

Every Child media kit

Advertising in *Every Child* provides an excellent medium to gain national exposure

Every Child is an early childhood magazine published quarterly by Early Childhood Australia. Every Child is reader friendly, up to date and written especially for people caring for young children. The full-colour magazine includes guest statements from respected figures, and articles on topics such as professional development, parent issues, research, innovation, legal issues and state and federal developments.

Early Childhood Australia's ethical advertising policy, in conjunction with the excellent reputation of this quality-assured publication, ensures that advertised products enjoy placement in a respected and renowned medium.

Features and regular articles

- Literacy and numeracy
- Technology
- Curriculum issues
- Professional development
- Ethics
- Innovations
- Health
- Profile
- Research
- Schools
- Parents' page
- Book reviews

Readership facts:

- Readership: 40,000
- Distribution: 4,000
- Circulation: Nationwide
- More than 90% of readers are women
- More than 90% of readers are associated with the childcare industry
- 70% of readers are parents of children under the age of 12
- Subscriber base: NSW, Victoria and Queensland make up the majority. Per capita, readers are evenly spread across all states and territories.



Publication Dates and Advertising

Vol. 15 No.3	Artwork Due	Distribution
Booking 30/06/09	14/07/09	Mid August
Vol. 15 No.4		
Booking 02/09/09	16/09/09	Late October
Vol. 16 No.1		
Booking 19/12/09	27/01/10	Late February
Vol. 16 No.2		
Booking 26/03/10	09/04/10	Mid May
Vol. 16 No.3		
Booking 30/06/10	14/07/10	Mid August

Size	1 Issue	2 Issues	3 Issues	4 Issues
Full page	\$1,265	\$1,139 per issue	\$1,075 per issue	\$1012 per issue
Half page	\$759	\$683 per issue	\$645 per issue	\$607 per issue
Quarter page	\$506	\$455 per issue	\$430 per issue	\$405 per issue
Eighth page	\$334	\$301 per issue	\$284 per issue	\$267 per issue
Inside cover	\$1,955	\$1,760 per issue	\$1,662 per issue	\$1,564 per issue
Outside cover	\$2,530	\$2,277 per issue	\$2,151 per issue	\$2,024 per issue
Inserts (plus \$22 per 1000 mailing cost)	\$1,012	\$911 per issue	\$860 per issue	\$810 per issue

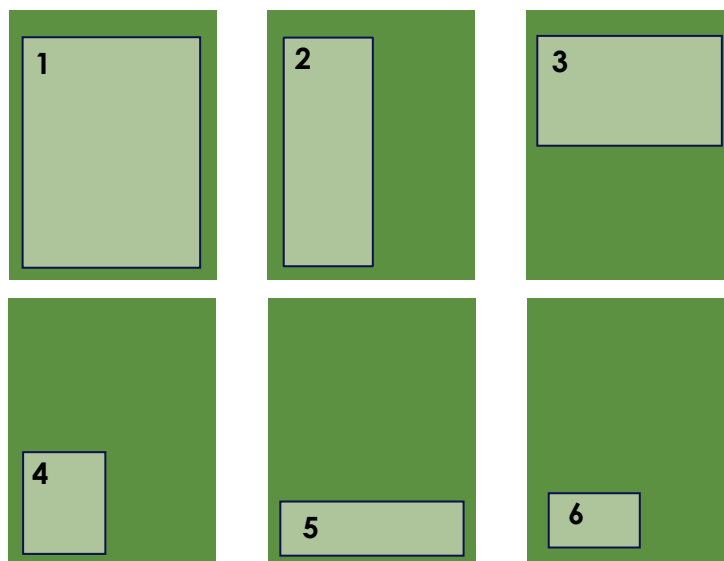
For more information or to receive a review copy of *Every Child* contact Early Childhood Australia on (02) 6242 1800 or email: marketing@earlychildhood.org.au www.earlychildhoodaustralia.org.au

Ask us about our package deals.

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1	Full page 243 x 188 mm
2	Half page vertical 242 x 91 mm
3	Half page horizontal 188 x 120 mm
4	Quarter page block 120 x 91 mm
5	Quarter page horizontal 188 x 59 mm
6	Eighth page horizontal 91 x 59 mm
7	Insert (seperate) 252 x 188 mm



Advertising Conditions

A booking form MUST be faxed to Early Childhood Australia BEFORE artwork is provided. Bookings will only be accepted by using the Advertising Booking Form available on request or downloadable www.earlychildhoodaustralia.org.au/ec

All advertising material is subject to the approval of Early Childhood Australia management who reserve the right to decline advertising that is considered unsuitable for our publication.

All material must be supplied by the advertising deadline.

All advertisers receive a complimentary copy of each issue carrying their advertisements.

The four issues price applies when you book and confirm four issues in advance.

Artwork Specifications

File Formats: We accept artwork as either a PDF, JPEG or TIFF ONLY. Please note that we **CANNOT accept artwork as a WORD DOC.**

Resolution: We accept artwork at a minimum of 300 dpi. ECA cannot be held responsible for the reproduction of material that is at a lower resolution. Charges will be incurred if advertisements need to be altered to meet printing specifications.

Size: All material must be supplied at the correct size outlined in this media kit. Charges will be incurred if advertisements need to be altered to meet printing specifications.

Design: If these specifications are unable to be met, we are able to design your advertisement for an additional cost. For further information on design please contact Early Childhood Australia's Publishing and Marketing section on (02) 6242 1800. **ECA owns copyright to all artwork produced by our art department.**

Terms and contract regulations

Cancellation of a space reservation booked by the advertiser or agent will result in a fee of 15% of the dollar value of the reserved space. The rates do not include agency commissions. Rates and specifications current as at October 2008. Rates are subject to change without notice. **All prices include GST.** The publisher assumes no liability for errors in artwork, costs or damages if for any reason the publisher fails to publish an advertisement or an issue. Early Childhood Australia's advertising policy states that 'no advertisements for products that would be harmful to families, children, and their environments will be accepted; claims made in advertisements are the responsibility of the advertiser'. The publisher reserves the right to exclude any advertising that in the publisher's opinion does not conform to the standards of the publication. The advertiser and its advertising agency shall be jointly liable for payment of all monies due and payable to the publisher. In consideration of the publication of an advertisement(s), the advertiser and/or agency will fully indemnify the publication against any claims(s) or suits(s) arising out of publication.