



# COAST *kids*

media kit – January 2011 - December 2011

## Coast Kids Gold Coast

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Coast Kids is the Gold Coast's hottest children's magazine, keeping parents in the know with bits of fun, fresh and helpful information that will give them tips and treasures to help embrace raising kids on the Coast.

We are keeping it real in our community and bringing a platform for you to communicate with families on the Gold Coast. From 'parents to be' to 'parents with tweens' we will entertain you with cool features that you can come to expect each month and showcase all the awesome things that are happening in our beautiful city in a monthly what's on calendar.

This free monthly publication will be keeping Gold Coast parents connected and the perfect medium for any business who wants to engage this family market. Coast Kids distributes 15,000 copies to over 350 plus family friendly businesses, kindy's to community centres, children's retailers to recreational centres we've got it covered and always on the look out for new locations.

## Who reads Coast Kids Gold Coast?

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Gold Coast parents, grandparents, the kids themselves, aunties, uncles and mums to be will be flicking through the pages, all wanting to catch a glimpse of the parenting scene on the Coast.

They are proactive parents, making parenting fun, always learning and up for an adventure. They live between Beenleigh and Bilambil, Beechmont to Burleigh or somewhere in between.

In addition to families, professionals like teachers, child care workers and child friendly retailers will be looking forward to Coast Kids's cool insight every month.

## Why Advertise?

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Coast Kids has the largest distribution of any children's magazine on the Coast. 15,000 print copies will be distributed between Beenleigh and Tweed Heads and 167,000 copies will be delivered straight to inboxes through email. That makes us the first children's magazine on the Gold Coast to actually be sent straight to our readers electronically!

Coast Kids is the only children's magazine that is published by Gold Coast parents! We're keeping you connected to what's happening in our community and based right here on the Gold Coast so we're in tune with the local family market - we are Gold Coast families ourselves!

Published monthly, Coast Kids is the most up to date children's magazine in circulation on the Gold Coast. You can now communicate more frequently with your target market and be 'seen' regularly.

# COAST kids

## Features

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Each month we will feature fresh, fun and informative stories. We are parents on the Gold Coast so who better to bring you the topics that our readers will relate with. In each edition you can come to expect some favourite features in Coast Kids.

- What's Happening – a monthly event calendar for family friendly events in and around the Gold Coast
- We love love love ... - cool and new finds in the world of kids
- Health & Wellbeing – tips from the experts on health and wellbeing for you and the kids.
- Mamas that Rock – profiling local Mums that rock, whether they are making a difference, running their own business or positively contributing to the community.
- Travel & Day Trip'n – family holidays near and far.
- Fashion – fashionable finds for the kids (and mums to be).
- Education – from the alphabet to mathematics we will bring you tips on fun learning for the kids.
- Mumarrazzi – the social pages of Gold Coast parenting scene. Sharing photos from local kid friendly events to candid, cool snaps at the playground, child friendly cafes, beach or parks.





Coast Kids – the largest circulating kids/parenting publication in Australia

**167,000 copies delivered monthly**

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*15,000 copies delivered to family friendly businesses, kindy's to community centres, health centres, children's retailers, recreational centres and child friendly cafes*

*150,000 emailed e-magazines delivered from Beenleigh to Tweed Heads*

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## Rates

RATE (EXCLUDES GST)	CASUAL	X3 INSERTIONS	X6 INSERTIONS	X12 INSERTIONS
Publication size	H297mm x W210mm			
Double page spread	\$2,800	\$2,600	\$2,400	\$2,000
Back Cover	\$2,000	\$1,900	\$1,800	\$1,600
Inside Front Cover	\$1,800	\$1,700	\$1,600	\$1,400
Inside Back Cover	\$1,800	\$1,700	\$1,600	\$1,400
Full page	\$1,500	\$1,350	\$1,250	\$1,150
1/2 page (horiz or vert)	\$800	\$700	\$650	\$600
1/4 page (horiz or standard)	\$450	\$400	\$350	\$300
Service Directory (16 ads per page)	\$100	\$95	\$90	\$85

## 2010 Deadlines

ISSUE	Booking Deadline	Artwork Deadline	Payment Deadline	ISSUE	Booking Deadline	Artwork Deadline	Payment Deadline
January	10 Dec	15 Dec	10 Dec	July	10 June	16 June	10 June
February	10 Jan	13 Jan	10 Jan	August	8 July	14 July	8 July
March	11 Feb	17 Feb	11 Feb	September	12 Aug	19 Aug	12 Aug
April	11 Mar	17 Mar	11 Mar	October	9 Sept	15 Sept	9 Sept
May	10 April	16 April	10 April	November	14 Oct	20 Oct	14 Oct
June	13 May	19 May	13 May	December	11 Nov	17 Nov	11 Nov

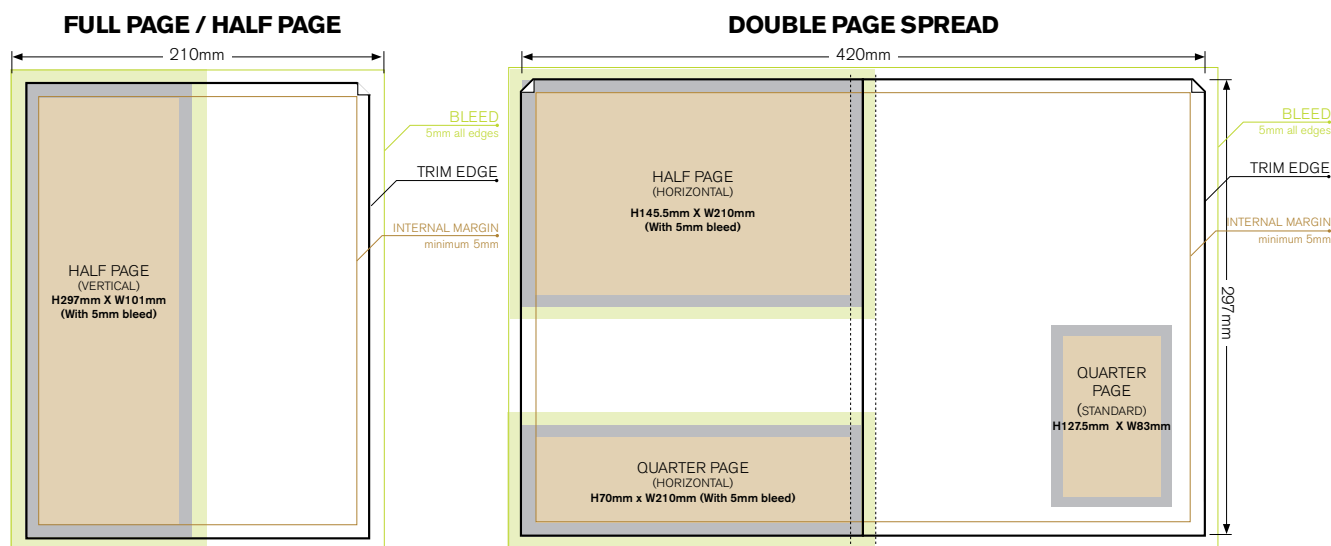
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# Artwork & Sizing

## Advertisement Dimension

**DOUBLE PAGE SPREAD**  
**H297mm X W420mm (With 5mm bleed)**  
**FULL PAGE**  
**H297mm X W210mm (With 5mm bleed)**  
**HALF PAGE (vertical)**  
**H297mm X W101mm (With 5mm bleed)**

**HALF PAGE (horizontal)**  
**H145.5mm X W210mm (With 5mm bleed)**  
**QUARTER PAGE (horizontal)**  
**H70mm x W210mm (With 5mm bleed)**  
**QUARTER PAGE (standard)**  
**H127.5mm X W83mm (no bleed needed)**  
**DIRECTORY AD (16 ads per page)**  
**H56mm X W44.5mm (no bleed needed)**



## General Information

- 1. Coast Lifestyle can accept advertising files in the following formats:** - Quickcut - Email - CD/DVD. Print ready PDF's are the preferred file format.
- 2. Finished Page Size** Please make sure your finished page size corresponds with the dimensions shown in quick reference.
- 3. Bleed Requirements** Please add 5mm bleed to all edges where necessary.
- 4. Resolution** We recommend that as a general guide the resolution of any images should be at least 300 dpi/ppi. You are responsible for ensuring the quality and resolution of your files are suitable.
- 5. Crop Marks** Include crop marks and page descriptions on the final output file.

- 6. CMYK** All colours must be in the CMYK colour space only. Any files supplied with RGB, LAB, calibrated or other colour modes will not print satisfactorily and may result in extra pre-press costs to rectify.
- 7. Double Page Spreads** Where possible, avoid words spanning the gutter (If not allow for a 40mm gutter where text and/or images will).
- 8. Fonts** Supply PC compatible fonts or convert all text to paths/outlines. Fonts used in EPS files must be supplied or converted to paths/outlines.
- 9. Disposal of Material** Unless otherwise requested in writing, all material including film, disks and plates will be disposed of 2 weeks after despatch of completed job. Coast Lifestyle accepts no responsibility for printing problems resulting from material being supplied outside any of the above parameters.

Please Note: Suppliers of advertising files are responsible for the accuracy of their files prior to sending to Coast Lifestyle.

Where to Send Ads? Please submit artwork to [natalie@lifegc.com.au](mailto:natalie@lifegc.com.au) (We accept up to 6MB files). Questions? Any queries you have about the above information please feel free to call for further clarification. 07 5553 5300.



Varsity Publishing: 07 5553 5300

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