

Overview:

Audience

With over **126,000*** children cared for in over **13,500** family day care homes across the nation, FDCA publications are important connections between the service, educator and the child's home.

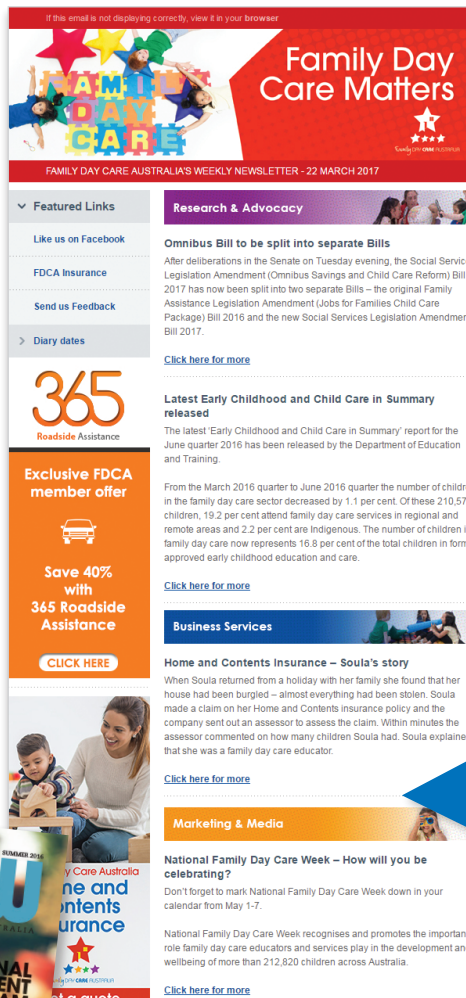
Our readers are members of the family day care community, academics, State and Federal government personnel, parents, and other interested people.

Whatever their interest, Family Day Care Matters and JIGSAW are valuable resources for anyone involved in the early childhood field. Providing information about topics relevant to children generally and family day care specifically. We pride ourselves in providing targeted information to a targeted audience.



JIGSAW magazine

- The only family day care specific magazine in Australia
- Distributed nationally
- **Direct** distribution to more than **13,500** family day care **educators**
- **Direct** distribution to more than **500** approved family day care **services**
- Published three times per year
- A4 & 36pp
- Full colour glossy magazine



Working for you

Family Day Care Australia is the national peak body for family day care. Through collaborative national advocacy, a strong research evidence base, and high public visibility Family Day Care Australia supports, represents and promotes the sector in delivering quality outcomes for children. We are an apolitical, independent, not for profit national peak body that represents a national membership of family day care educators and approved services. Together with sector stakeholders we are working towards a stronger future for family day care.

Family Day Care Matters

- **Weekly** electronic newsletter
- Distributed nationally
- Distributed to over **11,000** **recipients** each week
- Audience includes approved services, educators, parents and business partners

Want to be an FDCA prize contributor?

FDCA are constantly running competitions in JIGSAW Magazine and via our Facebook page. If you would like to gain exposure for your brand by contributing prizes please contact FDCA on the details overleaf. Contra packages can also be developed for prize contributors.



*Australian Government Department of Education, Child Care in Australia Report, December 2019.

media kit



JIGSAW

JIGSAW

rates

Full page random	\$1,300
Full page inside front or back cover	\$2,000
Full page outside back cover	\$2,000
Half page random	\$900
Quarter page random	\$500

deadlines and distribution

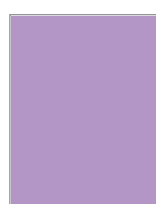
Issue	Booking Deadline	Distribution
Issue 93	17 January 2020	March
Issue 94	10 April 2020	June
Issue 95	10 July 2020	September
Issue 96	9 October 2020	December

technical

- Artwork can be supplied by email or file transfer.
- We prefer artwork to be supplied as a press resolution PDF with all fonts outlined, including 5mm bleed and trim marks. Please ensure all images used are CMYK (not RGB).
- We also accept Illustrator EPS files, with all fonts outlined and all images in CMYK (no RGB, or spot colours).
- All advertisements and advertisers are subject to FDCA approval.

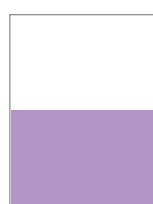
specifications

All measurements in millimetres, width x height



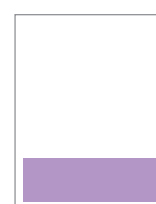
FULL PAGE

Bleed
W:220 x H:307
Trim
W:210 x H:297
Text area
W:190 x H:277



½ PAGE HORIZONTAL

Bleed
W:215 x H:153
Trim
W:210 x H:148
Text area
W:200 x H:138



¼ PAGE HORIZONTAL

Trim
W:180 x H:68
Text area
W:170 x H:58

Family Day Care Matters

rates

Mini Sky Scraper (1 edition)	\$300
Mini Sky Scraper (3 editions)	\$700
Mini Sky Scraper (6 editions)	\$1300

specifications

All measurements in pixels, width x height



MINI SKY SCRAPER

W:183 x H:400

deadlines and distribution

Distribution
Weekly

Editorial Deadline
Monday noon

Advertising Deadline
Monday noon

Distribution Date
Wednesday pm

technical

- Artwork to be supplied in JPG format.
- File size to be under 100Kb



For further information please contact:

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