

FOR FAMILIES ON THE GO

Get Ahead Kids

Hunter & Central Coast

For Families & Children 0 - 25 years

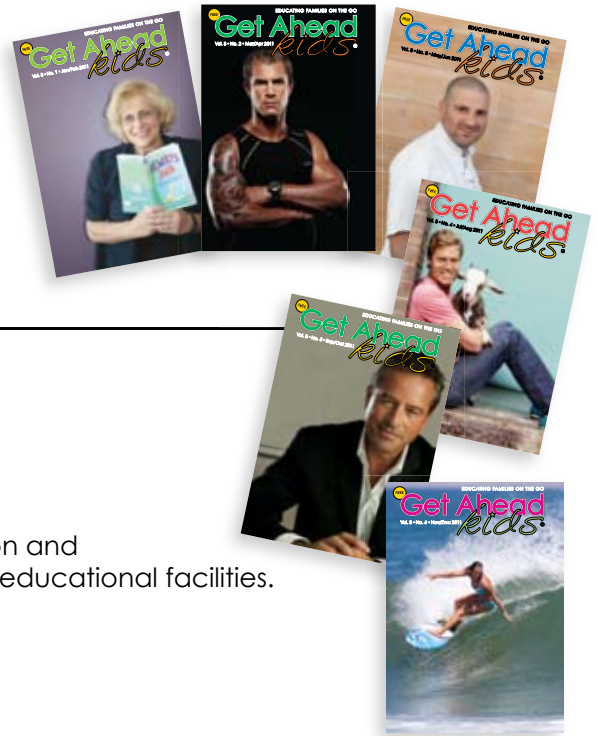
2011 Media Kit



Marketing Advisers For Professionals Pty Ltd T/A Get Ahead Kids®
 ABN 38 003 493 007
 Villa Franca, 2 Scott Street, Newcastle NSW 2300
 P: +61 2 4929 7766 • F: +61 2 4929 7827
 E: maria@mapmarketing.com.au
 www.getaheadkids.com.au

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Launched: January 2009

Owner: Ms Maria Charlton
Managing Director, MAP Marketing

Mission: To promote quality educational information and innovations for students, their families and educational facilities.

Features:

- Celebrity cover & interview
- Engaging editorial
- Educational & learning information
- News & feature articles
- Online support for advertisers
- Web monitoring of advertising

Frequency: Bi-Monthly - 6 issues per year

Subscriptions: \$27.00 one year subscription of hardcopy magazine
\$47.00 two year subscription of hardcopy magazine

Free online digital magazine subscription available via email

Target Audience

- Families
- Schools
- Preschools
- Libraries
- Influencers

Hardcopy Demographics

Circulation: 10,000

Readership: 25,000

Gender*:

- Female 89%
- Male 11%

Age Range*:

- 18-25 6%
- 26-35 31%
- 36-45 45%
- 46-55 9%
- 56+ 5%
- Unknown 3%

Digital Demographics

Readership: 10,152 Schools & Libraries
650 Subscribers
800 Overseas Expatriates in 25 countries

Website Hits: 2009: 288 658
2010: 488 585

*Total Sample Number = 438

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Benefits

Advantages of Advertising in Get Ahead Kids® Magazine

Loyal Readerships: Get Ahead Kids® has a vast number of loyal readers and subscribers. The targeted educational content leaves readers wanting more.

High Reach Prospective: Magazines get passed from family to friends and so on. High reader involvement means that more attention will be paid to advertisements.

Quality: Quality paper permits better colour reproduction and eye catching design, drawing in the readers attention.

Size: The A4 size permits even the smallest ads to stand out. Ads don't have to compete against the clutter of giant ads run by department stores. There is the option of special ad positioning, bringing greater visibility to your company.

Exposure: Editorial and advertising lasts for 2 months of exposure, unlike the short shelf life of ads in newspapers which are normally read once then discarded. Feedback indicates parents are keeping articles and checklists on the fridge as a valuable resource.

Specific Target Audience: Get Ahead Kids® caters specifically to the family, school and education markets. There is no wastage of resources as ads get to reach the target audience.

Credibility: Each issue features a variety of articles and resources provided by qualified contributors.

Free Web Advertising: Advertisers in Get Ahead Kids® receive a basic listing in the online advertisers directory.

Get Ahead Kids® Digital Features:

Instant Availability Anywhere: The digital magazine can be viewed 24/7 from anywhere in the world.

Dynamic Interaction: Users can "flip" through the magazine, making reading faster than in printed versions. With simple content navigation, a smart zoom function and full publication search, the magazine makes reading easy. Users can also download and print an article or share easily with friends.

Direct Links to Advertisers/Partner Websites: Great way to increase web traffic and for instant ordering.

Contemporary Technology: With increasing popularity of the internet, a growing number of readers now skip reading the print versions of magazines and instead read the digital editions of the publication.

Long Life Spans: Ads placed in Get Ahead Kids® will never expire. They will still appear in archived files, increasing the life of the ad at no extra cost.

Economical: Reaching a large number of readers via traditional advertising can be expensive. Products and services sales are possible even in areas and countries printed editions would not normally reach.

Professional: The digital magazine is as visually appealing as printed material.

Eco-friendly: If you choose not to print, the digital magazine consumes no paper, ink or chemicals.

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Advertising Calendar

January/February 2011 - Back to School

Celebrity Spotlight - Susan Gervay - Australian Author 'I am Jack'

Ad Booking Deadline November 12, 2010
 Editorial Copy & Ad Artwork Deadline November 17, 2010
 Publication Date 1st Week December, 2010

March/April 2011 - Physical Education

Celebrity Spotlight - Shannan Ponton - Personal Trainer on the Biggest Loser Australia

Ad Booking Deadline February 4, 2011
 Editorial Copy & Ad Artwork Deadline February 11, 2011
 Publication Date 1st Week March, 2011

May/June 2011 - Languages & Communication

Celebrity Spotlight - George Calombaris - Australian Chef & Judge on 'MasterChef Australia'

Ad Booking Deadline April 8, 2011
 Editorial Copy & Ad Artwork Deadline April 15, 2011
 Publication Date 1st Week May, 2011

July/August 2011 - Learning Innovations & Technology

Celebrity Spotlight - Dr. Chris Brown - Host & vet on 'Bondi Vet'

Ad Booking Deadline June 3, 2011
 Editorial Copy & Ad Artwork Deadline June 10, 2011
 Publication Date Last Week June, 2011

September/October 2011 - Study & Assessments

Celebrity Spotlight - Mark Bouris - 'The Apprentice' & Yellow Brick Road Wealth Management

Ad Booking Deadline August 12, 2011
 Editorial Copy & Ad Artwork Deadline August 19, 2011
 Publication Date 1st Week September, 2011

November/December 2011 - Summer Learning

Celebrity Spotlight - Layne Beachley - Australian World Champion Surfer

Ad Booking Deadline October 7, 2011
 Editorial Copy & Ad Artwork Deadline October 14, 2011
 Publication Date 1st Week November, 2011



Magazine Advertising Specifications

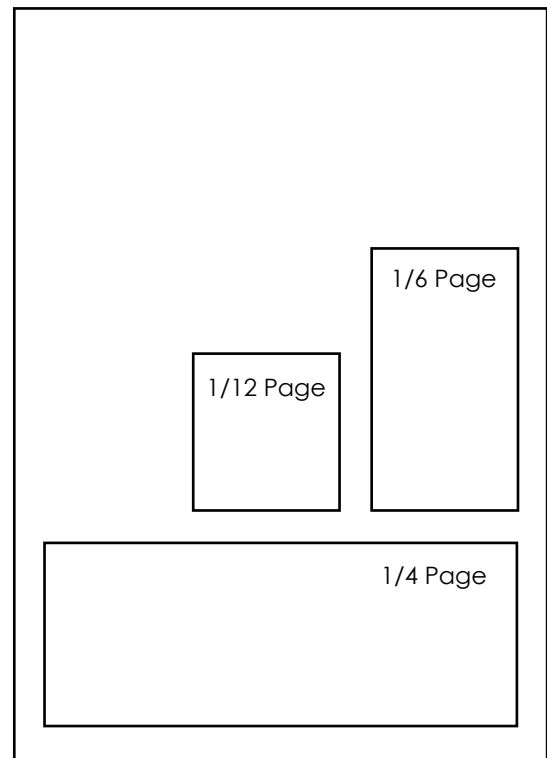
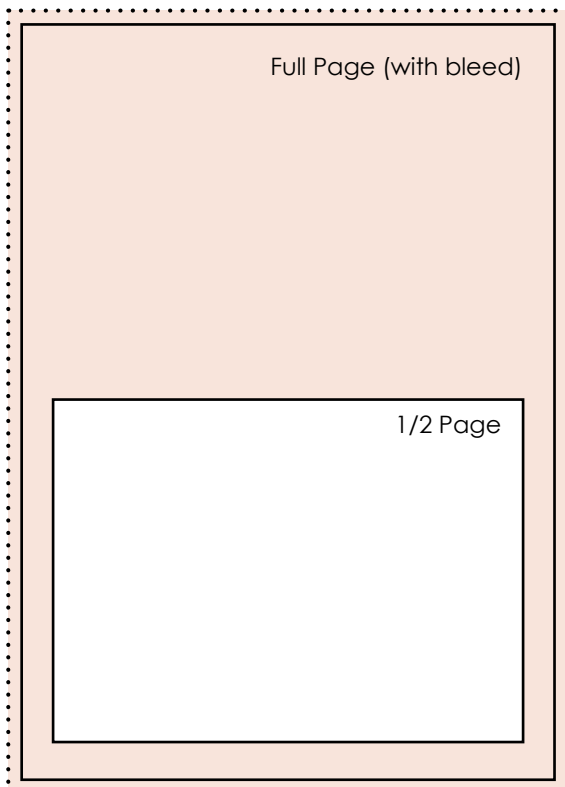
Ad Sizes

Size	W x H (mm)	Casual	3 Issues	6 Issues
Cover*	210 x 297	\$2,800	\$2,520	\$2,240
Full Page*	210 x 297	\$2,500	\$2,250	\$2,000
1/2 Page (Horizontal)	180 x 135	\$1,200	\$1,080	\$960
1/4 Page (Horizontal)	180 x 70	\$880	\$792	\$704
1/6 Page (vertical)	56 x 100	\$390	\$351	\$312
1/12 Page	56 x 60	\$240	\$216	\$192

- * **Full Page & cover must have 5mm Bleed**
 - Bleed Area 220mm wide by 307mm high
 - Trim size 210mm wide by 297mm high)
- **Please add GST to prices. Prices quoted above are per issue.**
- Advertising with Get Ahead Kids includes a free basic listing (company name, brief business description, phone number, fax number, email & website) in the Online Advertisers Directory

Want Immediate Attention?

If you don't want your ad to compete with other ad on a page and want higher reader visibility, a cover page is a great option.



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Magazine Advertising Specifications

File Requirements

- For best printing results artwork files must be supplied in Adobe PDF format, CMYK and 300 dpi at print size, all fonts must be converted to outlines.
- Files may be compressed in ZIP or SIT formats.
- We do not accept Microsoft Publisher, Microsoft Word or Adobe Pagemaker files, files with LAB, RGB, Index or Pantone colors.
- Should we receive materials that do not meet our specifications, a production charge will be incurred.
- Materials are returned only upon request.

File Delivery

Via Direct Email (Preferred Method)

Please mark all artwork with company name, theme and issue.
e.g. *Westfield-Technology-May/June09.pdf*

Attn: Maria Charlton (MD)
E: maria@mapmarketing.com.au

Via Mail (Less Preferred Method)

Mail artwork on a CD or DVD to:

Attn: Get Ahead Kids
Villa Franca, 2 Scott Street
Newcastle NSW 2300
Australia

- Please allow adequate shipping time to ensure your files arrive before our deadlines.
- We do not accept floppy or Zip disks.

Distribution

- Day care centres including council day care
- Preschools
- Private schools
- Tertiary education facilities
- Specialist colleges
- TAFE & Universities
- Libraries
- Major Shopping Centres
- Parents' rooms
- Community centres
- Family advisory centres
- Counselling practices
- Medical and dental professionals
- Hospitals
- Family restaurants

A full distribution list can be found at www.getaheadkids.com.au

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Magazine Advertising Specifications

Advertising Terms & Conditions

- Once an advertisement is booked and approved it cannot be cancelled.
- If 30 days notice is given, an advertisement can be rescheduled within the same year.
- Specified positions attract a 10% additional charge.
- Any revision in rates will not affect existing contracts until expiry
- All advertisement contracts and insertion orders are accepted under the conditions spelt in this rate card. The publisher will not be responsible for any other instructions or clauses, put up by clients or its advertising agencies, unless publisher gives a written agreement separately.
- The publisher is unable to guarantee that advertisements will not face each other or that advertisements can appear in the front half of the magazine.
- In the event of copy instructions not being received by the deadline, the publisher reserves the right to repeat a previous advertisement of the same size or to run our house advertisement for which the advertiser will still be liable for full payment.
- The publisher reserves the right to destroy all materials after a period of six months. Such materials will not be returned to the agency or advertiser unless so requested in writing.
- All complaints or claims regarding advertisement published must be made in writing within 15 days following the date of publication and sent to the publisher via email.
- All advertisements must comply with Australian Advertising Standards & Australians Legislation.

Payment Methods

Direct Deposit

Please use company name as reference.

Account Name: MAP Marketing

BSB: 814282

Account Number: 101 20 992

Cheque

Please make cheque payable to MAP Marketing and send to:

MAP Marketing

Attn: Maria Charlton

Villa Franca, 2 Scott St

NEWCASTLE NSW 2300

Contacts

Publisher

Ms Maria Charlton

Managing Director, MAP Marketing

P: +61 2 4929 7766 | F: +61 2 4929 7827

E: maria@mapmarketing.com.au



Website Advertising Specifications

Ad Sizes

Size	W x H (px)	2 Months	6 Months	12 Months
Home Page Banner - H	485 x 100	\$500	\$1200	\$2100
Home Page Side Banner - V	186 x 300	\$500	\$1200	\$2100
Category Page Banner - H	485 x 100	\$250	\$600	\$1050
Category Page Banner - V	186 x 300	\$250	\$600	\$1050

* All website advertisements are stand alone. Please add GST to prices. Prices quoted above are total costs

Payment Terms

Payment due 7 days prior to placement.

Advertising Policies

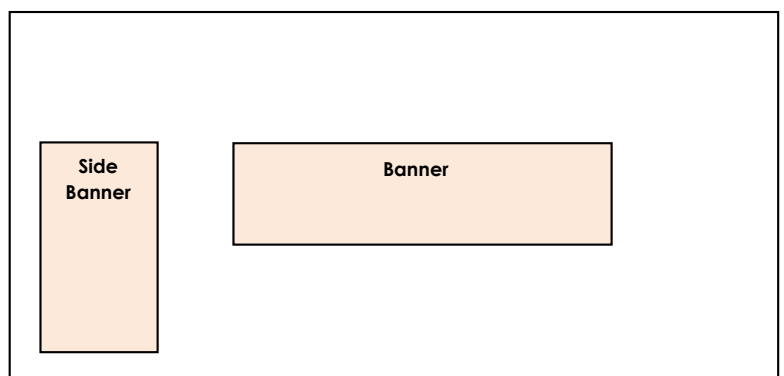
- All website advertising is subject to Get Ahead Kid's approval before acceptance. Get Ahead Kids® reserves the right to refuse any advertising on the basis of editorial discretion or any that make offensive or derogatory statements.
- Get Ahead Kids® reserves the right to label an ad as "Advertisement".
- Products and/or services advertised by external organisations on the Get Ahead Kids® website are in no way endorsed by Get Ahead Kids®.
- Customer supplied artwork must adhere to any and all trademark and copyright laws.
- Advertiser branding, i.e. logo or name, must appear on all advertising.
- Advertising is sold on a first come, first served basis.

Ad Changes

Ad changes are only allowed for multiple month contracts. All ads have a 2 month exposure to correspond with the magazine.

File Requirements

- Formats accepted: jpg, gif, png and flash files.
- Please limit file sizes to under 250kb.
- Ads with white backgrounds must have a black 1 pixel border around the edge of the design.



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Via Direct Email

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Distribution (Nationwide)

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- Private schools
- Tertiary education facilities
- Specialist colleges
- TAFE & Universities
- Libraries

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