



Early Childhood Australia
A voice for young children

ECA MEDIA KIT

2026

Contact:

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marketing@earlychildhood.org.au

WHY ECA?

Established in 1938, Early Childhood Australia (ECA) is the largest and most authoritative peak body in the early childhood education and care (ECEC) sector.

ECA's vision is that every young child is thriving and learning. Our role in achieving this is to promote the rights and interests of all young children and to support the delivery of high-quality early childhood education and care.

ECA is a national organisation that has a longstanding reputation as a high-quality assured knowledge broker, supported by our ethical advertising standards.

ECA's readership spans the diversity of children's service types—preschool, primary schools, long day care, family day care, outside school hours care, occasional care, mobile services, Aboriginal owned and operated services, integrated services that include family support, play groups and parent support programs. Subscribers to our publications also include students, individuals, parents, services and organisations (not-for-profit, private, corporate and publicly owned). We also have readers who are academics, researchers and children's advocates.

Advertising with us ensures a valuable association with both quality-assured content and with our organisation, a respected peak body and leading publisher. As a leading publisher within the ECEC space, ECA also has a professional design and editing studio that can design and edit your advertisements for an additional cost. ECA Studio's designers and editors are sector experts and understand the intricacies of publishing within the ECEC sector, such as sector terminology and the representation of children in photographs.



STATS



138,000
Facebook followers*



83,000+
E-newsletter subscribers*



36 000+
Average unique monthly visitors*
www.earlychildhoodaustralia.org.au



67 000+
Page views per month*
www.earlychildhoodaustralia.org.au



48,000
Average monthly ad impressions*
www.earlychildhoodaustralia.org.au

More than 3100 members



*Average across 2023-24 FY



PRINT



EVERY CHILD

Every Child is an early childhood magazine published quarterly.

Every Child is delivered to readers as a membership benefit, as well as through a paid subscription and is reader friendly, up to date and written especially for those who educate and care for young children. The full-colour printed magazine includes articles on topics such as professional development, parent issues, research, innovation, legal issues and state and federal developments.

Advertised products and events in this publication enjoy national exposure and placement in a respected and renowned medium; this magazine has an excellent reputation with both the early childhood sector and parents. This magazine is typically purchased by decision-makers within services and as such, advertising in this publication is suited for those wanting to raise awareness of products and build brand awareness.



Topics of feature and regular articles:

- Literacy and numeracy
- STEAM
- Curriculum issues
- Professional development
- Ethics
- Innovation
- Health and wellbeing
- Profiles
- Research
- Parent pages
- Book reviews.

Readership facts:

- Paid circulation: 3200+
- Readership: 20 000+
- More than 90 per cent of readers are women
- More than 90 per cent of readers are associated with the early childhood sector.

Booking deadline:

- Vol. 32 No. 1: 05/12/2026
- Vol. 32 No. 2: 04/03/2026
- Vol. 32 No. 3: 03/06/2026
- Vol. 32 No. 4: 26/08/2026

Artwork deadline:

- Vol. 32 No. 1: 28/01/2026
- Vol. 32 No. 2: 29/04/2026
- Vol. 32 No. 3: 29/07/2026
- Vol. 32 No. 4: 21/10/2026

Distribution dates:

- Vol. 32 No. 1: 18/03/2026
- Vol. 32 No. 2: 17/06/2026
- Vol. 32 No. 3: 16/09/2026
- Vol. 32 No. 4: 09/12/2026

EVERY CHILD

ADVERTISEMENT SIZE	PRICE (PER ISSUE) <small>All prices are inclusive of GST.</small>			
	1 issue	2 issues	3 issues	4 issues
Full page	\$1,957	\$1,761	\$1,662	\$1,566
Half page horizontal	\$1,173	\$1,056	\$997	\$938
Quarter page horizontal	\$783	\$704	\$666	\$626
Inside front cover full page	\$3,025	\$2,722	\$2,571	\$2,420
Inside front cover half page	\$1,869	\$1,684	\$1,587	\$1,495
Inside back cover full page	\$2,874	\$2,586	\$2,443	\$2,299
Inside back cover half page	\$1,724	\$1,553	\$1,466	\$1,379
Outside back cover full page	\$3,913	\$3,521	\$3,327	\$3,131
Insert	\$1,566	\$1,408	\$1,331	\$1,252

• Additional discounts may be available for booking across publications.

Advertorials

Available for full, half and quarter page bookings (\$100 per hour for designing/editing cost if needed).

Insert (full distribution)

Additional \$150 handling fee

ADVERTISING SIZES AND LAYOUTS



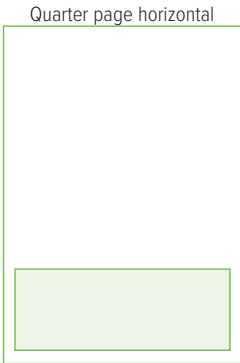
Full page

190mm (W) x 243mm (H)



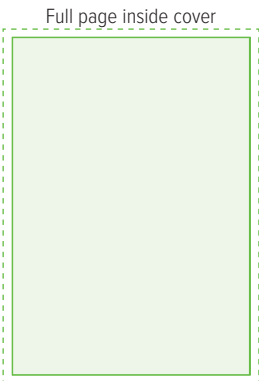
Half page horizontal

190mm (W) x 119mm (H)



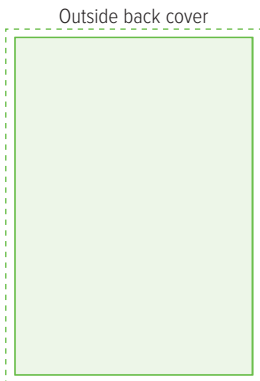
Quarter page horizontal

190mm (W) x 57mm (H)



Full page inside cover

210mm (W) x 275mm (H)
with 3mm bleed.



Outside back cover

210mm (W) x 275mm (H)
with 3mm bleed.

TERMS AND CONDITIONS

ADVERTISING SPECIFICATIONS

We accept artwork as either a high resolution PDF, JPEG or TIFF file at a minimum of 300dpi. If artwork needs to be altered to meet printing specifications, this will incur an additional charge. ECA has a professional design studio that can design your advertisements for an additional cost. All artwork produced by ECA is subject to copyright.

ADVERTISING CONDITIONS

An advertising booking form must be received by ECA before artwork is provided. Payment is required for advertisements prior to distribution of the publication. When booking an advertisement or insert in any ECA publication, a tax invoice will be issued with the booking confirmation email. The terms are 30 days from the date of invoice unless the ad is booked within 30 days of the artwork deadline. If bookings are placed within 30 days of the artwork deadline, payment terms change and full payment will be required as per the artwork deadline date.

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-issue discount price applies when you book and confirm in advance.

For all advertising enquiries and bookings please contact: marketing@earlychildhood.org.au.

TERMS AND CONTRACT REGULATIONS

Cancellation of a space reservation booked by the advertiser or agent will result in a fee of 15 per cent of the dollar value of the reserved space if cancellation is made 30 days in advance of booking deadline. Cancellations made within 30 days or after the booking deadline will result in a 50% fee of the dollar value of the reserved space.

Rates and specifications are current as at January 2026. Rates are subject to change without notification. 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 issue. ECA'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 any advertisement(s), the advertiser and/or agency will fully indemnify the publication against any claim(s) or suit(s) arising out of publication.



DIGITAL



ECA *WebWatch* is a fortnightly e-newsletter containing a mix of the latest policy announcements, practice knowledge, events and research. ECA *WebWatch* provides our large membership base, plus other subscribers, with a regular update of the early childhood field.

Advertising through ECA *WebWatch* is an efficient way to reach a niche market of professionals who have opted in to this newsletter. The return on investment for e-marketing continues to surpass other channels and is one of the most effective tools for generating conversions. Use our established reputation to reach your target audience and promote your products and events.

Advertising in ECA *WebWatch* will gain exposure to a wide and varied target market including:

- Early childhood teachers and directors
- Preschools and junior primary schools
- Early childhood academics and students.

Advertised products and events in this e-newsletter enjoy national exposure and placement in a popular and growing

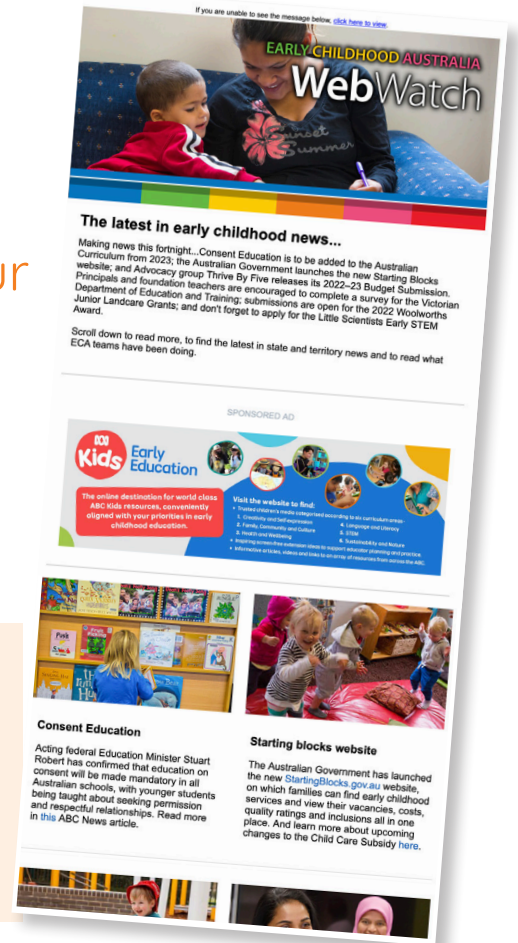
subscription-based resource. As with most digital products, it is easy to measure the effectiveness of ad placements as open rates and click-throughs are provided as part of the advertising arrangement.

Features and regular articles include:

- Recent policy information
- Submissions to government
- Grants and tenders
- Practice information
- Latest research
- New resources
- Upcoming events.

Readership facts:

- Circulation: 17 000.



Distribution dates June 2025–June 2026

18/6/2025	3/12/2025
2/7/2025	28/1/2026
16/7/2025	11/2/2026
30/7/2025	25/2/2026
13/8/2025	11/3/2026
27/8/2025	25/3/2026
10/9/2025	8/4/2026
24/9/2025	22/4/2026
8/10/2025	6/5/2026
22/10/2025	20/5/2026
5/11/2025	3/6/2026
19/11/2025	17/6/2026

Note: Bookings, artwork and payment are required at least one week in advance of distribution dates.

WEBWATCH

E-NEWSLETTER

ADVERTISEMENT SIZE	PRICE (PER ISSUE)			
	1 issue	2 issues	3 issues	4 issues +
Top banner	\$1,702	\$1,533	\$1,444	\$1,360
Top banner + Advertorial (80 words)	\$2,990	\$2,692	\$2,540	\$2,392
Second banner	\$1,363	\$1,226	\$1,155	\$1,089
Second banner + Advertorial (80 words)	\$2,392	\$2,153	\$2,033	\$1,914

• Additional discounts may be available for booking across publications.

All prices are inclusive of GST.

ADVERTISING SIZE

1200 pixels (w) x 400 pixels (h) at 72 dpi

File format: JPG, PNG or GIF (including animated .gif files)

(Please note: File size should be no more than 100kb)

Early Childhood Australia has a highly engaged audience that visits our content regularly across multiple platforms and channels.

With more than 1.5 million page views on the ECA Website in 2021, we are more than a knowledge broker, ECA is a community of like-minded professionals dedicated to promoting the rights and interests of all young children. Advertising on the ECA website is one of the most exclusive advertising options that we offer. Advertisers receive exclusive positioning with no other advertisers on the website for the duration of the contract. The ECA website is a hub of information and resources and the site is frequented by services, organisations, academics, early childhood professionals, parents, teachers and students, is user-friendly and updated regularly.

Why advertise on the ECA website?

Advertising on the ECA website can have a direct impact on visitors and drive immediate traffic to your website. Only one advertiser's banner ad is on the site for the entirety of the month, ensuring that you receive maximum exposure. It is a quick and cost effective way to reach an engaged audience in a targeted way. Through the use of Google analytics and tracked links, you can also assess the impact of your spend.

Generally, online advertising can be set up quicker than offline options and the production costs are usually less when compared to other media. Online advertising enables you as the advertiser to measure the response rates of your advertisements with ECA.

Search engine optimisation

ECA uses SEO tools to optimise search engine placement for terms and content relevant to our sector. Advertising with us allows you to take advantage of ECA's strong website traffic. Advertising with us allows you to take exclusive advantage of ECA's online positioning.

Visitor facts:

- 36 000+ average unique monthly visitors*
- 70 000+ page views per month*
- 48 000 average monthly ad impressions*.

Consistent tracking

ECA uses Google Analytics to track website advertising metrics and our own mailing system to measure open rates.

Only one ad is displayed per month, giving your ad maximum exposure without the distraction of other ads.

Prices and placement

All banners are sold as a per month booking. ECA tracks click-through rates and impressions and the banner appears on the home page and primary navigation pages of the ECA website, and does not include pages on the ECA Online Shop or external ECA web properties such as the ECA National Conference.

The average monthly ad impressions of the ECA website are 48,000 per month.

ADVERTISEMENT	PRICE (PER MONTH)
Standard leaderboard block ad plus homepage banner	\$4,499

- Additional discounts may be available for booking multiple months and across publications.

All prices are inclusive of GST.

ADVERTISING SIZE

Block ad

160 pixels (w) x
240 pixels (h) at 72 dpi

File format: JPG, GIF
or PNG

(Please note: File size should be
no more than 75kb)

Homepage Banner

1200 pixels (w) x 155 pixels (h) at 72 dpi

File format: JPG, PNG or GIF (including animated .gif files)

(Please note: File size should be no more than 1200kb)

Early Childhood Australia has a highly engaged audience that visits our content regularly across multiple platforms and channels.

The Spoke is Early Childhood's Australia's blog, publishing articles by Australia's leading policy makers, academics, experts and leaders and early childhood practitioners. The Spoke is an extensive source of articles on early childhood research, policy and practice. ECA is a community of like-minded professionals dedicated to promoting the rights and interests of all young children. Advertising on the ECA blog along with the ECA Website option is one of the most exclusive advertising options that we offer. Advertisers receive exclusive positioning with no other advertisers on the website for the duration of the contract.

Why advertise on the ECA Blog?

Advertising on the ECA Blog can have a direct impact on visitors and drive immediate traffic to your website. Only one advertiser's banner ad is on the site for the entirety of the month, ensuring that you receive maximum exposure. It is a quick and cost effective way to reach an engaged audience in a targeted way. Through the use of Google analytics and tracked links, you can also assess the impact of your spend.

Generally, online advertising can be set up quicker than offline options and the production costs are usually less when compared to other media. Online advertising enables you as the advertiser to measure the response rates of your advertisements with ECA.

Search engine optimisation

ECA uses SEO tools to optimise search engine placement for terms and content relevant to our sector. Advertising with us allows you to take advantage of ECA's strong website traffic. Advertising with us allows you to take exclusive advantage of ECA's online positioning.

Visitor facts:

- 37,000+ average monthly blog visits

Consistent tracking

ECA uses Google Analytics to track blog advertising metrics

Only one ad is displayed per month, giving your ad maximum exposure without the distraction of other ads.

Prices and placement

Block ads on the ECA Blog are sold as a per month booking. ECA tracks click-through rates and impressions and the banner appears on all pages of the Blog. The average monthly ad impressions of the ECA Blog are 37,000 per month.

ADVERTISEMENT	PRICE (PER MONTH)
Standard leaderboard block ad plus homepage banner	\$3950

• Additional discounts may be available for booking multiple months and across publications.

All prices are inclusive of GST.

ADVERTISING SIZE

Block ad

160 pixels (w) x
240 pixels (h) at 72 dpi

File format: JPG, GIF
or PNG

(Please note: File size should be
no more than 75kb)

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The four issue discount price applies when you book, pay and confirm in advance.

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BOOKING FORM

Name:	Organisation:		
Address for invoice:			
City/Suburb:	State:	Postcode:	
Telephone:	Email:		
Signature:			

PRINT ADS: Please indicate your advertising size and the issue(s) you wish to advertise in by indicating the year and ticking the appropriate boxes in the tables below.

ADVERTISEMENT SIZE	EVERY CHILD PRINT ISSUES			
	Every Child No.1 <input type="text" value="YEAR"/>	Every Child No.2 <input type="text" value="YEAR"/>	Every Child No.3 <input type="text" value="YEAR"/>	Every Child No.4 <input type="text" value="YEAR"/>
Full page				
Half page horizontal				
Quarter page horizontal				
Inside front cover full page				
Inside front cover half page				
Inside back cover full page				
Inside back cover half page				
Outside back cover full page				
Insert				

DIGITAL ADS: Please indicate below which channel you wish to advertise in.

ADVERTISEMENT FORMAT	WEBWATCH			
	1 issue	2 issues	3 issues	4 issues
Top banner				
Top banner + Advertorial (80 words)				
Second banner				
Second banner + Advertorial (80 words)				

ADVERTISEMENT FORMAT	WEBSITE OR BLOG	
	One month	Multiple months (indicate number)
Standard leaderboard banner		

By signing this agreement I understand that:

PRINT ADS

- I will receive a complimentary copy of the publication in which my advertisement appears
- I will be invoiced for each individual appearance of the advertisement immediately after booking

Additional charges may apply for inserts heavier than 10 grams. Additional charges will apply for multiple packaged and partial inserts.

DIGITAL ADS

- I will receive statistics related to the coverage in which my advertisement appears
- I will be invoiced for each individual appearance of the advertisement immediately after booking

- The invoice will be paid in full before the payment deadline stated in the media kit
- Early Childhood Australia reserves the right to determine the suitability and quality of any artwork supplied by advertisers
- 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
- I have read and understand the terms and contract regulations stated in the ECA Media Kit including **cancellation provisions**.