

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

Family Day Care Matters
FAMILY DAY CARE AUSTRALIA'S WEEKLY NEWSLETTER - 22 MARCH 2017

Featured Links

- Like us on Facebook
- FDCA Insurance
- Send us Feedback
- Diary dates

Research & Advocacy

Omnibus Bill to be split into separate Bills
After deliberations in the Senate on Tuesday evening, the Social Services Legislation Amendment (Omnibus Savings and Child Care Reform) Bill 2017 has now been split into two separate Bills – the original Family Assistance Legislation Amendment (Jobs for Families Child Care Package) Bill 2017 and the new Social Services Legislation Amendment Bill 2017.
[Click here for more](#)

Latest Early Childhood and Child Care in Summary released
The latest 'Early Childhood and Child Care in Summary' report for the June quarter 2016 has been released by the Department of Education and Training.
From the March 2016 quarter to June 2016 quarter the number of children in the family day care sector decreased by 1.1 per cent. Of these 210,570 children, 19.2 per cent attend family day care services in regional and remote areas and 2.2 per cent are Indigenous. The number of children in family day care now represents 16.8 per cent of the total children in formal approved early childhood education and care.
[Click here for more](#)

Business Services

Home and Contents Insurance – Soula's story
When Soula returned from a holiday with her family she found that her house had been burgled – almost everything had been stolen. Soula made a claim on her Home and Contents insurance policy and the company sent out an assessor to assess the claim. Within minutes the assessor commented on how many children Soula had. Soula explained that she was a family day care educator.
[Click here for more](#)

Marketing & Media

National Family Day Care Week – How will you be celebrating?
Don't forget to mark National Family Day Care Week down in your calendar from May 1-7.
National Family Day Care Week recognises and promotes the important role family day care educators and services play in the development and wellbeing of more than 212,820 children across Australia.
[Click here for more](#)

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?

fun with FDCA

Sudoku
Solve the tricky puzzle and you could win a \$1000 prize. The Daily Sudoku is a national newspaper puzzle that is loved by many. It is a challenging puzzle that is loved by many. It is a challenging puzzle that is loved by many.

Logic Puzzle
Determine the age of the person who was born on the 1st of January 1900. The puzzle is a logic puzzle that is loved by many. It is a challenging puzzle that is loved by many.

Red star house
Enter the JIGSAW Red Star House Competition and you could win a \$1000 prize. The Red Star House Competition is a national newspaper competition that is loved by many. It is a challenging competition that is loved by many.

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

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

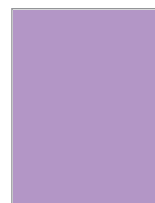
Issue	Booking Deadline	Distribution
Issue 93	17 January 2020	March
Issue 94	10 April 2020	July
Issue 95	18 September 2020	November/December

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.

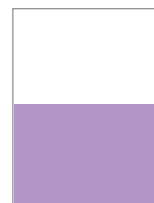
specifications

All measurements in millimetres, width x height



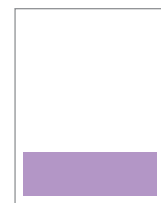
FULL PAGE

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

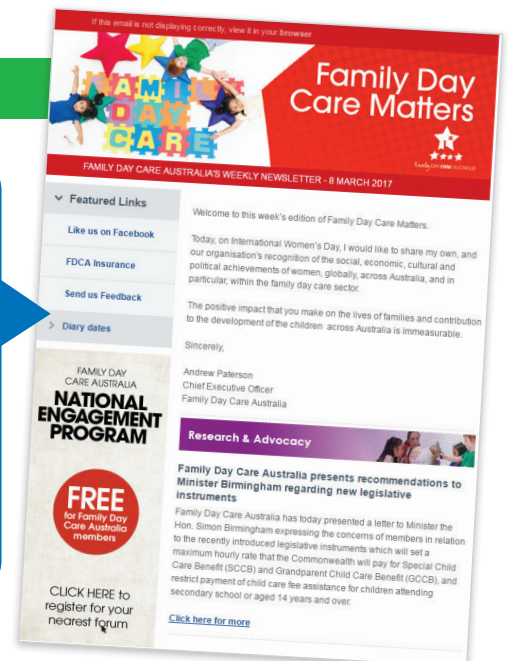
Editorial Deadline
Monday noon

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:

Family Day Care Australia, PO Box 571 Gosford NSW 2250

T 1800 658 699 E marketing@fdca.com.au www.familydaycareaustralia.com.au