

2025



**JUST
KIDDING**

AUSTRALIA'S BIGGEST KIDS MAGAZINE!
2025 Media Information

TANGIBLE, TRUSTED & HIGHLY RESPECTED!

Welcome to Just Kidding, Australia's BIGGEST in school kids magazine with over 23 years distribution experience. We know a thing or two about connecting with the youth of today and we do so with trusted integrity!

With direct distribution through both subscribed primary school classrooms, Toyworld retail stores & family homes nationally, Just Kidding maintains unrivalled reach and engagement within environments that demand attention.



Katie Marie Hubbard Gainsborough Primary School, QLD

We have been subscribing to Just Kidding now for over 12 years. The children are so excited when the magazines arrive. Our school uses Just Kidding for literacy programs as well as quiet reading time sessions. It's great that we can enlist to receive as many copies as we require, it allows students to take home to share with family. Keep it up, we are your number 1 fans!

Susan Strathdee Pallara State School, QLD

On behalf of everyone at Pallara State School, we would like to thank the Just Kidding team for delivering this fun resource to our students. Our kids absolutely love the magazines especially the competitions which we enter as a group. We've even won a few times! We look forward to every issue...thanks again!



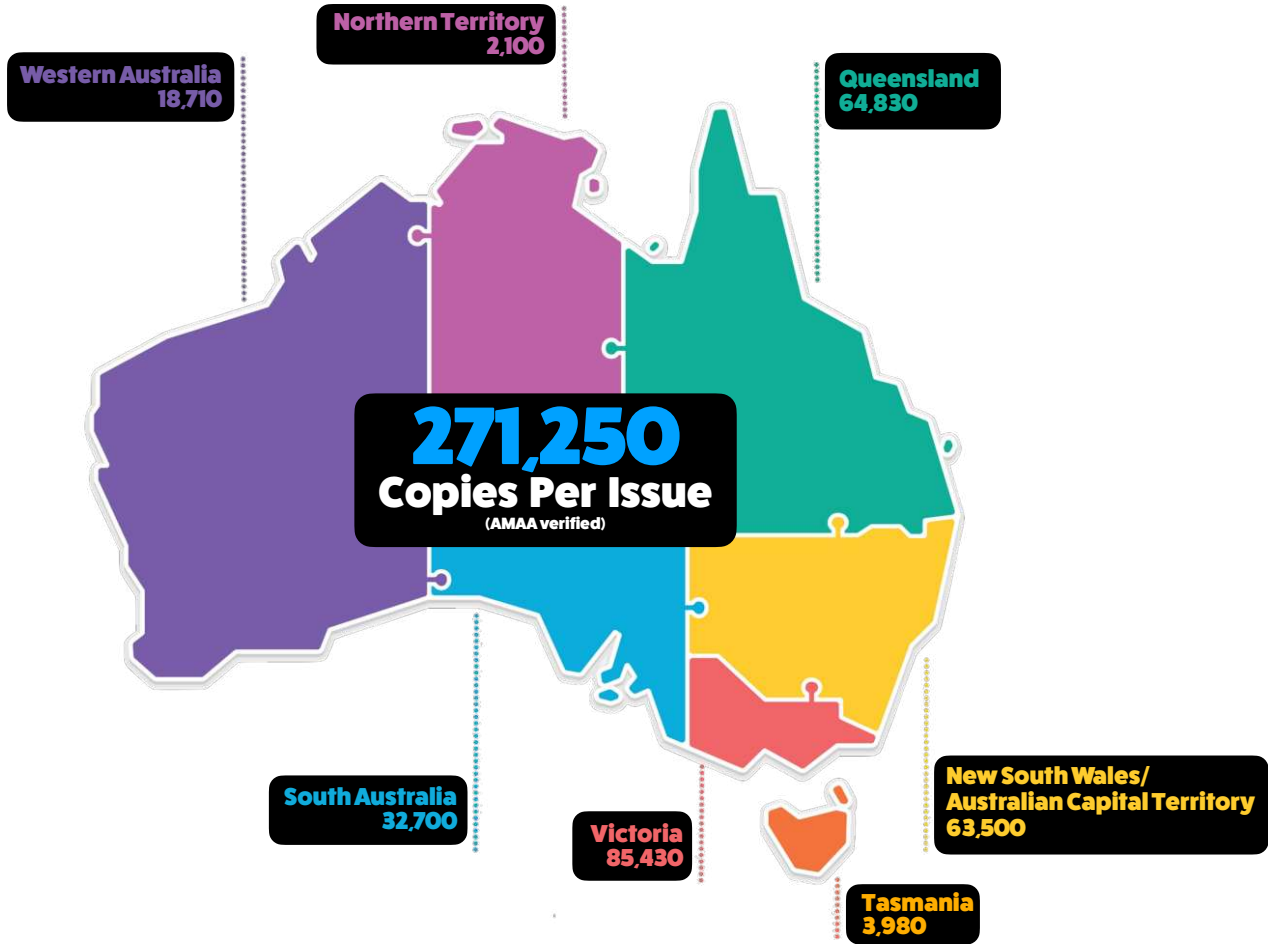
Leila Walters Meadows Primary School, VIC

We have been lucky to receive your magazines for as long as I can remember! As we are a low socio economic school we are so thankful to receive for free. It really makes a difference. The magazines bring so much joy to the students. It's so good to see their faces light up when we receive a delivery. We recommend Just Kidding to everyone.




CIRCULATION & DISTRIBUTION

With distribution across 769 primary schools, Toyworld stores and family homes nationally, Just Kidding dominates the print media landscape. Our numbers are consistently evaluated ensuring partner spends are targeted, valued & precise.





Primary Schools
769 Campuses

235,220
copies



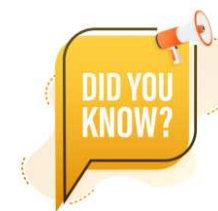
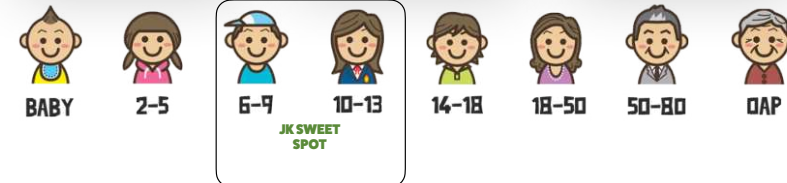
Toyworld
119 Stores

30,000
copies



Home
Subscription

6,030
copies



Every school who receives Just Kidding personally subscribes to receive each and every issue for free. Schools simply inform us of their total enrolment number and we take care of the rest.

WHY PRINT IS **STILL** SO IMPORTANT!

Print marketing continues to play an important role as part of an effective blended marketing strategy. Print is a trusted media channel with higher brand recall to effectively drive and increase sales.

1

UNIQUELY TANGIBLE

Kids love to own, hold and feel Just Kidding. The magazine provides readers with sensory experiences that are real. Print creates a more emotional connection within an unsaturated environment to deliver impact and high engagement with long lifespan.

2

UNIQUELY TARGETED

Delivering your brand messaging in front of a highly targeted and relevant audience is key when it comes to your ad spend. Digital ads are everywhere but with print, the reader is highly invested in learning about what is in front of them. Print is uniquely absorbed.

3

TOTALLY TRUSTED

Print is reliable and typically trusted amongst schools, children and families. Our readers know the information presented to them is credible. No pop ups, no spam, no fear of online safety. Just Kidding delivers content that is always respected and admired.

4

NON INTRUSIVE

Unlike digital ads, which can be intrusive and disruptive, Just Kidding ads blend seamlessly into our editorial content. This less intrusive approach allows kids to engage with messaging on their own terms. No unwanted distractions, just visual content.

5

EXTENDED SHELF LIFE

Print magazines have a longer shelf life than digital content. Kids revisit Just Kidding multiple times, giving advertisements repeated exposure over an extended period. This repeated exposure strengthens brand recall and increases pester power.

6

SCREEN FREE TIME

Let's face it, kids safety when online is a real and growing concern. In an age where screen time is often excessive, Just Kidding offers a welcomed screen-free alternative amongst school campuses and more importantly households nationally.

7

CREATIVE CONTENT

Just Kidding is filled with educational content that is both fun and highly informative. The magazine covers a wide range of curriculum aligned, researched topics broadening the readers knowledge in a way that feels more like visual play than work.

8

PARENT APPROVED

Just Kidding has been in circulation for 23 years and over that time, we've gained the trust of parents. We are careful content creators and will not feature material that is inappropriate. No 'M' rated content, no junk food, just reliable content that is loved and admired.

YOUR 360 DEGREE CAMPAIGN!

Our philosophy is simple. We ensure our partner campaigns offer the most effective means in which to keep your brand messaging at front of mind. It's not just about placing an ad, it's about creating a range of in print and online initiatives that delivers the very best impact and response.

IN PRINT



FRONT COVER DRIVER



INDEX POINTER



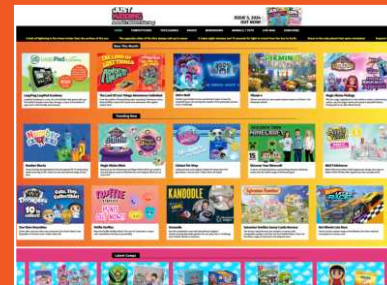
ADVERTORIAL IN MAG CONTENT



ONLINE



ONLINE MICROSITE



ONLINE HOMEPAGE DRIVER



LIVE ONLINE MAGAZINE

JUST KIDDING ONLINE

Our online services and custom built projects are all completely free of charge when booking a print ad no matter the size. Combine print with online and extend your reach amongst our community of parents, teachers and kids!

YOUR INCLUSIVE FREE OF CHARGE BONUSES INCLUDE:

DEDICATED MICROSITE:

Mobile & Desktop viewing with streaming TVC's, image galleries, brand info, user polls, competition duplication, downloads, activities and more.

HOMEPAGE DISPLAY:

Driving readers to your dedicated microsite.

ONLINE MAGAZINE:

All print pages duplicated within our live online magazine.

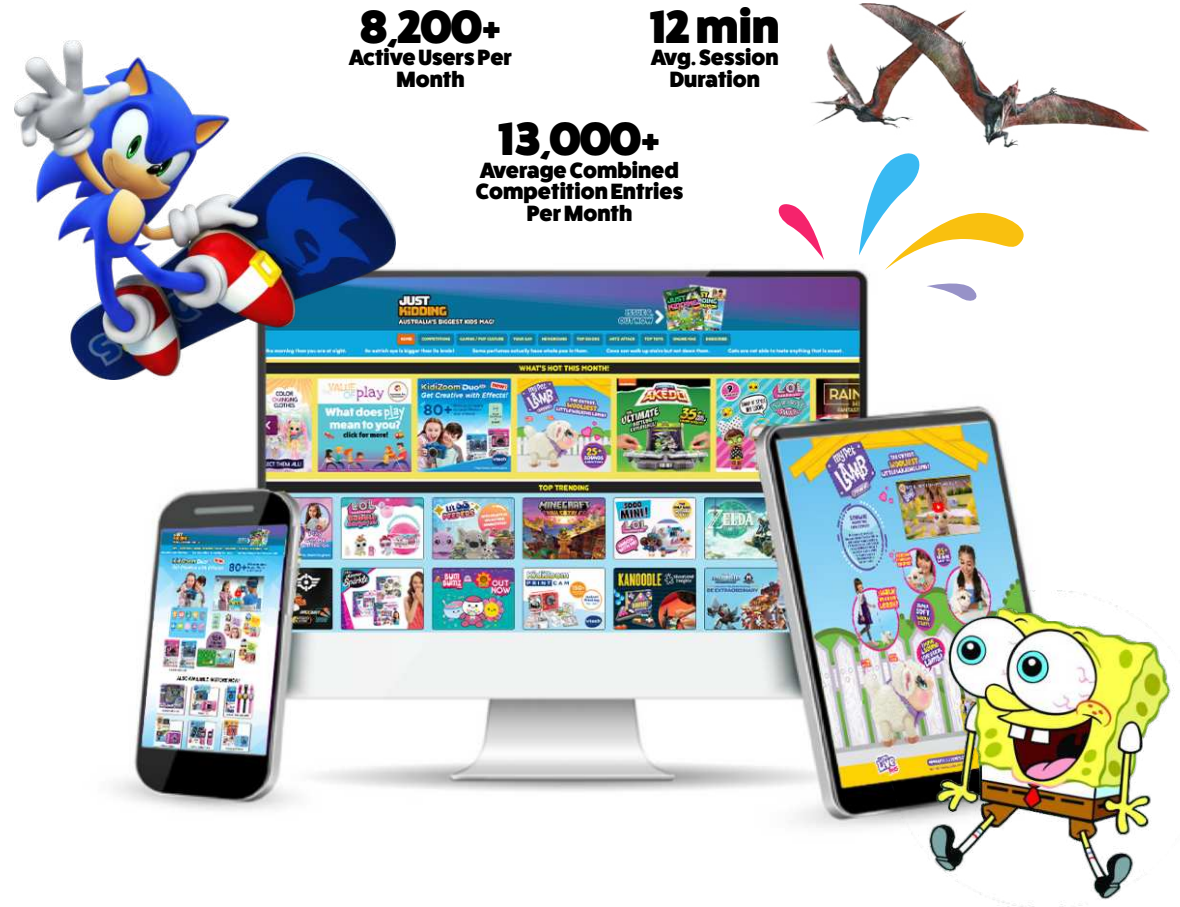
SOCIAL CALLOUTS:

Key messaging delivered to our Facebook & Instagram followers.

EDM CALLOUT:

Key messaging delivered to our fanbase of members.

Activity created is fully accountable with post analysis reporting provided back to all media partners following each campaign.



2025 FIRST HALF FEATURES

In line with the 2025 national curriculum, the following features will be our focus for each of the editions through 2025.

01



ISSUE DATE: 4TH FEB 2025

MATERIAL REQ: 10TH JAN 2025

READY MADE ART REQ: 24TH JAN 2025

Back To School Special Issue
Road Safety
Clean Up Australia
Science / Experiments
Famous Authors
Games On The Go
Motor Vehicles (Part 1)

02



ISSUE DATE: 20TH MAR 2025

MATERIAL REQ: 14TH FEB 2025

READY MADE ART REQ: 8TH MAR 2025

Easter Special Issue With Gift Guide
Speed & Motion
Pawsome Pets
The Anzacs
Collectable Toys
Australian Ecosystems
Motor Vehicles (Part 2)

03



ISSUE DATE: 05 MAY 2025

MATERIAL REQ: 26TH MAR 2025

READY MADE ART REQ: 16TH APR 2025

Creative Arts, Music, Drama & Dance
Board Games, Holding a Family Games Night
Amazing Amazon
Mothers Day
Space & Our Solar System
Lost Worlds / Pirates / Buried Treasure
May The 4th Be With You

04



ISSUE DATE: 4TH JUN 2025

MATERIAL REQ: 1ST MAY 2025

READY MADE ART REQ: 26TH MAY 2025

Soccer / FIFA World Cup 2025
Life Beneath Our Oceans
Weather / Our Seasons
The World Of Bugs & Insects
Top Toys For 2025
Around The World Cultures
Fashion / Bedroom Makeovers

2025 SECOND HALF FEATURES

In line with the 2025 national curriculum, the following features will be our focus for each of the editions through 2025.

05



ISSUE DATE: 21ST JUL 2025
MATERIAL REQ: 17TH JUN 2025
READY MADE ART REQ: 8TH JUL 2025

Aviation / The History Of Flight
Cyber Safety In School & At Home
Children's Book Week
Art & Craft. Get Creative
Eco Warriors / Endangered Species
The World Of Magic & Potions
Superheroes

06



ISSUE DATE: 2ND SEPT 2025
MATERIAL REQ: 30TH JUL 2025
READY MADE ART REQ: 19TH AUG 2025

Plant A Garden. Spring Harvest
The Wild West
Jungle & Safari Adventures
Music & Rhythm
Science Lab. Biology, Chemistry & Physics
Fathers Day
Healthy Heroes

07



ISSUE DATE: 10TH OCT 2025
MATERIAL REQ: 9TH SEPT 2025
READY MADE ART REQ: 30TH SEP 2025

Halloween Special Issue
Planes, Trains & Automobiles
Mythical Creatures
Farm Life
Journey To Ancient Civilisations
The Human Body
Weather Wonders / Weather Activities

08



ISSUE DATE: 25TH NOV 2025
MATERIAL REQ: 21ST OCT 2025
READY MADE ART REQ: 11TH NOV 2025

Christmas Special Issue
Christmas Gift Guide
Festive Fun Around The World
Summer Sun & Water Safety
Summer School Holiday Activities
Santa Paws. Pampering Our Pets For Xmas
Summer Holiday Outdoor Olympics

ALWAYS IN CONTENT PILLARS:

In addition to previously outlined curriculum aligned content, the following sections are a constant and ongoing focus for all issues through 2025.



HALF TIME SPORTS & FITNESS

Featuring content from sports around the world, this new section of Just Kidding for 2025 will bring kids up to date with the latest and greatest sport news, facts, interviews, ways to play and much, much more.



YOUR SAY PRODUCT FUN-FLUENCERS

One of our most popular sections and with a new format for 2025, these newly recruited Fun-Fluencers will test and review a wide range of brands and products for other readers too check out and enjoy.



PLAYER ONE GAMING GOODNESS

Need to be kept in the know when it comes to the latest interactive gaming content. We have it covered with the latest game releases, tips and hints for better game play, character history and tech news.



JUST WIN ONGOING COMPETITIONS

Our competition entry rates are second to none and with tons of prizes up for grabs, kids alongside additional family members love seeing what they might be able to score with every issue released.



LIGHTS, CAMERA, ACTION ENTERTAINMENT

Featuring the latest movie & streaming news, celeb interviews, free to air programming guide and more, this updated section has been highly requested by readers and is a major focus for JK throughout 2025.

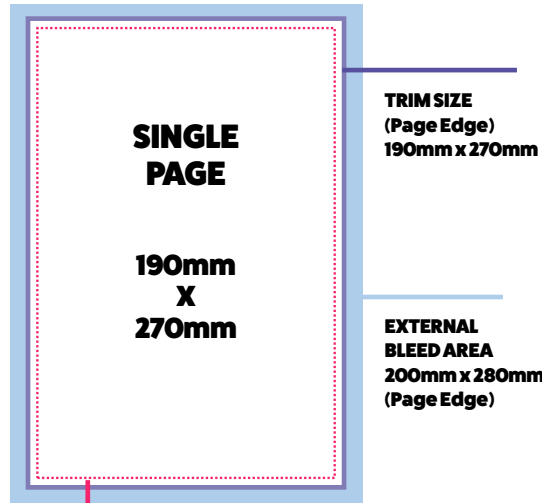


PAGE TURNING BOOK READS

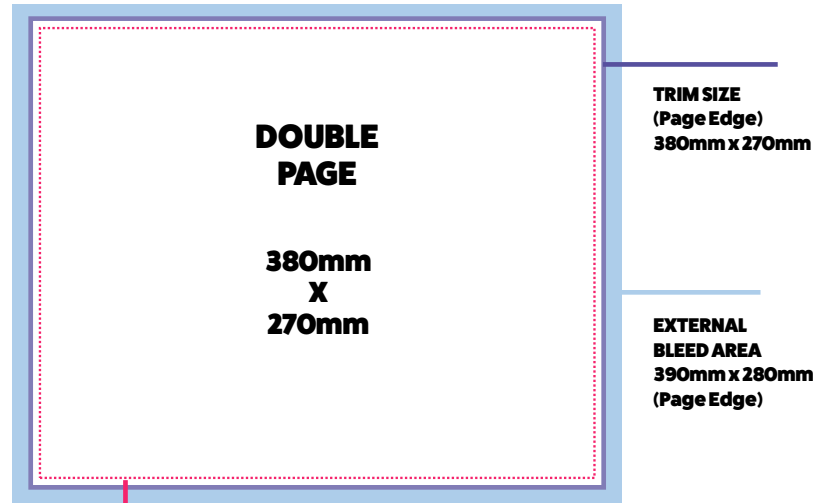
With monthly reviews on the latest books, author interviews, puzzles & activities, chapter extracts, competitions and more, this 4 page section of JK covers off must have reads for both schools and homes nationally.

PLACEMENT TECHNICAL SPECIFICATIONS

READY MADE ART



PRINT SAFE AREA
5mm from edge trim
Essential elements should not extend past this line



PRINT SAFE AREA
5mm from edge trim
Essential elements should not extend past this line

Creative to be supplied as a finished PDF with all fonts embedded. All imagery to be kept at 300 dpi with colour converted to CMYK.

IN HOUSE DESIGN

When supplying brand assets for our in house design department, please supply written material in either PDF or word format. Alongside, please state any mandatory requirements that must be included within your advertising pages. Imagery can be provided in any of the following formats.



Not sure on how you would like your campaign to look? That's where we come in! Allow us to review your assets and develop creative ideas that will make heads turn.

QR CODES



QR codes are developed in house and work directly using any smart phone or tablet camera...no app required. Simply tell us what you would like the QR code to point to and let us do the rest. QR codes are free for client campaigns and can access streaming video, live competitions, external websites, socials and more.

RATE CARD PRICING 2025

Placement	1 x	3 x	6 x	8 x
Outside Back Cover (Flip Mag)	Sold For 2025	Sold For 2025	Sold For 2025	Sold For 2025
Inside Front Cover Double Page	\$6,300	\$5,900	\$5,300	\$4,700
Inside Front Cover 4 Pages	\$8,000	\$7,600	\$7,100	\$6,400
Centre 4 Pages	\$8,000	\$7,600	\$7,100	\$6,400
Centre 8 Pages	\$11,000	\$10,400	\$9,800	\$8,800
4 Page feature	\$7,500	\$7,100	\$6,750	\$6,000
Double Page	\$5,200	\$4,940	\$4,680	\$4,160
Single Page	\$3,800	\$3,600	\$3,400	\$3,000

PREMIUM PRICING 2025

Placement	Stock	Finished	Run	Investment
A3 Double Sided Poster	100gsm	Folded to A5	270,000	\$8,700
A5 8 Page Mini Mag / Catalogue	120gsm	Saddle Stitched	270,000	\$12,700
A5 16 Page Mini Mag / Catalogue	120gsm	Saddle Stitched	270,000	\$14,800
A6 8 Page Mini Mag / Catalogue	120gsm	Saddle Stitched	270,000	\$8,600
A6 16 Page Mini Mag / Catalogue	120gsm	Saddle Stitched	270,000	\$11,500
A5 tattoo Sheet	180gsm	With Backing Sheet	270,000	\$9,400

Please note, all pricing excludes GST and includes all design of pages with proofing supplied back to our partners for review and approval. For partners supplying premiums already printed, an insertion fee of \$45.00 per 1,000 units will apply. Please check with our team for availability. Supplied creative must adhere to our minimum specifications.



THE MOST COMPETITIVE PRINT GUARANTEED!

Having ownership of Australia's biggest kids magazines means that we have huge buying power with paper mill suppliers both locally and overseas. That's why we are thrilled to announce the launch of 'ZeroGravity'...a one stop design, printing and logistics company that offers a wide range of services including catalogues, brochures, posters, flyers, signage, banners, packaging and much more. Our focus is to leverage off the experience of our people to create a scalable, end-to-end solution that drives complete customer satisfaction – from idea to destination at the most cost effective investments guaranteed. Simply brief us in on your next print project, allow us to develop the best possible pricing and then leave it down to our team to design, print and deliver your solution at speed.

Print offerings can be alongside Just Kidding magazine to maximise reach and exposure or as a stand alone project delivered straight to your door. Let's talk and see how much you could save!



ZEROGRAVITY



John Deere 8 Page Catalogue



TY 16 page catalogue



Little Live Pets Tattoos



HotWheels A3 Poster



Magic Mixies 8 Page A5 Booklet



LLP A6 16 Page Booklet

ACCOUNTABILITY

POST ANALYSIS REPORTING

How did we do? Well, let us show you! Following your in print and online marketing campaign, our team will present you with comprehensive post analysis to showcase and highlight key data to include:

Paid placement values and bonuses

Competition entry numbers & comparisons

Online reach with user, platform, session & duration data

Tear sheets showing all print & online placements

Previous campaign comparison. How did this issue stack up to your last campaign?

Recommendations for future campaigns

Reach & circulation numbers state by state

QR code scan numbers with geographical location



OUR VALUED MEDIA PARTNERS



BLOOMSBURY



Australian Toy Association



Penguin Random House



OUR TEAM

Our team are here to help. Please contact us to chat through how we can help in your next campaign.

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Lucila Williams
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OUR JUNIOR JOURNALISTS



Polly
Age 7



Tom
Age 7



Mackenzie
Age 11



Emily & Ari
Ages 10 & 12



Elliot
Age 8



Michaela
Age 8



Lachlan
Age 10



Matilda
Age 10



Vaduz
Age 11



Emma
Age 11



Archie
Age 12



Elyse
Age 8

