

# KIDDO

for the modern SA family

Media Kit 2023-24

print • digital • social • podcast • video



[kiddomag.com.au](http://kiddomag.com.au)

# who is KIDDO mag?

*As refreshing as a good night's sleep.*

With over 17 years of media experience, publisher, and mother of two boys (George and Mack), Charlotte Chambers knows the market.

Charlotte has had a successful career working on titles Rip It Up and Clique Mag (Attitude Mag), as well as creating and managing the sell-out event A Night Of Fashion At The Art Gallery Of South Australia. Charlotte's move into motherhood and passion for quality content opened an opportunity that fills a gap in the market for Adelaide families.

KIDDO mag offers a unique alternative to mainstream media. KIDDO'S targeted content taps into both the children's and parent's market, offering advertisers and readers a highly valuable resource in print, digital, podcast and through social.

If you are a brand or organisation wanting to reach the young family market, KIDDO offers the established and trusted voice to help you connect.

The KIDDO team of passionate Adelaide mums and dads bring to the table content that's as refreshing as a good night's sleep.

# EDUCATE mag

*Education done differently.*

EDUCATE joined the suite of KIDDO offerings in 2021 as a regular, biannual feature print publication. We created EDUCATE to put some of the best and brightest opportunities in SA education in the spotlight, so that SA families have access to a comprehensive guide to what options there are to choose from when making the big decisions around schooling for their important little (and not so little!) people.

Published in print in February and July each year, EDUCATE is the GO-TO guide for all things education in SA. EDUCATE offers an opportunity for schools and educational institutions from pre-primary all the way through to university level to showcase their point of difference to our engaged audience of SA families.

EDUCATE is also home to the quality editorial you have come to expect from KIDDO and hosts expert-driven content across subjects relevant to our readership.

Charlotte Chambers—Publisher



Ask about how you can get involved and EDUCATE our readers on your offering.



## Why Kiddo?

KIDDO Mag is Adelaide's only FREE print magazine, digital, podcast and social media platform. We fill a gap in the market for high quality, relevant, content that is local, entertaining and engaging.

KIDDO Mag is a unique media that allows advertisers to speak to two demographics at once, the parents and the children.



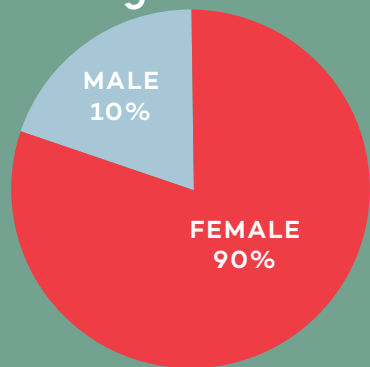
## Content

KIDDO Mag is for the modern Adelaide family. We keep the content local, fun, original and informative across a range of topics from health, education, fashion, craft, travel, DIY, cooking and entertainment.

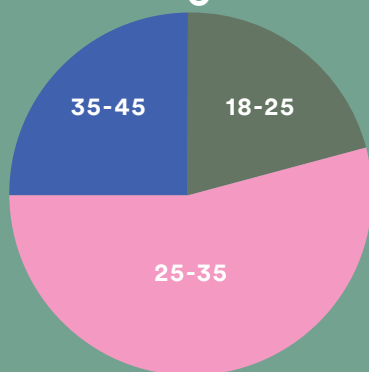
With a range of high profile contributors and industry experts we offer a broad range of high quality content and an honest perspective to parenting in a fresh and modern format. We are dedicated to bringing a fresh alternative to mainstream media.

diy,  
travel,  
craft,  
health,  
fashion,  
cooking,  
education,  
entertainment.

### gender



### age



## our readers

- Family focused
- Tertiary Educated
- Conscious about sustainability and the environment
- Experience driven
- Community minded
- Social Media Savvy
- Middle to high income earners

# KIDDO

## Print

12,000 copies

## Readership

45,000

## Frequency

April, September, December

## Distribution

400+ points across SA

North - South - East - West - CBD

Our distribution is carefully selected to reflect the movements of our readers and is always evolving.

Our distribution list is reviewed every edition to ensure that KIDDO MAG is available at the most relevant and convenient pick up points.

## Where can you find KIDDO mag?

Schools, child care centres, cafes, libraries, pharmacies, Zoo, Art Galleries, Museum, community centres, cinemas, play cafes, playgroups and ELC.

## Digital

kiddomag.com.au is updated with fresh daily content offering the KIDDO families a range of relevant, locally sourced information.

The website also offers support to our advertisers and an additional digital advertising stream, allowing them to connect with our readers while they are online.



## Publication dates

ISSUE #	STREET DATE	BOOKING DEADLINE	ART DEADLINE
Autumn #26 2023	April 13th	Feb 28th	Mar 8th
Spring #27 2023	Sep 14th	Aug 3rd	Aug 17th
Summer #28 2023	Dec 7th	Oct 26th	Nov 9th
Autumn #29 2024	April 4th	Feb 26th	Mar 7th
Spring #30 2024	Sep 5th	Aug 1st	Aug 8th

Please enquire if you require an extension, past the specified art deadline.

## print

### print advert rates

	1 ISSUE	3 ISSUES
Full Page	\$3,800 + GST	\$3,600 + GST
Double Page	\$7,200 + GST	\$6,900 + GST
1/2 Page	\$1,800 + GST	\$1,600 + GST
1/4 Page	\$900 + GST	\$750 + GST
1/8 Page	\$550 + GST	\$500 + GST
Back Cover	\$5,500 + GST	\$5,200 + GST

### print dimensions

	WIDTH X HEIGHT
Double Page	480 x 340mm*
Full Page	240 x 340mm*
1/2 Page Horizontal 1/2 Page Vertical	210 x 141mm 103 x 295mm
1/4 Page Block 1/4 Page Horizontal 1/4 Page Vertical	103 x 137mm 210 x 66mm 49 x 296mm
1/8 Page Block 1/8 Page Horizontal 1/8 Page Vertical	67 x 102mm 210 x 32mm 49 x 137mm



# educate

## Print

15,000 copies

## Readership

48,000

## Frequency

Feb, June

## Distribution

350+ points across SA

North - South - East - West - CBD

## Where can you find educate mag?

Schools, ELC, childcare centres, cafes, GP's, libraries, pharmacies, Zoo, Art Galleries, Museum, community centres, cinemas, play cafes, playgroups and ELC.

## Why advertise with educate?

EDUCATE offers an opportunity for schools, educational institutions, and associated industries to showcase their unique offering to our engaged audience of SA families. You will receive key exposure across SA in targeted distribution points as well as digital support, inclusion in our EDM flip book and valuable social shares. EDUCATE gives you the unique opportunity to enter the homes of SA families through the established relationship and trusted voice of KIDDO; an audience with a pre existing interest in the education sector, looking to make informed choices about schooling for their children.

The website also offers support to our advertisers and an additional digital advertising stream, allowing them to connect with our readers while they are online.

## Digital

kiddomag.com.au is updated with regular EDUCATE content offering the KIDDO families a range of relevant, locally sourced information as well as school tour dates and events.



## Publication dates

ISSUE #	STREET DATE	BOOKING DEADLINE	ART DEADLINE
#5 June 2023	June 30th	May 30th	Jun 13th
#6 Feb 2024	Feb 22nd	Dec 1st	Dec 15th
#7 June 2024	June 20th	May 16th	May 23rd

Please enquire if you require an extension, past the specified art deadline.

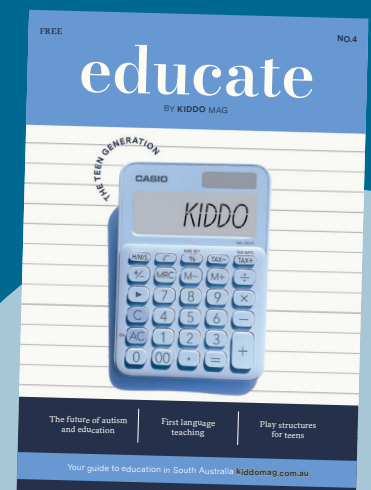
## print

### print advert rates

	1 ISSUE	2 ISSUES
<b>Full Page</b>	\$2,800 + GST	\$2,400 + GST
<b>Double Page</b>	\$3,800 + GST	\$3,500 + GST
<b>1/2 Page</b>	\$1,400 + GST	\$1,100 + GST
<b>1/4 Page</b>	\$700 + GST	\$600 + GST
<b>Advertorial Full Page</b>	\$3,400 + GST	\$3,100 + GST
<b>Advertorial Double Page</b>	\$4,000 + GST	\$3,800 + GST

### print dimensions

	WIDTH X HEIGHT
<b>Double Page</b>	340 x 238mm + 3mm
<b>Full Page</b>	170 x 238mm + 3mm
<b>1/2 Page</b>	146 x 102mm
<b>1/4 Page</b>	71.5 x 102mm
<b>Advertorial Full Page</b>	340 x 238mm
<b>Advertorial Double Page</b>	170 x 238mm





# digital kiddomag.com.au

Impressions per month 90-100K

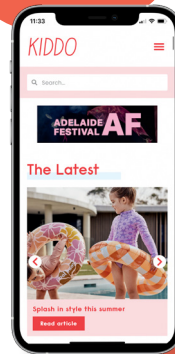
## digital advert rates

	1 WEEK	1 MONTH
<b>Leaderboard</b> SOV:100%	\$500 + GST	\$900 + GST
<b>MREC</b> SOV:100%	\$250 + GST	\$600 + GST

**Pre Book and Save**  
Book 12 months MREC ad - \$2,200+gst

## digital advert specs

	SIZE	FILE TYPE	FILE SIZE
<b>MREC</b>	300 x 250px	GIF, JPEG, PNG	1MB max
<b>Leaderboard</b>	728 x 90px (desktop) 320x 100px (mobile)	GIF, JPEG, PNG	1MB max
<b>Top Slider</b>	1200 x 400px (desktop) 800 x 400px (mobile)	GIF, JPEG, PNG	1MB max



**sponsored  
'native' article**

\$450+gst - also includes a SHARE on Facebook and Instagram and is included in our weekly EDM.

**competition**

\$350 + GST  
Run a competition online which will be shared on Facebook and also included in our weekly EDM.

## edm rates

<b>MREC</b>	\$200 + GST
<b>EDM Takeover x 3 ad placements (price per week)</b>	\$550 + GST
<b>Solus EDM (price per week)</b>	\$950 + GST



## EDM

Reach our readers with our weekly EDM with a snapshot of What's On? Competitions and what's trending online.

## SOLUS EDM

Let us create your very own EDM with custom content and display ads to go out to our weekly subscribers.

## edm specs

	SIZE	FILE TYPE	FILE SIZE
<b>MREC</b>	600 x 420px	GIF, JPEG, PNG	1MB max
<b>EDM Takeover (3 banner ads)</b>	600 x 200px	GIF, JPEG, PNG GIF, JPEG, PNG	1MB max 1MB max

## edm

8,500+ Subscribers  
32% Open rate  
20% Click through rate  
(weekly newsletter)

# KIDDO creative

print - digital - social

Talk to our team about producing a custom **“Advertorial”** for your business. Reach our readers in print and online with sharable video content, photo shoots and written copy. With years of experience in producing unique and creative advertorials our team consists of award winning photographers, stylists, videographers and writers.

example:



ST PETERS COLLEGE



VOLVO SOLITAIRE



- \* Advertorial rates include: creative concept, copy, photography, design, styling, layout, proofing, conversion to online, share to Facebook and added to our weekly EDM.
- \* Extra costs apply for video content.
- \* Preferred position loadings apply - 20% extra (subject to availability).
- \* Print rates valid from 2023 – 2024.

## print advertorial rates

EDITIONS	1 ISSUE	3 ISSUES
Half Page	\$2,200 + GST	\$1900
Full Page	\$4,800 + GST	\$4,600 + GST
Double Page	\$7,500 + GST	\$7,000 + GST

## Podcast



**KIDDO Chats** launched in Aug 2020 and brings KIDDO content to life. KIDDO Chats offers a unique platform for quality, informative and inspiring content across a broad range of topics both entertaining and informative. Audio content allows our listeners to multitask... which is what moms do best.

With limited advertising placements available and no shelf life for your advertisement, PODCAST sponsorship is a unique way to market. Contact us for sponsorship rates.



Hosted by Charlotte Chambers & Friends

Ask about our podcast sponsorship from \$400 per episode

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