



LittleONE
baby

MEDIA KIT & INFORMATION



WELCOME TO YOUR
NEW LIFE WITH *Baby.*

You're heading from Hermes to Huggies

Your conversations are a little one-sided now

You're packing a few more bags for weekend outings

Your new favourite furniture piece has toys hanging from it

You now know more about a bottle of formula than a bottle of shiraz

You're more impressed by the Silver Cross than the Mercedes CLK these days

You're loving the look of Oobi Baby like you once loved Sass & Bide

You're embracing life in a way you never thought possible

You are loving the new world that you are in

*Your new favourite magazine
is Little One Baby*



WHY ADVERTISE IN LITTLE ONE *Baby?*

It is something truly *unique* with real life content and quality images and ideas.

Talking to an intelligent, *modern* reader – it doesn't offer opinions... it offers inspiration.

People want to *know* what other people are doing – how are they surviving the work/home balance, how are they decorating their nurseries, how are they throwing their child's first birthday party.

By showcasing products in an attractive and *relevant* editorial sense, readers gain a feel and need for the products.

A high *editorial* to advertising ratio.

Quality *distribution* throughout newsagencies nationally.

Extensive PR, marketing and *branding*.



READER *Profile.*

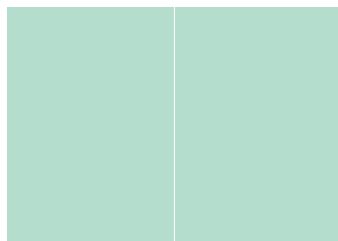
Women aged 25–40 AB profile who have recently married and are heading towards the next stage in their lives.

One of the most desirable consumer groups, these women are independent, savvy and discerning decision makers. Only leaving the workforce for a short period of time, these women have an ongoing disposable income and feel that their need for the best extends to their new family.

She is an impressionable and passionate consumer who will not compromise on quality.

She appreciates and recognises the value of premium brands.

ADVERTISING *Options.*



DOUBLE PAGE SPREAD
420mm x 297mm



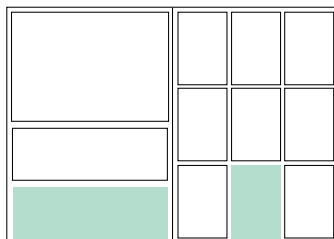
FULL PAGE
210mm x 297mm



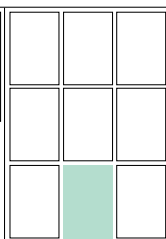
½ PG. PORTRAIT
96.5mm x 287mm



½ PG. LANDSCAPE
198mm x 141mm



½ PG. PHOTOGRAPHY
198mm x 68mm



DIRECTORY
55mm x 82mm

ADVERTISING *Rates.*

	Size (mm)	Rates (\$)	DISCOUNT STRUCTURE	
			3 Iss / 15%*	2 Iss / 10%
Double Page Spread	297 x 420	8,800	7,480	7,920
Full Page	210 x 297	4,800	4,080	4,320
Half Page Landscape	141 x 198	2,700	2,295	2,430
Half Page Portrait	287 x 96.5	2,700	2,295	2,430
Quarter Page	198 x 68	1,800	1,530	1,620
Inside Back Cover	210 x 297	5,500	4,675	4,950
Back Cover	210 x 297	5,900	5,015	5,310

Loading

Specific Placement +15%

Right Hand Page +10%

All prices exclude GST.

Information on this page is intended as a guide only and may be subject to change without notice.

A 10% net commission shall be allowed to approved agencies.

Quarter page advertisements do not qualify for special placement.

*Includes special annual issue.

To advertise contact Amy Sim on 0401 349 591 or email amysim@littlonebaby.com.au



ADVERTISING *Design.*

*Adverts designed by
Little One*

Clients are asked to supply

- A design brief and text for their advert
- Any images to go in the ad
- All logos

The client will receive

- A colour PDF (low resolution) and/or colour proof of the advertisement for approval. Please note: colour proofs are not an accurate indication of final printing.
- All materials will be returned upon completion of production.
- Additional cost for full design service is \$400 + GST
- Professional photography is included for an extra \$250 + GST

*Adverts supplied
completed by client*

Format

- We accept 'Press Quality' PDF files.
- Bleed: 3mm bleed is required on all sides of Full Page and Double Page adverts. Full and Double Page advertisements supplied without bleed are trimmed 2-3mm inside the supplied dimension.
- Colour: All files should be supplied as CMYK. All spot colours must be converted to CMYK.
- A signed and dated, hard copy printout (colour preferred) is required with all supplied artwork.
- Any files set up incorrectly will not be accepted.



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