

NORTHERN RIVERS family magazine

Family Magazine is the only local parenting/lifestyle magazine in the Northern Rivers region. Established in December 2006, it is one of the area's best known and best loved reads – and we've just won the **People's Choice for Professional Services category of the 2011 Ballina Shire Business Awards** to prove it.

The magazine is an A4 glossy colour magazine and is printed quarterly.

It features:

- Parenting features
- Photos of local families
- Recipes contributed by local families
- Travel
- Entertainment
- Kids' Page collated and designed by local children
- School News contributed by local schools
- Toy, book and game reviews
- Three month local events diary
- Contacts listings
- Letters page
- Competitions



Next issue: Autumn 2012 (due out mid March 2012)

Ad booking deadline: Wednesday, February 22nd 2012

Ad copy deadline: Friday, February 24th 2012

Features: Three family-orientated double page colour features (Children and Grief, Diabetes Explained and a shopping guide to Getting Ready for Baby with supporting ad spots) and our usual Top Things to do these School Holidays feature (with supporting ad spots).

Distribution/Readership Details

- Print run 12,000
- Readership 26,000 (81% of readers pass *Family Magazine* on to at least one other reader and 7% pass it on to more than four other readers)*
- Free to pick up from selected schools, day care centres, doctors, libraries etc.
- Distribution area - Tweed, Byron, Lismore, Casino, Kyogle, Ballina, Evans Head areas

Target audience

- Predominantly local families with children aged 0-12 years
- 99% of *Family Magazine* readers are women and 84% of *Family Magazine* readers are aged 25-45* (the traditional 'family purse string' holders)
- 76% of *Family Magazine* readers are employed and more than 61% are from families with an income of \$50,000 or more*
- Almost half of all *Family Magazine* readers spend at least an hour reading the magazine*

'By local parents for local parents'

*Results of survey conducted in Spring '10 *Family Magazine*

RATE CARD - Northern Rivers Family Magazine is not registered for GST

OPTION	SPECIFICATIONS	ONE-OFF *	'DOUBLE' *		'4 ISSUES FOR 3'*	
			\$	SAVE 10%	\$	SAVE 25%
Display Four Colour	(width x height)	\$	\$		\$	
Eighth page	95mm x 60mm	260	470	50	780	260
Quarter page	95mm x 120mm	440	790	90	1320	440
Third page horizontal	196mm x 80mm	600	1080	120	1800	600
Third page vertical	67mm x 248mm	630	1135	125	1890	630
Half page	196mm x 120mm	840	1510	170	2520	840
Full page	210mm x 297mm (A4)	1150	2070	230	3450	1150
Classified style listing FREE for non-commercial organisations otherwise the following pricing applies:	Up to 15 words	20	20		20	
	Additional words	\$1/word	\$1/word		\$1/word	

***TERMS AND CONDITIONS APPLY**

VALUE FOR MONEY

Family Magazine is printed on high quality, gloss paper and still the prices are well below those of other local publications.

PLUS your ad runs for at least 13 weeks (some organisations/readers keep the magazine indefinitely to refer to specific features or the contacts section).

A full colour eighth page ad costs just **\$20/week** in *Family Magazine* (or **\$15/week** on a '4 for 3' deal).

A full colour quarter page ad costs just **\$34 per week** in *Family Magazine* (or **\$25/week** on a '4 for 3' deal).

AD SPECS

The above prices include **free ad design** should you require it. If you use the *Family Magazine* free ad design service the copyright for that ad is owned by *Family Magazine* and the ad may not be reproduced without our written agreement. All Supplied ads should be provided in a 'ready to print' condition i.e. at the correct size (listed above) in 300dpi, as CMYK and in PDF format. Supplied PDF files should be created using 1.5 (Acrobat 6.x) compatible PDF settings. (Just call us if you need clarification). If your artwork/supplied ad is not received by the ad copy deadline (Friday, February 24th 2012) we have the discretion to produce an ad on your behalf and charge you our current design fee for doing so.

EDITORIAL

All **newsworthy and relevant** editorial submissions will be considered for publication (regardless of whether you advertise or not). Please e-mail your submissions to editor@nrfamily.com by the first week in February to be considered.

**For more information visit www.nrfamily.com or call:
Sadie Hunt on 6687 4564 (office) or 0423 074540 (mobile)
or e-mail enquiries@nrfamily.com**