# Family Day Care Australia

# media kit

# **Overview:**

# **Audience**

With over **126**,000<sup>\*</sup> 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.

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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





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

# 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.



# media kit

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# **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	Distrib
EAN FAN	Issue 93	17 January 2020	March
	Issue 94	10 April 2020	June
★ Happy children, happy an ★ Family day care guidance ★ Family day care guidance	Issue 95	10 July 2020	Septe
ISIDE * Family day care * Plus	Issue 96	9 October 2020	Dece

writing for a cause

**specifications** All measurements in millimetres, width x height

## 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.

# **FULL PAGE** Bleed W:220 x H:307 Trim W:210 x H:297

1/2 PAGE

# HORIZONTAL

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

Featured Links

Like us on Faceb

FDCA Insura

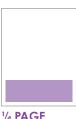
Send us Fe

FAMILY DA

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CLICK HERE to register for you nearest forum

NATIONAL



# HORIZONTAL

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

to this week's editor

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Click here for more

h & Advocac

ly Day Care Australia has today pr

Family Day Care Australia presents recomm Minister Birmingham regarding new legislat

non Birmingham expressing the concerns of members in centry intoduced legislative instruments which will set a m hourly rate that the Commonweath will pay for Special netti (SOCB) and Grandparent Child Care Beneft (GOCB) ayment of child care fee assistance for children attending ty school or aged 14 years and over.

, on international Women's Day, I would like to sh ganisation's recognition of the social, economic, ( al achievements of women, globally, across Austr Jar, within the family day care sector.

itive impact that you make on the I

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



W:183 x H:400

# deadlines and distribution

Text area

W:190 x H:277

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: