

avery

Inspired advice for parents of tweens & teens

FREE at all
Romeo's Foodland,
IGA and SUPA IGA stores!

media kit 2015 **advertising enquiries** Lynette Kelly | **email** lynette@averymagazine.com.au | **phone** 0438 513 960
online www.averymagazine.com.au and www.facebook.com.au/averyparentmag

inspired advice

Take a glance at the rack of parenting magazines at your local newsagent, and you'd be forgiven for thinking the challenges of parenting end at the kindly gate. But we know that's far from true.

Raising a child these days takes a diverse range of skills, understanding and awareness. Our flagship magazine targets a unique audience whose parenting needs require a more sophisticated approach than those with babies and pre schoolers.

Avery Magazine is the first South Australian publication to focus solely on the demographic of more experienced parents of children and adolescents aged 8 to 18.

These parents face some difficult child-rearing issues, many of which simply did not even exist when they were teens themselves.

Parents in this demographic are seeking support, guidance, connection and inspiration. As a reliable, parental resource, *Avery Magazine* aims to help parents face the challenge of the 'in-between' years; connecting our audience with experts and insights covering a myriad of topics in an informative, relevant and entertaining tone.

Avery magazine is a quality resource to inform, inspire and entertain as they navigate their way through this brave new world of modern parenting.



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reader profile

We focus on a select, and powerfully influential portion of the population.

As children grow in independence, parents have found a renewed freedom and increased financial capacity.

Along with parenting concerns, our readers are also interested in typical lifestyle issues that go hand in hand with raising children aged 8 to 18.

This is significantly as a result of parents in this demographic starting to finally enjoy a greater sense of financial security than they have since before their children were born.

Avery Magazine is the medium for your message to this demographic.

- Parents in their middle years with a renewed freedom and increased financial capacity.
- Parents who are making significant decisions about their children's future at the 'pointy end' of their formative parenting years.
- Parents who are finally starting to view themselves as much more than simply a 'parent' again and are seeking to re-establish their own identity through their personal style, home, real estate, interiors, motoring and leisure choices.

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buying power

Women are responsible for **80%** of all purchase decisions

70% of female readers believe magazines introduce them to *new products*

Women *account for...*



97%
groceries



94%
clothing



70%
car



86%
electronics



88%
white goods



87%
travel

...of all purchases

magazines are the #1 medium for driving traffic to advertisers websites



Source: Magazine Publishers of Australia, Australian Scan - Quantum Research and Media Consumption Study.



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advertising

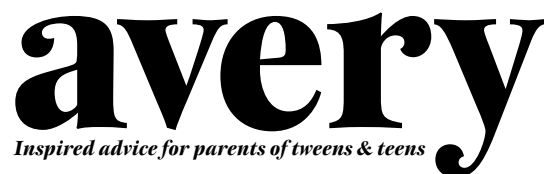
Size	Casual	x3 issues	x6 issues
Double page spread	\$3050	\$2750	\$2500
Full page	\$1875	\$1700	\$1550
Half page	\$1175	\$1050	\$950
Two Thirds page	\$1350	\$1200	\$1075
One Third page	\$875	\$775	\$700
Quarter page	\$625	\$575	\$535
Eighth page	\$340	\$310	\$285

Artwork creation	
Double page spread	\$350
Full page	\$230
Half page	\$150
Two Thirds page	\$180
One Third page	\$110
Quarter page	\$90
Eighth page	\$70

* Product showcases and Directory listings available where relevant and as part of our Special Features. Please ask lynette@averymagazine.com.au

Prime positions	
Inside front cover	+20% loading
Outside back cover	+25% loading
Inside back cover	+15% loading
Other preferred positions	+10% loading

Deadlines	Bookings/material	Finished artwork	Distribution
Jul/Aug 2015	Fri 5 Jun	Mon 8 Jun	Tue 30 Jun
Sep/Oct 2015	Fri 31 Jul	Mon 3 Aug	Tue 25 Aug
Nov/Dec 2015	Fri 2 Oct	Mon 5 Oct	Tue 27 Oct
Jan/Feb 2015	Fri 4 Dec	Mon 7 Dec	Tue 29 Dec



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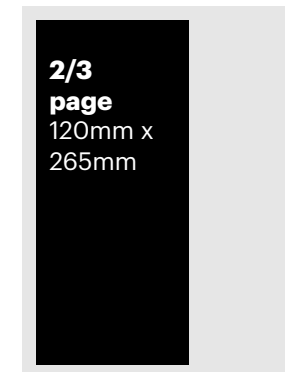
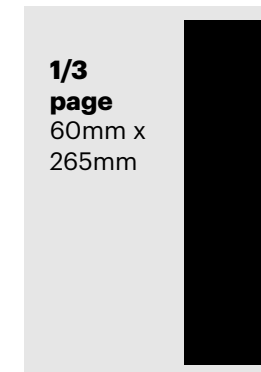
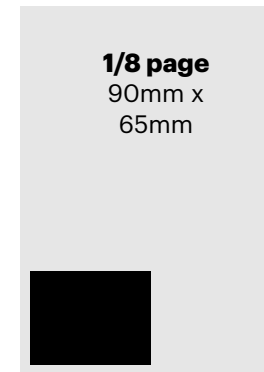
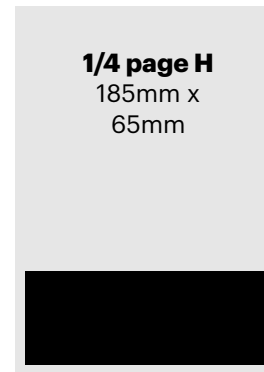
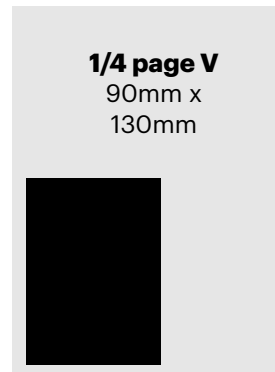
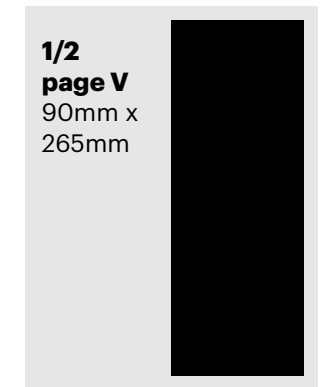
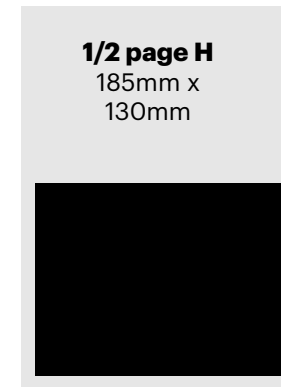
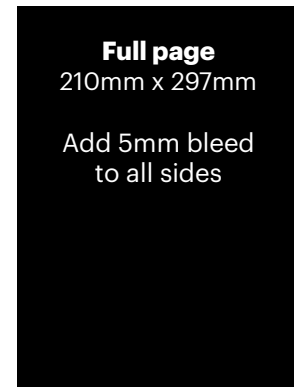
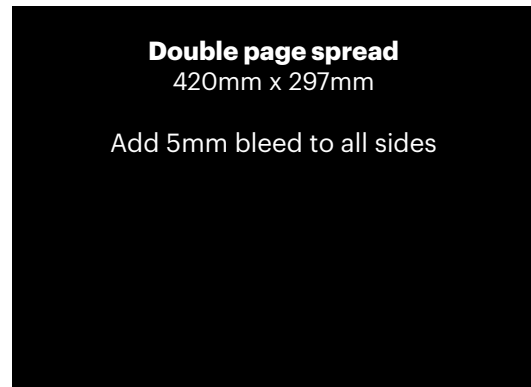
specifications

Please supply finished artwork as:

- High resolution, press ready PDF
- CMYK colour profile
- 5mm bleed with crop marks (full page and double page spread)
- 300dpi
- 100% finished size
- Embedded/outlined fonts

Other file formats:

- 300dpi CMYK ads can be supplied in JPG format but will not be able to be edited by Avery
- Illustrator and EPS files may be accepted with fonts converted to outlines
- Indesign files may be supplied but must be packaged correctly with all images and fonts supplied
- Layered Photoshop PSD files may be accepted with font files supplied separately
- Microsoft Word, Powerpoint and Publisher files may be supplied but will not be used as finished art. Material supplied in these formats will be rebuilt and will incur a design charge.



* Product showcases and Directory Listings available where relevant and as part of our Special Features. Please ask lynette@averymagazine.com.au

SEND ARTWORK TO:

nicole@averymagazine.com.au

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