

**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:

- Circulation: 4,000
- Readership: 40,000
- Distribution: National
- 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 Deadlines

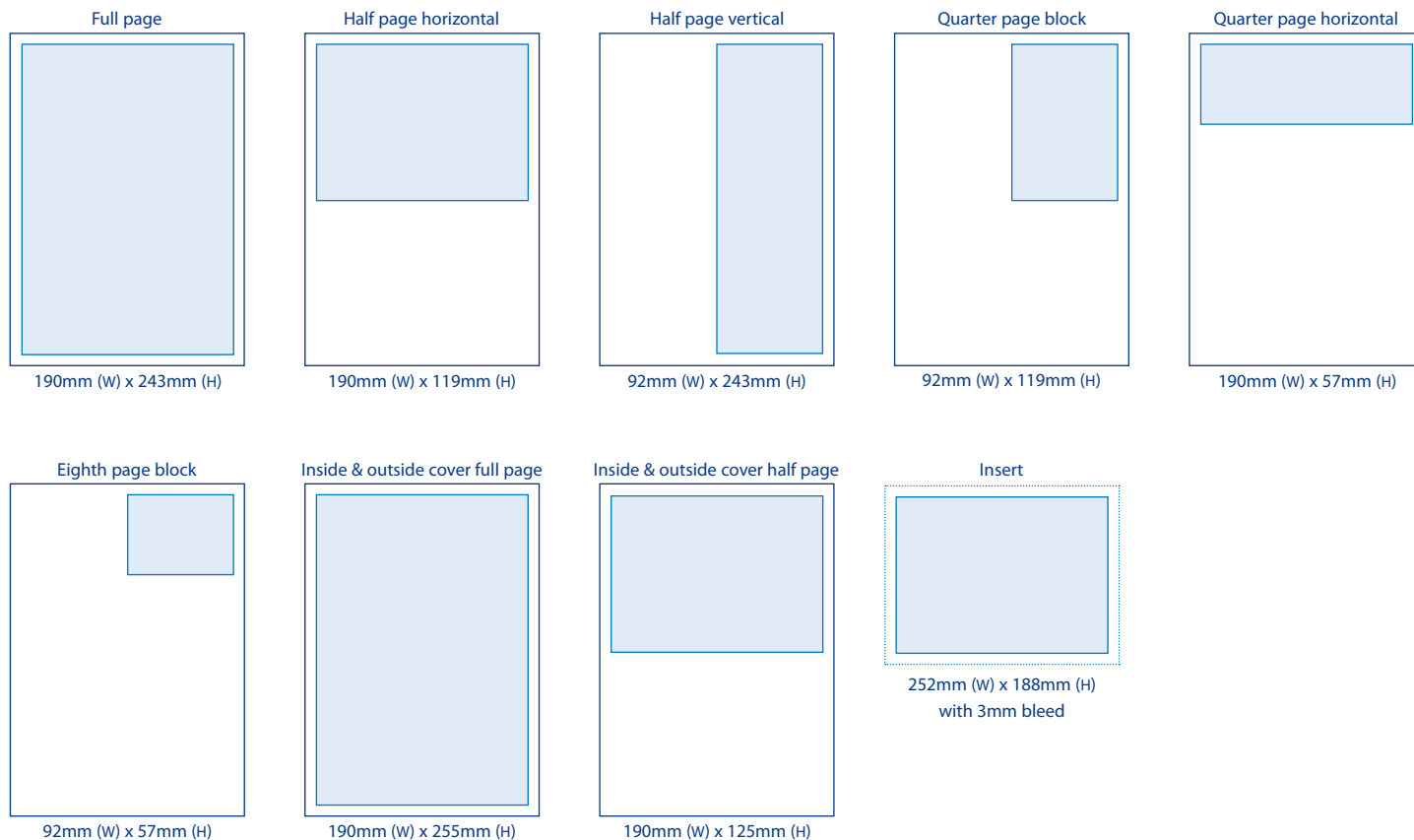
Vol.17 No.2	Artwork Due	Distribution
Booking 04/05/11	18/05/11	Late June
Vol.17 No.3	Artwork Due	Distribution
Booking 20/07/11	03/08/11	Early September
Vol.17 No.4	Artwork Due	Distribution
Booking 28/09/11	12/10/11	Mid November
Vol.18 No.1	Artwork Due	Distribution
Booking 19/01/12	02/02/12	Mid March

Advertisement Size	1 Issue (price is per issue)	2 Issues (price is per issue)	3 Issues (price is per issue)	4 Issues (price is per issue)
Full page	\$1,265	\$1,139	\$1,075	\$1,012
Half page vertical	\$759	\$683	\$645	\$607
Half page horizontal	\$759	\$683	\$645	\$607
Quarter page block	\$506	\$455	\$430	\$405
Quarter page horizontal	\$506	\$455	\$430	\$405
Eighth page block	\$334	\$301	\$284	\$267
Inside cover full page	\$1,955	\$1,760	\$1,662	\$1,564
Inside cover half page	\$1,173	\$1,056	\$998	\$939
Outside cover full page	\$2,530	\$2,277	\$2,151	\$2,024
Outside cover half page	\$1,518	\$1,367	\$1,291	\$1,215
Insert (additional mailing cost of \$22 per 1,000 inserts)	\$1,012	\$911	\$860	\$810

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



## Advertisement sizes and layouts



### Advertising Conditions

An Advertising Booking Form **MUST** be received by Early Childhood Australia (ECA) **BEFORE** artwork is provided. A booking is only received by ECA when the customer is sent a confirmation. If no confirmation is sent to the customer the booking has not been received by ECA. The **Advertising Booking Form** is available to download from [www.earlychildhoodaustralia.org.au/ec](http://www.earlychildhoodaustralia.org.au/ec) Bookings will only be accepted if the Advertising Booking Form provided by ECA is used. All advertising material must be supplied before the advertising deadline.

From **1 December 2010**, payment will be required for advertisements prior to distribution of the publication. When booking an advertisement or insert in any ECA publications, a tax invoice will be issued with the booking confirmation. The terms will be 30 days from date of invoice unless the ad is booked within 30 days of the artwork deadline. If bookings for advertisements or inserts are placed within 30 days of the artwork deadline, payment terms change and full payment will be required as per the artwork deadline. If this occurs, advertisers will be notified of the invoice due date when placing their booking. If payment is not received by the due date, advertisers will be contacted for immediate payment. Advertisements will be cancelled as a result of non-payment by the due date.

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

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

For all advertising enquiries and bookings please contact [marketing@earlychildhood.org.au](mailto:marketing@earlychildhood.org.au)

### 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.

**All artwork produced by Early Childhood Australia is subject to copyright.**

### 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 December 2010. 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 claim(s) or suit(s) arising out of publication.

