

Summer 2016

offspring

Jackie O opens up

School holiday ideas

Christmas gifts

Team parenting

LOSE WEIGHT THE 'PLEASURABLE' WAY

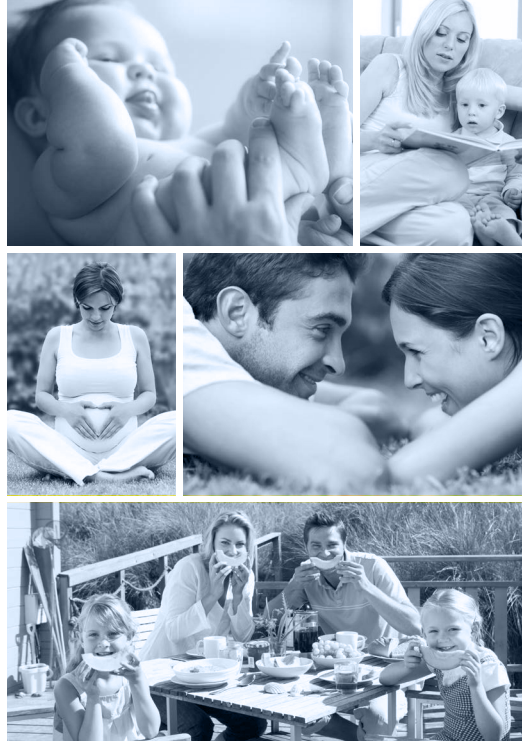
Placenta encapsulation

School checklist

FREE

www.offspringmagazine.com.au

AUSTRALIA'S #1 PARENTING TITLE



Autumn 2014

offspring

Australia's favourite family lifestyle magazine

Mary Coustas becomes a mum at 49

HEALTHY FOOD OPTIONS FOR KIDS PARTIES

Beyond Cyberbullying Keeping your kids safe

Immunisation: What are other mums doing?

FREE

www.offspringmagazine.com.au

"MY KIDS BELONG TO MENSA!"

Real life

offspring

..... Australia's largest gloss & digital parenting publication

Spring 2016

offspring

Why kids need risks

Preparing for Baby

Christmas Gift Guide

FREE

www.offspringmagazine.com.au

CONSTANCE HALL SMASHES MUMMY LAWS

Sex and marriage

AUSTRALIA'S #1 PARENTING TITLE



Spring 2015

offspring

Nat Bass chats family & fashion

The Wiggles WIN tickets to The Wiggles!

Birth story real life

Tips for vegies & kids

Special feature Having a Baby?

Kids & meditation

FREE

www.offspringmagazine.com.au

AUSTRALIA'S #1 PARENTING TITLE



Offspring Magazine is a beautiful quality, gloss, biannually, A4, family lifestyle magazine for the modern parent.

Offspring provides families with important, practical parenting information, inspiring stories about real life, local, Australian families and is a resource for community products, services and facilities.

Offspring Magazine is a high quality production, comprising a high standard of editorial, photography and design.

Offspring Perth was launched in 2010, **Offspring Sydney** in 2013 and **Offspring Melbourne** in 2016.



What's in Offspring?

- Inspiring, real life stories
- Practical, reliable parenting information
- **Sections:**
 - Pregnancy & Birth Babies
 - Early Childhood Education
 - Business Mum
 - Internet Picks
 - Health
 - Food & Nutrition
 - Travel



- Perth: 20,000 copies per edition (65,000+ readers)
- Sydney: 30,000 copies per edition (100,000+ readers)
- Melbourne: 30,000 copies per edition (100,000+ readers)
- Published: Biannually (Spring/Summer and Autumn/Winter) as hard copies and as an online flip book
- Distribution method: Free
- Stock: Gloss, A4 Magazine
- Published by: Offspring Magazine Pty Ltd
- Advertising Enquiries: 0415 267 414
- Contact: advertising@offspringmagazine.com.au
editorial@offspringmagazine.com.au
subscription@offspringmagazine.com.au

“ More than 80 per cent of advertisers are repeat clients due to the fantastic results, value and service they receive with Offspring. ”



SYDNEY and **MELBOURNE** are audited for 40,000 copies per edition in each state and **PERTH** is audited for 30,000 copies.

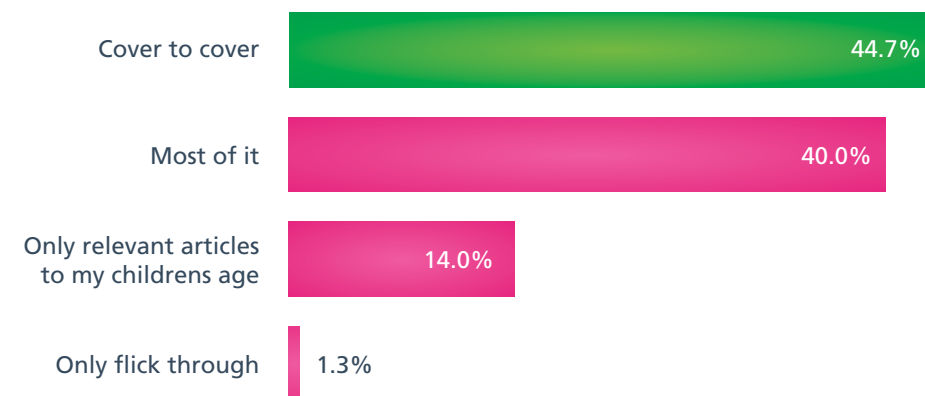


Talk directly to the Number 1 decision maker in the family with Offspring's highly targeted biannually magazine

Offspring offers a highly targeted advertising solution with 99.7% of readers being mothers in metropolitan areas. 75.0% of those mothers have 2 or more children. Advertise with Offspring and start talking to your market today.

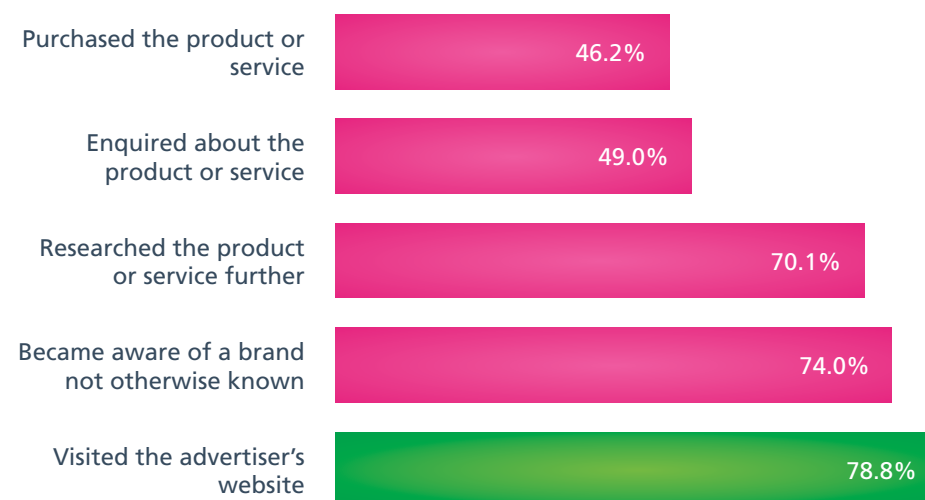
Offspring is aimed at mums of 0 to 12 year old children in the Perth, Sydney and Melbourne areas.

How do our readers read Offspring magazine?



*Readership statistics based on Survey conducted through Survey Monkey with sample size of 436 entries

After seeing an advertisement in Offspring our surveyed readers ...



25% have one child
75% have two or more children
51% of our readers' household incomes are over \$100,000
27% of our readers' partners also read Offspring magazine



If your business offers exceptional products and services to families, advertise with us and we'll put you in touch with over 270,000 of them :)

Sydney, Melbourne and Perth covered

Offspring Magazine Sydney circulates 30,000 copies and a readership of more than 100,000 people every edition.

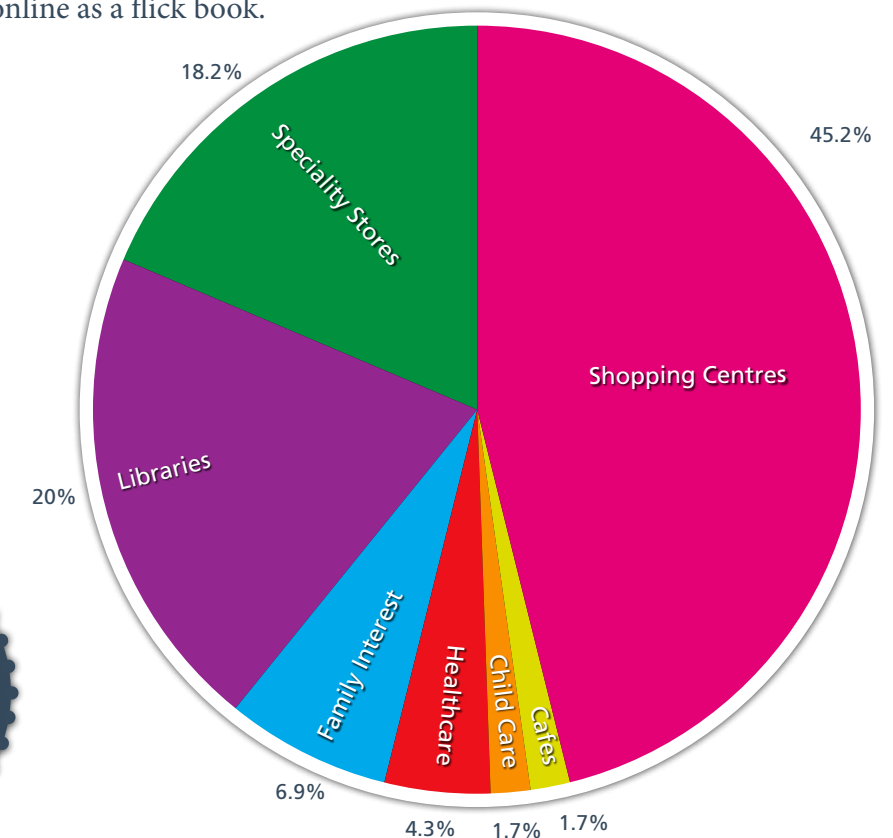
Offspring Magazine Melbourne will have a circulation of 30,000 copies and a readership of more than 100,000 people every edition.

Offspring Magazine Perth circulates 20,000 copies to Perth families, which provides a readership of more than 65,000 people every issue.

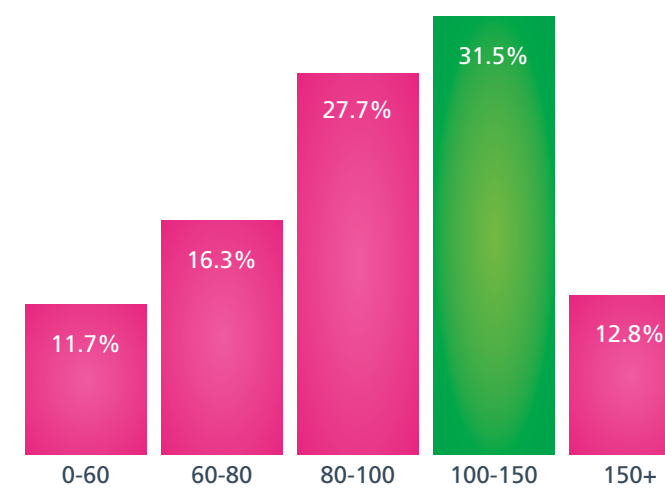
In addition, the magazine is published online as a flick book.

Offspring is distributed for free in stands at shopping centres, public libraries, medical centres, dentists, pathologists, cafes, hairdressers, maternity hospitals, indoor play centres, baby shops, specialist children's shops, children's activities, leisure centres, subscription, special family events and places of family interest.

96%
of readers surveyed read the same issue at least twice

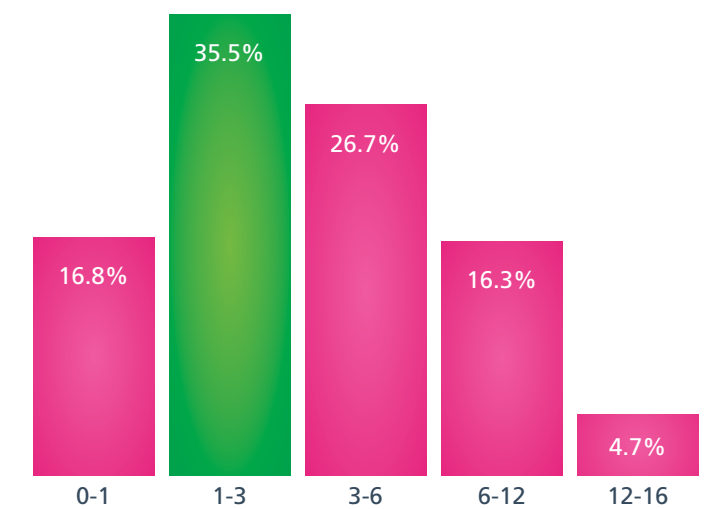


Reader's income



Reader annual family income x1000

Reader's children



Children's Age

Find out about opportunities to advertise in the next exciting edition by contacting us on 0415 267 414 or advertising@offspringmagazine.com.au

Relevant 365 days a year

Offspring magazine is full of relevant content offering you superior advertising retention rates and reader loyalty

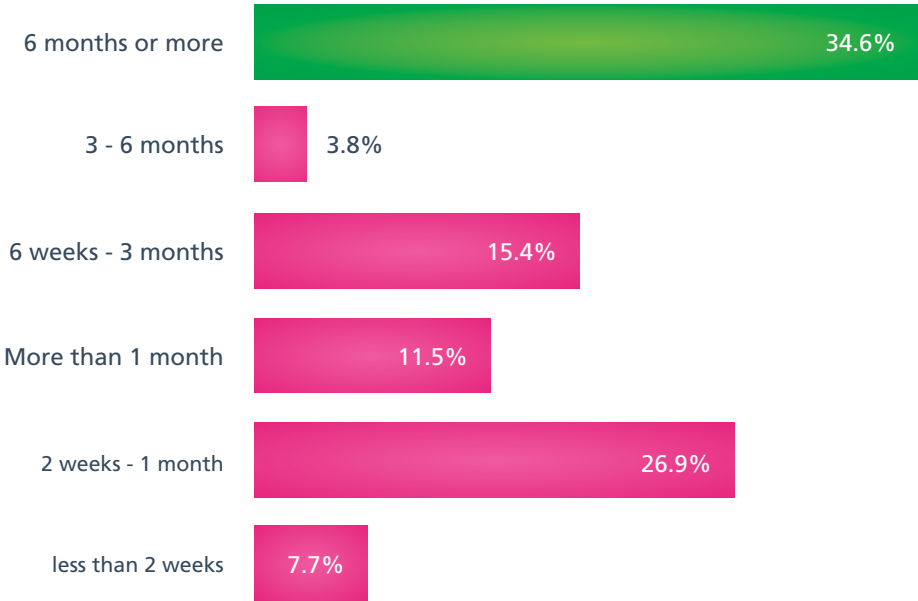
58%
of those readers
read the same
issue 3 or
more times!

You can forget about the flimsy throwaway newspapers jam packed with competitor's ads. Offspring Magazine is all about delivering relevant, engaging and entertaining journalism aimed directly at Australian families. More than 80 per cent of

Offspring Magazine advertisers are repeat clients due to the great results, value and service they receive from being affiliated with the Magazine. Most businesses book special packages due to the extra value and benefits that these offer (See Special Packages for what these include). Offspring Magazine rates are very competitive with other gloss, A4 magazines. Advertising in a biannually publication is cost-effective, having a long shelf life of six months.



Our readers keep Offspring for future reference



“ On our animated family and children’s films we endeavour to use Offspring to reach the decision maker – the Mums! Offspring helps us target Mum’s directly in a time when the market is so fragmented.”
Natalie Cameron,
Twentieth Century
Fox Film Distributors

Read what some of our long-term advertisers say about advertising with Offspring:

“ Offspring magazine has been a great way for Playgroup WA to communicate with families. The product is professional and relationships based on mutual respect and quality service.
David Zarb, CEO Playgroup WA



“ Imagine being invited to connect with a quality audience – a real one. Offspring magazine provide advertisers and promotional partners with the opportunity to sit amongst rich, local and trending content. Their passion is on every page.
Tash Jurcun, Natasha Louise Enterprises
WA theatrical representative for Walt Disney Studios Australia | Publicity & Promotions



“ We have been advertising with Offspring Magazine since their first publication and have seen great results in both sales and brand awareness. The publication is very much in line with our consumers and extremely topical to Australian women.
Natalie Smith, Triumph International (Australia) Pty Ltd.



“ Offspring is the perfect vehicle for us to advertise our pregnancy classes and services, and get the word out about women’s choices in childbirth. Offspring has been very supportive to us as a community based organisation.
Pip Brennan, Community Midwifery WA



“ I would like to say thanks in the way you support your advertisers. I have been really pleased with the response of getting new families into our community based service through the advertising as they all say they never knew ‘casual’ care existed until reading your magazine, so it is working!
Amberley Oakley, Whitfords Occasional Child care Centre



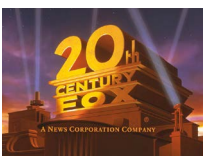
“ As a Manufacturer of a baby product since 1978 I have advertised in many Baby and Parent Magazines, Offspring Magazine is the first Magazine that has delivered results. Their staff are helpful and I believe that they care about the success of your advertising program. I would recommend them as a magazine that delivers results with a truly genuine readership claim.
Judith Asimus, Baby Bath Aid.

“ I have been advertising religiously in Offspring for the whole time Yummy Mummy has been operational and I love it! It’s the only quality magazine that puts my information right in front of my target market- mums- without any effort on my behalf. I had tried advertising in various other publications but absolutely nothing compared in value, quality and response rate to Offspring magazine. As a mum I actually devour page after page when I get any time out- and I know other mums do the same. If your business has anything to do with mums, pregnancy, babies or children then I would thoroughly recommend advertising with Offspring!
Amy Mitchell, Yummy Mummy Pregnancy Day Spa



“ We have been advertising with Offspring for many years and will continue to do so for many to come. The quality of the content is a great fit for our brand, and the value for money spent is consistently demonstrated with an increase in traffic and enquiries. It is a pleasure to deal with the team at Offspring Magazine, from ‘sales’ to ‘production’. I have always found the team remarkably patient and helpful especially navigating tight deadlines and in making sure we get the most out of our packages. Thank you
Ronel Fourie, National Manager for Bettina Model Management.

“ Offspring is the perfect vehicle for us to advertise our family movie releases for 20th Century Fox. We all know Mum is the one making the decisions in the house and Offspring speaks to the Mum’s of Perth directly. We’ve hit the nail on the head with a few films now and will continue to do so.
Natalie O’Shea, 20th Century Fox WA.



ADVERT SIZES	STANDARD PRICES ex GST	PACKAGE PRICES ex GST
Eighth Page Sydney 30,000 copies	\$850	\$550
Eighth Page Melbourne 30,000 copies	\$850	\$550
Eighth Page Perth 20,000 copies	\$750	\$460
Eighth Page Perth & Sydney/Melbourne 50,000 copies	\$850	\$850
Eighth Page Sydney & Melbourne 60,000 copies	\$1500	\$950
Eighth Page Perth, Sydney & Melbourne 80,000 copies	\$2200	\$1250
Quarter Page Sydney 30,000 copies	\$1250	\$850
Quarter Page Melbourne 30,000 copies	\$1250	\$850
Quarter Page Perth 20,000 copies	\$1100	\$770
Quarter Page Perth & Sydney/Melbourne 50,000 copies	\$2100	\$1450
Quarter Page Sydney & Melbourne 60,000 copies	\$2400	\$1550
Quarter Page Perth, Sydney & Melbourne 80,000 copies	\$3300	\$1950
Half Page Sydney 30,000 copies	\$2200	\$1750
Half Page Melbourne 30,000 copies	\$2200	\$1750
Half Page Perth 20,000 copies	\$2000	\$1590
Half Page Perth & Sydney/Melbourne 50,000 copies	\$3900	\$3200
Half Page Sydney & Melbourne 60,000 copies	\$4100	\$3800
Half Page Perth, Sydney & Melbourne 80,000 copies	\$5900	\$4900
Full Page Sydney 30,000 copies	\$4500	\$3600
Full Page Melbourne 30,000 copies	\$4500	\$3600
Full Page Perth 20,000 copies	\$3600	\$2950
Full Page Perth & Sydney/Melbourne 50,000 copies	\$7500	\$5500
Full Page Sydney & Melbourne 60,000 copies	\$8000	\$6500
Full Page Perth, Sydney & Melbourne 80,000 copies	\$10500	\$7950

FULL PAGE
210mm wide x 297mm tall
+5mm bleed

HALF PAGE
186mm wide x 130mm tall
no bleed

1/4 PAGE
91mm wide
x 130mm tall
no bleed

1/8 PAGE
91mm wide
x 62mm tall
no bleed

Special features:

- Summer

 - Having a Baby
 - Christmas Gift Guide
 - Getaway Guide

Booking due: Monday 17th September
Artwork due: Monday 24th September
- Winter

 - Maternity Care
 - Performing Arts
 - Education

Booking due: Wednesday 13th March
Artwork due: Wednesday 20th March

Artwork
We can help with
your artwork.
Cost: \$90 plus GST

Offspring online

In addition to our beautiful glossy print advertisements we have many ways to reach out to our online followers:

Website blog

Have your say on our website, an online resource which Australian parents can access loads of relevant articles in between each edition of the gloss magazines.

Online banners

Be front of mind with our website visitors with Leaderboard and MREC advertising options available on our website.

E-Newsletter advertising

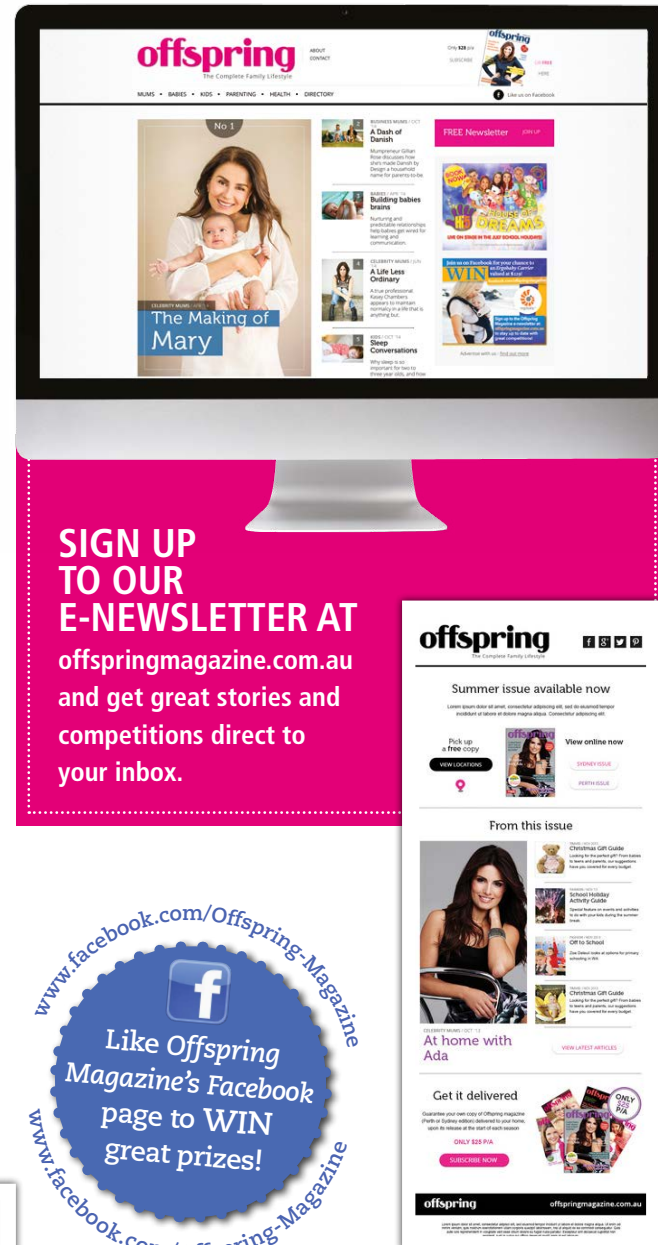
Get direct to inboxes by featuring in our e-newsletter to our online newsletter database.

Online directory listing

Have your contact details easily accessible alongside other Offspring Magazine partner brands on our online directory.

Facebook advertising

Reach out to our 5,600+ followers on facebook throughout the year based on your annual campaign needs.



Please supply all finished artwork as follows:

- PDF (high resolution)
- CMYK
- 5mm bleed with crop marks if full page or 1/3 page with bleed.
- 300dpi
- 100% finished size
- Total ink weight 300%

Fonts

Fonts should be Postscript Type 1 or Open Type. All fonts must be embedded in the PDF or text must be converted to outlines before PDF is created.

Note

We will not print low resolution graphics from a website. Only digital files accepted.

Advertisers are asked to ensure that images supplied do not violate any copyright.

It is also a requirement of our specifications that the advertising material be delivered on time so quality-checking procedures can take place.

Offspring magazine reserves the right to refuse any advertising material that does not meet our specifications.

Disclaimer

While internal production processes may verify that material is within specifications, the onus is firmly on the client/agency to supply material within specifications.

It is also a requirement of our specifications that the advertising material be delivered on time so qualitychecking procedures can take place. Late material is liable to incur additional production charges.

Offspring magazine reserves the right to refuse any advertising material that does not meet our specifications.

File Preparation Guidelines

- PDF files are to be created with Adobe Acrobat Distiller.
- Fonts must be embedded into the PDF file. We do not accept truetype fonts.
- Crop marks must appear on all ads with bleed. They should be located 4mm outside the trim area. A minimum of 3mm bleed on each edge is required.
- All colours are to be process CMYK breakdowns.
- Ensure white text/elements are set to knockout. Black text or images with a black drop shadow should be set to knockout or set to 99.9%, otherwise the black may overprint on coloured background/text.
- All reverse type is to be no less than 9 points or made up of more than two colours. Small type with fine serifs should be avoided. For white reverse type we recommend 10 points as the minimum size. No type is to be smaller than 8 point.
- Avoid running type across the gutter on double-page spreads. Type must be designed to clear the spine by a minimum of 6mm each side of the spine (total 12mm).
- When using solid black panels, printing 40% cyan under 100% black is recommended.
- It is recommended that the total ink weight should be 300%. Shadow to be approx. 85K with CMY to fall proportionally behind this.
- Minimum dot 3%. Shadows maximum 90%.
- Images and logos should be saved as TIFF, PSD or EPS or JPEG files, not GIF or PICT files. Images should be scanned by high-end trade scanners and supplied as high-resolution 300dpi at 100% scaling and saved in CMYK format. RGB or LAB colour files are not accepted. All text must be submitted as a Word document attached to an email.

offspring

The complete family lifestyle

