDING

I can play on your phone. Mum loves. There are collect, these have a NFC and launches your character into the game. Mum is to re-build AERTH. Even when you return to the box where they slowly regain them to re-generate them quicker. You can any point and not feel like you are losing any game for a mobile game. The game is simple and replay is resource collection, exploration and love all the character designs too.

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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 School Special Issue
The 2026 Winter Olympics
Eco Explorers
Making Friends
Pirates. All Hands On Deck
Motor Vehicles & Formula 1
The Magic Of Disney

02



ISSUE DATE: 20TH MAR 2026

MATERIAL REQ: 6TH FEB 2026

READY MADE ART REQ: 13TH MAR 2026

Easter Bumper Issue & Gift Guide
STEM Science & Curiosity
The World Of Dr. Seuss
On Safari - Jungle Animals / Habitats
Creative Art & Craft
Pawsome Pets
The Anzacs

03



ISSUE DATE: 1ST MAY 2026

MATERIAL REQ: 25TH MAR 2026

READY MADE ART REQ: 20TH APR 2026

Music Makers - Learning To Play
Board Games - Family Games Night
Our Universe / Planets
Mothers Day
Worlds Deadliest Creatures
Greatest Inventions
Educational Games

04



ISSUE DATE: 5TH JUN 2026

MATERIAL REQ: 27TH APR 2026

READY MADE ART REQ: 28TH MAY 2026

Soccer / 2026 Fifa World Cup
Games On The Go
Super Spiders
Bedroom Makeovers & Fashion
Ancient Adventures & Archeology
Winter Boredom Busters
Our Australian Wildlife

SECOND HALF 2026

FOCUS FEATURES:

05



ISSUE DATE: 24TH JULY 2026

MATERIAL REQ: 19TH JUN 2026

READY MADE ART REQ: 13TH JUL 2026

Life Beneath Our Oceans
The Value Of Play
Rainforests & Our Ecosystems
Animal Conservation
Seasons / Weather Systems
National Science Week 2026
Children's Book Week

06



ISSUE DATE: 2ND SEPT 2026

MATERIAL REQ: 24TH JUL 2026

READY MADE ART REQ: 21ST AUG 2026

Prehistoric Times & Dinosaurs
Collectable Toys
Ancient Egypt / Pharaohs
Chemistry, Elements & Experiments
Seven Wonders Of The World
Track & Field Sports
The Human Body

07



ISSUE DATE: 14TH OCT 2026

MATERIAL REQ: 8TH SEPT 2026

READY MADE ART REQ: 30TH SEPT 2026

Halloween Special Issue
Birds Of Flight
Construction Toys
Buzzing Bees / Spring Harvest
Planes, Trains & Automobiles
Sensational Superheroes
Trading Card Collectables

08



ISSUE DATE: 24TH NOV 2026

MATERIAL REQ: 28TH SEPT 2026

READY MADE ART REQ: 14TH NOV 2026

Bumper Christmas Issue
Christmas Gift Guide
Festive Fun Around The World
Summer Sun Safety
School Holiday Guide
Pawsome Santa Gifts For Pets
Water Safety

Please note, our Xmas Gift Guide replaces 'Your Say' for this issue.



INSIDE EACH ISSUE REGULAR FEATURES:

Just Kidding magazine is set to launch an exciting new look and feel from March 2026, featuring refreshed design, enhanced layouts and all new content sections inside every issue. This evolution reflects our ongoing commitment to keeping the magazine engaging, relevant and truly kid approved, while delivering even greater value for our media partners. With fresh new sections, updated styling and content designed to capture kids' attention and encourage longer engagement, Just Kidding continues to grow alongside its audience ensuring every issue feels new, exciting and impactful.



SPORTS ZONE

Celebrating sports from around the globe with feel-good stories and fun ways to stay active and play.

4-6 PAGES
SECOND HALF



TOY TAKEOVER

Spotlight on the very latest & hottest toys and games available right now, including live reader test reviews & more.

4-6 PAGES
FIRST HALF



PAWSOME PETS

Grab that favourite treat and join us as we celebrate the love of pets from feathered friends to pampered pooches.

4 PAGES
FIRST HALF



SCREEN SCENE

The best and top movies covered as well as what's new to stream, celeb interviews, top movie moments and fun facts.

4-8 PAGES
SECOND HALF



PLAYER ONE

The latest family gaming titles, featuring quick play tips, must-own accessories, what's coming soon and character backstories.

4 PAGES
SECOND HALF



STYLE IT UP

Featuring cool threads, outfit ideas, wearable fashions and gear to glam it up and make you feel totally fab everyday!

2-4 PAGES
SECOND HALF



KIDS KITCHEN

Healthy lunchbox legends, easy recipes to try at home or school, and smart habits to keep readers feeling their best.

2-4 PAGES
SECOND HALF



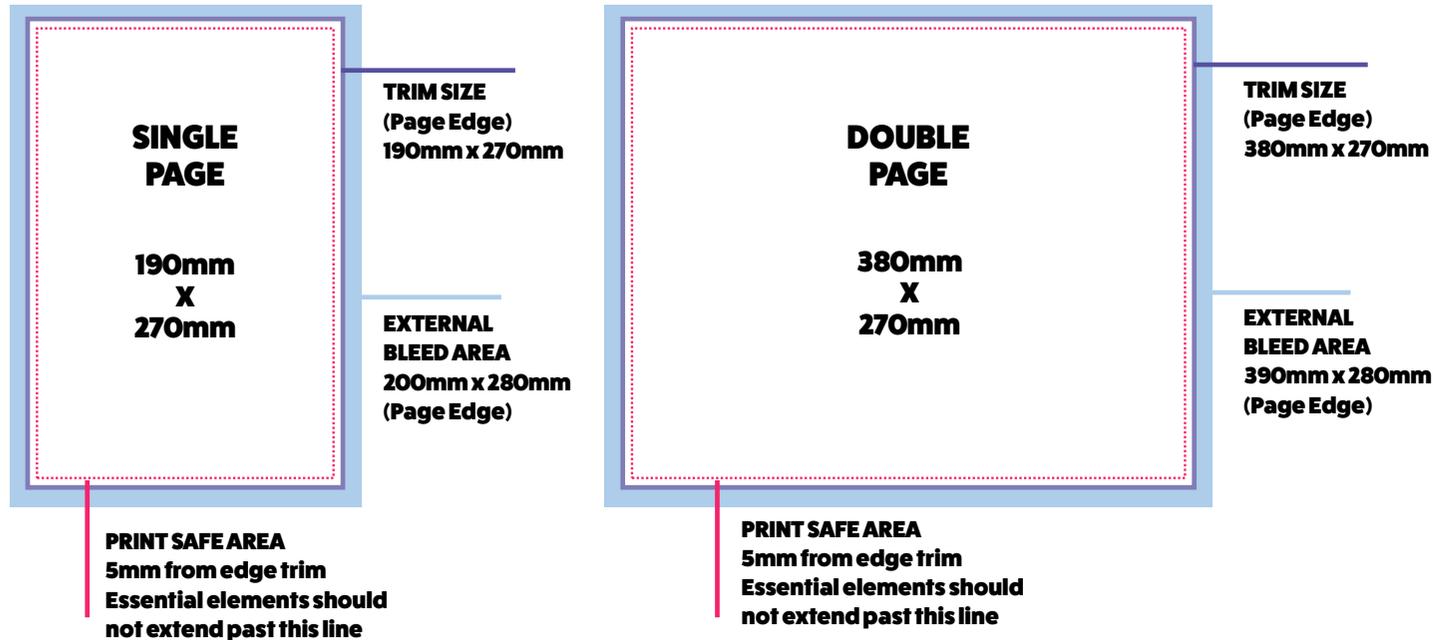
WILD WORLD

Exploring endangered species, rainforest and jungle animals, protecting our planet and fascinating worldwide trivia.

2-6 PAGES
FIRST HALF

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.



OUR VALUED MEDIA PARTNERS



B L O O M S B U R Y



Australian Toy Association



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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