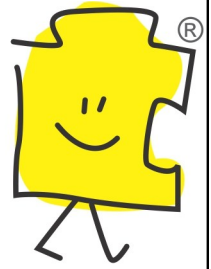


Media Kit 2012

Your Child



in

Banyule & Nillumbik

Your Local Family Magazine

TARGET YOUR MARKETING



Place your business directly into
the hands of Mums, Dads
and Families in Banyule & Nillumbik

‘Why advertise in Your Child in Banyule & Nillumbik ?

Why? Because ‘Your Child’ is a unique, local, quality publication;
published each month with our readership in mind;
Mums, Dads, Grandparents & their Families.

Because we believe your business will benefit from advertising in ‘Your Child’, we invite you to take advantage of our cost effective advertising packages.

Each month we offer a broad range of local content including interesting articles, local advertising and the opportunity for community groups to promote themselves or their fundraising activities at no cost.

When you advertise in ‘Your Child’ you become part of a truly impressive publication and benefit from cost effective targeted advertising.

→ Truly, local & independent.

→ Targeted distribution points.

→ Quality full gloss publication.

→ ‘Free’ local magazine for Families.

→ The most cost effective local advertising.

→ Designed to be user friendly by its convenient size.

→ Advertisers and Readers are encouraged to submit articles for consideration.

→ Ideal advertising medium for small, medium, large & home based businesses.

‘Your Child’ is your opportunity to be part of a great local
resource enjoyed by all members of the family.




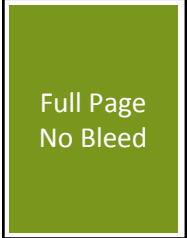


Ask yourself “Why not advertise in Your Child?”

Great Discounts for 3, 4, 6 & 12 Issue Packages

Format & Design

Your Child in Banyule & Nillumbik is an A5 booklet stapled 115gsm paper with full colour on white gloss. Because of its size, content, look and feel it is kept and used as a great local resource. See page four for acceptable formats.

Your Child Ad Sizes

 <p>Full Page With Bleed</p>	 <p>Half Page Landscape</p>	 <p>Quarter Page</p>	<table border="1"> <thead> <tr> <th>Ad Area</th> <th>W</th> <th>H</th> </tr> </thead> <tbody> <tr> <td>Full Page (3mm Bleed) *</td> <td>154mm</td> <td>216mm</td> </tr> <tr> <td>Full Page (5mm Trim) *</td> <td>148mm</td> <td>210mm</td> </tr> <tr> <td>Full Page (Copy/Image Area)</td> <td>138mm</td> <td>193mm</td> </tr> <tr> <td>Half Page Landscape</td> <td>138mm</td> <td>95mm</td> </tr> <tr> <td>Half Page Portrait</td> <td>67mm</td> <td>193mm</td> </tr> <tr> <td>Quarter Page</td> <td>67mm</td> <td>95mm</td> </tr> <tr> <td>Mini Display</td> <td>67mm</td> <td>43mm</td> </tr> </tbody> </table> <p>*Only full page advertisements require bleed. All other ads are the exact size.</p>	Ad Area	W	H	Full Page (3mm Bleed) *	154mm	216mm	Full Page (5mm Trim) *	148mm	210mm	Full Page (Copy/Image Area)	138mm	193mm	Half Page Landscape	138mm	95mm	Half Page Portrait	67mm	193mm	Quarter Page	67mm	95mm	Mini Display	67mm	43mm
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Business Directory

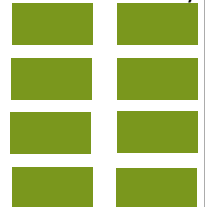
Eight ads to a Page

Mini Display Full Colour Ads 67mm x 43mm

Minimum 6 or 12 Months Advertising

Profile your business in our Business Directory

Business Directory



Your Child Areas Available for Advertising:

VICTORIA:

•BANYULE & NILLUMBİK •KNOX •MANNINGHAM •MONASH •WHITEHORSE.

NSW:

•THE HILLS •THE NORTHERN BEACHES.

[ADVERTISE IN MORE THAN ONE AREA - ASK ABOUT OUR MULTI ADVERTISING RATES](#)

Media Kit

ARTWORK:

Preferable format: PDF Press/Commercial Quality

Acceptable format: JPEG 300dpi

Colour: CMYK Mode

ELEMENTS SUPPLIED FOR ADS TO BE DESIGNED BY YOUR CHILD:

MS Word (TEXT ONLY NO FORMATTING) - Photos/Logos etc. - JPEG 300dpi

ASK US HOW TO MAKE YOUR AD MORE EFFECTIVE.

Advertisers are responsible for © Copyright content in their advertisements

If you do not have an existing ad, you can supply the elements required i.e. logo, photos, wording etc. and we will design an ad for you.

COPY DEADLINE:

All artwork, copy or alterations to existing ads must be received by the 20th of each month in order to be included in the following month's edition. .

DISTRIBUTION:

Targeted distribution takes place in the first week of the month.

Your Child publishes 11 issues a year with December/ January a combined issue.

CONTACT INFORMATION:

Email: info@yourchildinbanyuleandnillumbik.com.au

Telephone: (03) 9440 1597

Fax: (03) 9440 1597

Address: P.O. Box 2058 Bundoora 3083

Web: www.yourchildinbanyuleandnillumbik.com.au

TARGET YOUR MARKET NOW!

