

fdca media kit

overview

our publications

rates and
specifications

contact

overview

Family day care is a unique, home-based childcare service providing quality care for children in the homes of family day care carers, supported by a local specialist coordination and resource team. Family day care provides learning and development in a safe, secure and stimulating home environment for babies and children up to 12 years of age.

Family Day Care Australia (FDCA) is here to support, enhance and resource family day care services, whilst leading the way for family day care in the Australian childcare industry. We work on behalf of the family day care community – carers, coordination unit staff, families and operators/sponsors – to ensure the strength and continued growth of family day care in Australia.

FDCA publishes *Family Day Care Matters*, the e-Newsletter for family day care and *JiGSAW* the only family day care specific magazine in Australia!

Both our e-Newsletter, published weekly, and *JiGSAW*, published four times a year, include great features and shorter regular articles about professional development, innovations, child development and behaviour and insurance issues as well as family day care program matters at the national level. They are very reader friendly and written especially for people who provide or use family day care.

audience

With over **102,900** families' children cared for in **12,000 family day care homes** across the nation, FDCA publications are important connections between the childcare service, carer 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**.

overview

our publications

**rates and
specifications**

contact

JiGSAW magazine

- The only family day care specific magazine in Australia
- **Circulation of 13,500**
- **Readership of 40,000**
- **Direct** distribution to **12,000** family day care **carers**
- **Direct** distribution to **307 coordination units**
- Direct distribution to parents, our partners, suppliers and sponsors
- Quarterly publication
- A4 & 36pp
- Full colour glossy magazine

overview

our publications

**rates and
specifications**

contact

family day care matters

- **Weekly** electronic newsletter
- Distributed to over **7,000 recipients** each week
- Audience includes coordination units, carers, parents and business partners

family day care e-bulletin

- Targeted electronic bulletin
- Distributed on a needs basis
- You choose the target audience e.g state, carers or coordination units
- One single rate - \$200

website

- **8,000 + unique** visitors each month
- Audience:
 - **102,900+ parents** looking for child care, learning about child care issues and products and services
 - **12,000 carers** looking for children's products and early development services
 - **307 coordination units** looking for additional resources, updated information and industry trends

JiGSAW

rates

Full page random	\$1,300
Full page inside front or back cover	\$1,800
Full page outside back cover	\$1,800
Half page random	\$ 900
Half page inside front or back cover	\$ 900
Quarter page random	\$ 500
Eight page random	\$ 300
Out There advertorial	\$ 150
Inserts - National	\$95/1000
Inserts – 1 State/Territory only	\$120/1000

deadlines and distribution

Issue	Material Due	Distribution
March 2010	February 10	March
June 2010	May 10	June
September 2010	August 9	September
December 2010	November 8	December

Advertising deadlines are flexible.

specifications

Image Area	Width	Height
Full Page (bleed)	220mm	307mm
Full Page (trim)	210mm	297mm
Full Page (text area)	190mm	277mm
½ Horizontal (bleed)	215mm	153mm
½ Horizontal (trim)	210mm	148mm
½ Horizontal (text area)	200mm	138mm
½ Vertical (bleed)	110mm	307mm
½ Vertical (trim)	105mm	297mm
½ Vertical (text area)	95mm	287mm
¼ page	180mm	68mm
¼ page (text)	170mm	58mm
1/8 page	85mm	29mm

Technical

- Artwork can be supplied by ftp, email or on CD-Rom.
- 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).

overview

our publications

rates and specifications

contact

overview

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rates and specifications

contact

family day care matters

rates

½ page horizontal	\$240
¼ page horizontal	\$150
¼ page rectangle & ¼ page editorial	\$192

deadlines and distribution

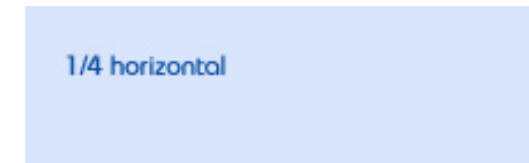
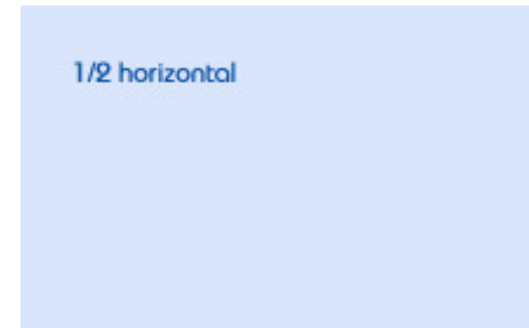
Distribution	Weekly
Editorial Deadline	Thursday noon
Advertising Deadline	Monday noon
Distribution Date	Tuesday pm

specifications

Image Area	Width	Height
½ horizontal	657 pixels	420 pixels
¼ horizontal	657pixels	210 pixels
¼ rectangle	328 pixels	420 pixels
¼ editorial	120 words	

Artwork: to be supplied in JPEG format.

Editorial: to be supplied in a word document or similar.



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rates and specifications

contact

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rates

	1 month	3 months	6 months
Single tile	\$210	\$504	\$1008
Double tile	\$336	\$706	\$1,483

specifications

<i>Image Area</i>	<i>Width</i>	<i>Height</i>
Single tile	175 pixels	175 pixels
Double tile	175pixels	370 pixels

Artwork: to be supplied in JPEG format. Artwork must also be in RGB format as our website does not support CMYK format. Animated artwork is also acceptable and must be submitted in GIF format.

ad sizes (actual size)

double tile

175 pixels x 370 pixels

single tile

175 pixels x 175 pixels

overview

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rates and
specifications

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For further information contact:

editorial

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advertising

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