

Overview:

Audience

With over **93,000*** children cared for in over **11,000** family day care homes across the nation, FDCA publications are important connections between the service, educator and the child's home.

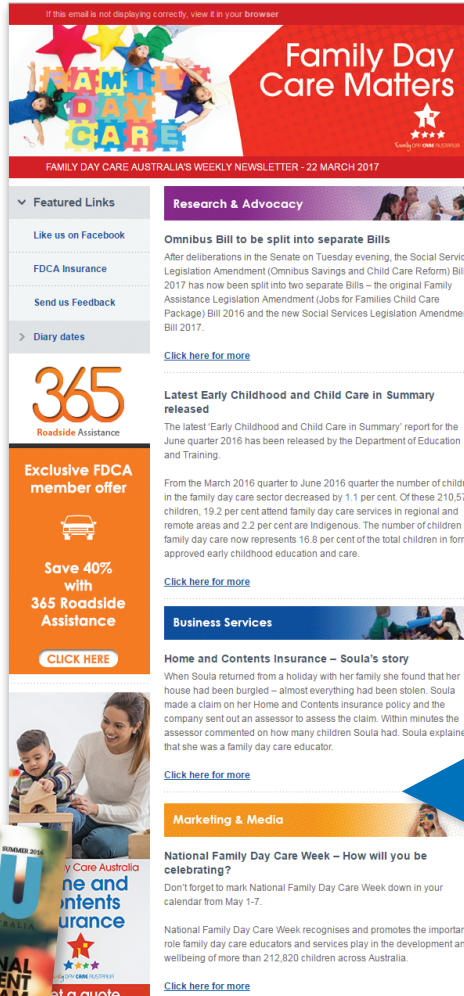
Our readers are members of the family day care community, academics, State and Federal government personnel, parents, and other interested people.

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 **11,000** family day care **educators**
- **Direct** distribution to more than **485** FDCA service members
- Published three times per year
- 2 x print and 1 x online per year
- A4 & 36pp



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 all FDCA members each week
- Audience includes approved services, educators and external stakeholders

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, Skills and Employment, Child Care in Australia Report, December 2020.



media kit



JIGSAW

JIGSAW

rates (ex. gst)

Full page random	\$1,500
Full page inside front or back cover	\$2,200
Full page outside back cover	\$2,200
Half page random	\$1,000
Quarter page random	\$750

deadlines and distribution

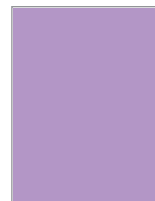
Issue	Booking Deadline	Distribution
Issue 97	30 April 2021	July/August
Issue 98	22 October 2021	December
Issue 99	11 February 2022	April

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.

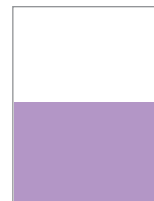
specifications

All measurements in millimetres, width x height



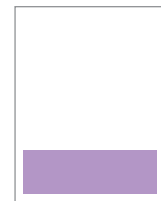
FULL PAGE

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 (ex. gst)

Mini Sky Scraper (1 edition)	\$450
Mini Sky Scraper (3 editions)	\$1200
Mini Sky Scraper (6 editions)	\$1750

specifications

All measurements in pixels, width x height



MINI SKY SCRAPER

W:183 x H:400

deadlines and distribution

Distribution
Weekly

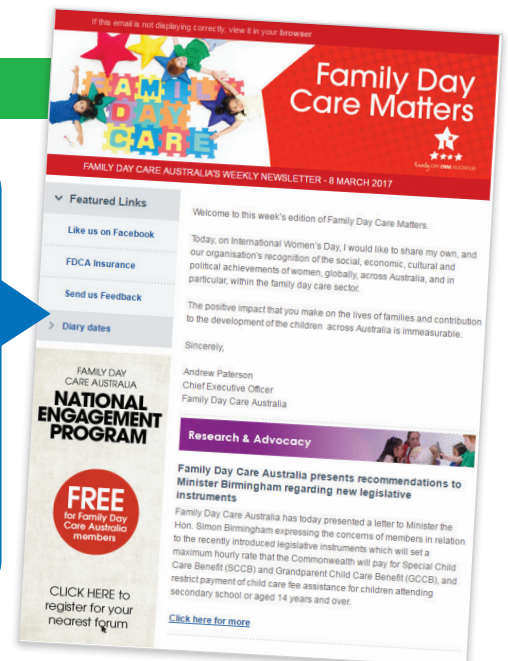
Editorial Deadline
Monday noon

Advertising Deadline
Monday noon

Distribution Date
Wednesday pm

technical

- Artwork to be supplied in JPG format.
- File size to be under 200Kb



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