

offspring

A family lifestyle magazine

M E D I A K I T

What is *Offspring*?



OFFSPRING is the only thing of its kind – it's an attractive, content-rich, family lifestyle gloss magazine for West Australians. The magazine provides high quality, practical information and entertaining real-life stories for modern day parents. It has a large circulation of 30,000 copies published every quarter.



CONTACT

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What makes *Offspring* special?

OFFSPRING is the only thing of its kind on the market – it's fresh, it's relevant and it's exciting!

- Stylish, gloss, family lifestyle magazine
- FREE!
- Affordable advertising rates & great Early Bird specials
- WA-specific
- Large circulation of 30,000 copies per edition
- Large estimated readership of more than 110,000 people for each issue
- 25 – 54 year-old readership (parents of 0 – 12 year olds)
- Fantastic wide distribution (most major shopping centres, every Perth libraries, inserted in all Hello Babe bags and many more!)
- Long-shelf life – Quarterly publication which means three months' exposure for advertisers
- Great reading – entertaining real-life parenting stories
- Practical parenting advice
- Resource Guide
- Calendar of Events
- Relevant features and sections including pregnancy & birth, babies, early childhood/toddlers, primary years, education, health, food & nutrition, travel, fashion, product guides, internet shopping and parenting forum.

An attractive, content-rich, Family Lifestyle gloss magazine that informs & entertains the modern parent



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What's in *Offspring*?

The magazine is designed to **Inform** parents about important parenting matters relating to child development, **Entertain** readers with WA parents' personal stories and act as a **Resource Guide** to provide information about WA resources and events.

The magazine features a **Calendar of Events** to help inform parents about forthcoming family events and activities in the Perth region.

PRACTICAL PARENTING SKILLS

PARENTS' PERSONAL EXPERIENCES

RESOURCE GUIDE

Features & Sections

- **Business mums**
- **Fashion**
- **What's Hot?**
- **Internet buying**
- **Pregnancy & Birth**
- **Babies**
- **Early Childhood**
- **Primary Years**
- **Education**
- **Health**
- **Food & Nutrition**
- **Travel**
- **Calendar of Events**
- **I Love Pretty Things**
- **Yummy Mummy**
- **Fitness**



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Circulation, Distribution and Readership

30,000 copies of *Offspring* are strategically distributed at selected locations throughout Perth at parents' "hot spots" including, but not limited to, the following:

- Shopping Centres
- Maternity Hospitals
- All Perth Libraries
- Inserted in all 'Hello Babe' Bags to 'expecting' and new mothers

The targeted demographic is parents of children aged 0 - 12 years old (primarily women and men aged 25 - 54). There are relevant sections on pregnancy and birth, babies, early childhood, primary years, health, education, travel, fitness, food & nutrition, fashion and family life.



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Why advertise in Offspring?

OFFSPRING is the only local, gloss, family lifestyle magazine in Perth which makes it an excellent forum for you to promote your business to thousands of WA families. Exposure for your business will be maximised because the A4 magazine style ensures you will not be 'competing' with many other advertisers on a page and people re-read the magazine over the three month issue period. Many of our advertisers are having a fantastic response!

Offspring has been a wonderful advertising opportunity for Smallprint. We have received fantastic feedback from our many new customers and their families. Seeing our advertisement in Offspring's beautiful glossy colour pages really does give it the "wow factor".

Deanne Garrity, Smallprint Perth South

Thanks Offspring for the great ads. I was sworn off advertising for good. Every ad I had ever done turned out to be a valuable waste of time and money.

Offspring was my last effort and I'm glad I did. My first ad was encouraging as I received orders from it. My second ad was even better receiving orders the first day it hit the shelves.

I had heard that advertising consecutively really works, now I know it does, my sales results continue to grow in each edition

I know that consistently advertising with Offspring has touched my target market. A seamless experience from start to finish, and I love that it's three months, such value for money.

Shari Clark, Kazoku Kids

Book NOW to reserve premium advertising space!

Phone 08 6161 8832

Mobile 0415 267 414

Email advertising@offspringmagazine.com.au



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Advertising Rate Sheet

Book early to take advantage of our spectacular **Earlybird 30% discount** advertising rates!

Size	Normal Price	EARLYBIRD RATES
Eighth Page	\$600	\$390
Quarter Page	\$1200	\$740
Third Page	\$1700	\$1100
Half Page	\$2200	\$1540
Full Page	\$4200	\$2940

All prices include full colour. All prices exclude GST and artwork. Some premium position loading rates apply.

Advertising Directory

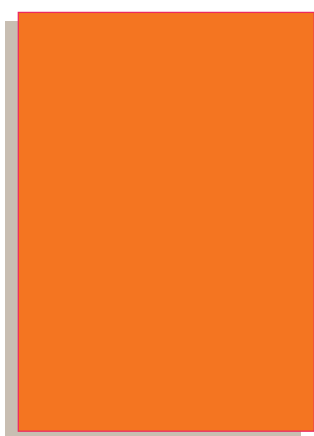
Portrait Business Card Sized Ads 58mm x 84mm for **only \$240 + GST**

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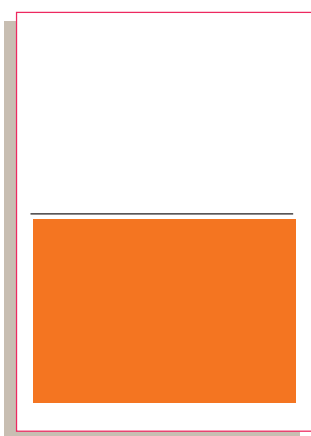
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Dimensions



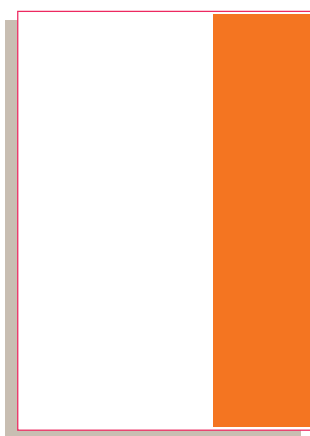
Full Page

297mm wide x 210mm tall
+ 5mm bleed



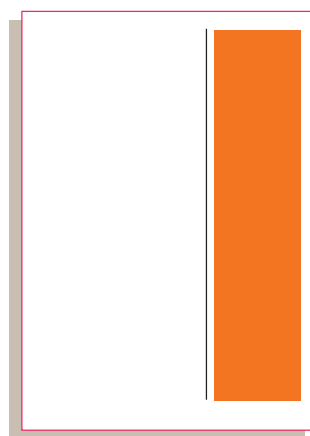
1/2 Page

186mm wide x 130mm tall



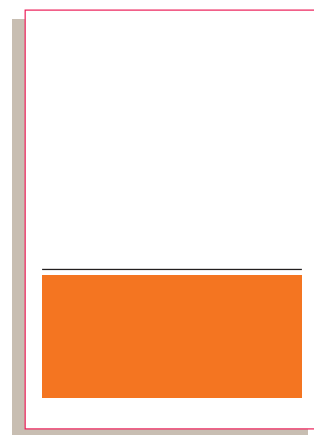
1/3 Page full bleed vertical

70mm wide x 297mm tall
+ 5mm bleed



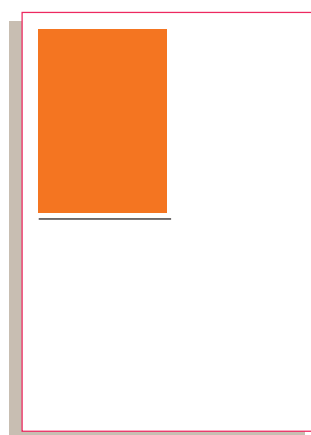
1/3 Page vertical

62mm wide x 265mm tall



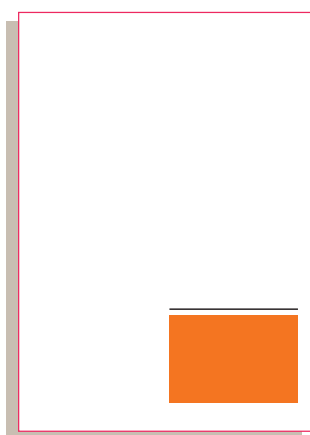
1/3 Page horizontal

186mm wide x 88mm tall



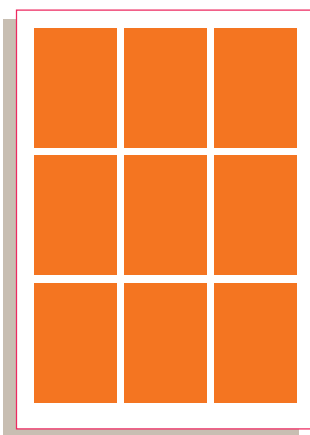
1/4 Page

91mm wide x 130mm tall



1/8 Page

91mm wide x 62mm tall



Advertising Directory

58mm wide x 84mm tall

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Specifications

Please supply all finished artwork as follows:

PDF (made with Distiller)
CMYK
5mm bleed with crop marks if full page or 1/3 page with bleed.
300dpi
100% finished size
Total ink weight 300%

Fonts

Fonts should be Postscript Type 1 or Open Type
All fonts must be embedded in the PDF or text must be converted to outlines before PDF is created.

Note

We will not print low resolution graphics from a website.
Only digital files accepted.
Advertisers are asked to ensure that images supplied do not violate any copyright.
It is also a requirement of our specifications that the advertising material be delivered on time so quality-checking procedures can take place.
Offspring magazine reserves the right to refuse any advertising material that does not meet our specifications.

DISCLAIMER

While internal production processes may verify that material is within specifications, the onus is firmly on the client/agency to supply material within specifications.
It is also a requirement of our specifications that the advertising material be delivered on time so qualitychecking procedures can take place. Late material is liable to incur additional production charges.
Offspring magazine reserves the right to refuse any advertising material that does not meet our specifications.

File Preparation Guidelines

- PDF files are to be created with Adobe Acrobat Distiller.
- Fonts must be embedded into the PDF file. We do not accept truetype fonts.
- Crop marks must appear on all ads with bleed. They should be located 4mm outside the trim area. A minimum of 3mm bleed on each edge is required.
- All colours are to be process CMYK breakdowns.
- Ensure white text/elements are set to knockout. Black text or images with a black drop shadow should be set to knockout or set to 99.9%, otherwise the black may overprint on coloured background/text.
- All reverse type is to be no less than 9 points or made up of more than two colours. Small type with fine serifs should be avoided. For white reverse type we recommend 10 points as the minimum size. No type is to be smaller than 8 point.
- Avoid running type across the gutter on double-page spreads. Type must be designed to clear the spine by a minimum of 6mm each side of the spine (total 12mm).
- When using solid black panels, printing 40% cyan under 100% black is recommended.
- It is recommended that the total ink weight should be 300%. Shadow to be approx. 85K with CMY to fall proportionally behind this.
- Minimum dot 3%. Shadows maximum 90%.
- Images and logos should be saved as TIFF, PSD or EPS or JPEG files, not GIF or PICT files. Images should be scanned by high-end trade scanners and supplied as high-resolution 300dpi at 100% scaling and saved in CMYK format. RGB or LAB colour files are not accepted. All text must be submitted as a Word document attached to an email.

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