

KNOX MONASH KIDS

Things
to do

AND PLACES
TO GO FOR
FAMILIES

Media
Kit
2019

Mail News
Group



Knox Monash Kids connects families living in one of Australia's fastest growing urban corridors and is eagerly sought by a rapidly growing number of young families. It is a powerful combination of social, online and print channels delivering reach into the lives of young families across this important growing region.

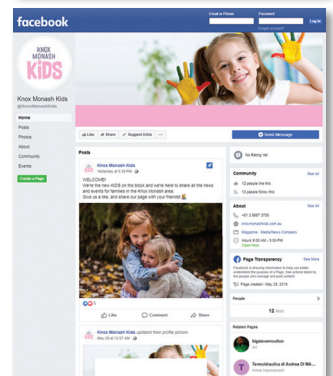
Printed Magazine & Digital Editions

Knox Monash Kids Magazine – This appears five times per year (approx. every 8 weeks) and 15,000 plus are distributed throughout the City of Knox and City of Monash at family related venues, outlets and cafés. Allows for feature material and branding and provides topical information for families.



Online

KnoxMonashKids.com.au – This interactive site allows for deeper interaction with the audience and allows advertisers to provide their message through a slider advert, click through adverts, a directory which enables detailed information and simple brand identification



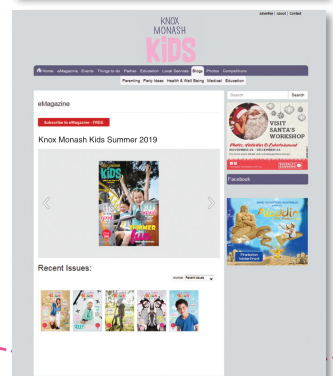
Social

Knox Monash Kids Facebook – We have families engaged each week that come to us for advice, suggestions, ideas and recommendations. What we say gets heard directly by the target audience of local mums. They are likely to be the main grocery buyer and decision maker when it comes to family activities.

We reach a captive audience who is actively looking for inspiration and ideas for businesses to use.

Advertising Options

To maximise the reach of your business into this important market we have created packages that include all 3 important channels, to make sure your business message is fully engaged by young families who use many channels to source information.



BUSINESS & EVENTS BUNDLE

1 - High Profile Package

Includes one Full page advert and a bonus business card listing in the Knox Monash Kids Magazine, Premium Business listing and Medium Rectangle banner advert online on KnoxMonashKids.com.au and two linked social media posts.

Just \$2480

2 Magazine editions \$4664

4 Magazine editions \$7638

2 - Value Profile Package

Includes one half page advert in the Knox Monash Kids Magazine, Premium Business listing and Medium Rectangle banner advert online on KnoxMonashKids.com.au and one linked social media posts.

Just \$1512

2 Magazine editions \$2723

4 Magazine editions \$4660

3 - Profile Package

Includes one Quarter page advert in the Magazine and a Premium Business on KnoxMonashKids.com.au

Just \$1025

2 Magazine editions \$1845

4 Magazine editions \$3158

4 - Basic Profile Package

Includes one eighth page advert in the Knox Monash Kids Magazine and a premium listing on KnoxMonashKids.com.au

Just \$766

2 Magazine editions \$1382

4 Magazine editions \$2364

5 - Starter Profile Package

Includes one business card listing in the Magazine and a Premium Business listing on KnoxMonashKids.com.au.

Just \$504

2 Magazine editions \$910

4 Magazine editions \$1556

NB: All prices plus GST

Book a bundle NOW and your online and social campaigns can start straight away. Your Magazine advert will appear in the next available edition.

Features - Each edition has topical feature sections that highlight aspects of family. Ask your Mail news Advertising Executive for details.

MAGAZINE ADVERT SIZES

- **Full page**
(360mm x 250mm)
- **Half page horizontal**
(178mm x 250mm)
- **Quarter page horizontal**
(87mm x 250mm)
- **Quarter page vertical**
(178mm x 123mm)
- **Eighth page horizontal**
(87mm x 123mm)
- **Business Card size**
(55mm x 75mm)

ONLINE SIZES KNOXMONASHKIDS.COM.AU

- **MREC** (300 wide x 250 high pixels)
- **Medium Rectangle banner advert**
20% rotation **\$250 3 months**
- **Resource listing \$100 3 months**

SOCIAL MEDIA

- **Linked social media posts available**

Summary

Knox Monash Kids Magazine

Free Distribution - 15,000 copies

Tabloid full colour - 36 plus pages

Distributed throughout Knox and Monash at family frequented businesses and centres.

Emagazine available for download on KnoxMonashKids.com.au

Published 4 times per year just in time for school holidays

Publication dates

2019/2020

2019

Summer - December

2020

Autumn - March

Winter - June

Spring - September

Summer - December

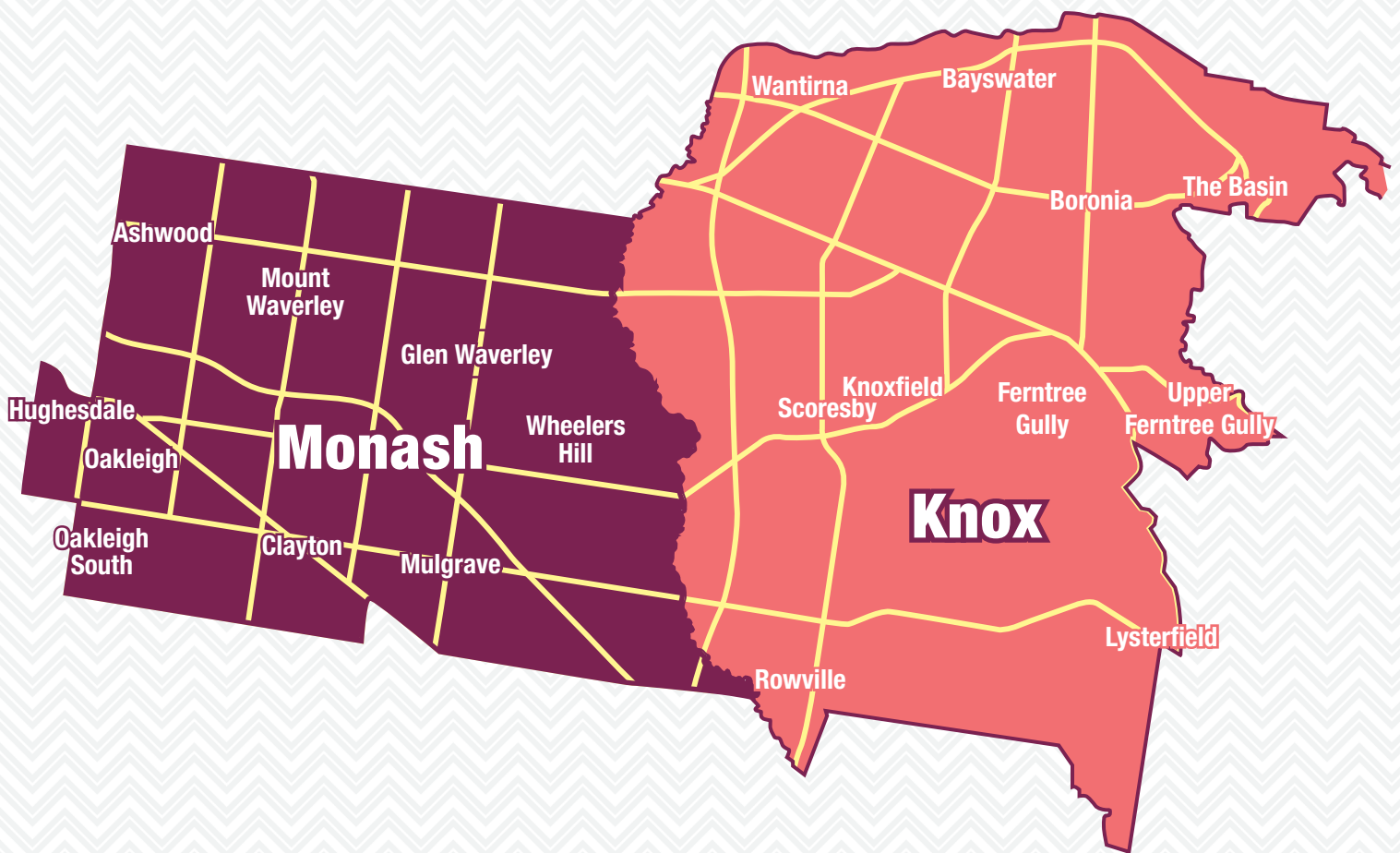
Online - KnoxMonashKids.com.au

Facebook - www.facebook.com/KnoxMonashKids



KNOX MONASH KIDS

MAGAZINE DISTRIBUTION



15,000 Knox Monash Magazines are available

FREE from over 250 outlets across the Knox Monash region from local shopping centres and child care centres, to entertainment centres and small cafes. Everywhere that families frequent.

Also read as digital editions across the region.



KNOX MONASH KIDS
is a destination
for local families across

4 channels;
in print,
digital editions,
online and
socially!

PUBLISHED BY MAIL NEWS GROUP,
KNOX MONASH KIDS DRAW ON THE WEALTH
OF LOCAL KNOWLEDGE, EXPERIENCE AND
CONTACTS THAT THE REGION'S
LEADING COMMUNITY
NEWS ORGANISATION
HAS AT ITS FINGERTIPS.

IF FAMILIES ARE THE AUDIENCE
FOR YOUR BUSINESS, KNOX MONASH KIDS
IS THE IDEAL VEHICLE FOR YOUR ADVERTISING.

KNOX MONASH
KIDS

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