



K-ZONE

2018

- ✕ Boys and Girls 6-12 years old
- ✕ Over 268,000+ kids reached every month (cross-platform audience)
- ✕ Australia and New Zealand
- ✕ Magazine + Website + Newsletter + Sampling + Video + More

Help your
brand reach
our fans.

A K-ZONER IS...



Hi, I'm Louise, the
Editor of K-Zone
and kzone.com.au

K-Zone is Australia's number one and most trusted media brand, created especially for kids aged 6-13. K-Zone is a growing community of highly engaged fans across multiple channels.

The K-Zone team are the experts when it comes to connecting with our fans, be it through magazines, our mobile-friendly website, bespoke video or custom digital content. Partnerships are what we do best, and we'd love to help your brand meet our fans.

Best,
Lou

ACTIVE

He loves to be outdoors, play sport and be active. He watches AFL, soccer, cricket, tennis and rugby league, and plays at least one of these sports himself.

FUNNY

She's into fart jokes, puns, knock-knock and anything gross! She loves to laugh at slapstick comedy, and will play pranks on anyone within reach.

SMART

He's interested and engaged at school, and reading mags has given him the confidence to tackle books and learn to love the world of words.

BUSY

He's got footy training, squad swimming, birthday parties and family barbecues coming up, and that's just this month. He's got lots on, but always finds time to chill with a game, book or TV show.

CONNECTED

He has a wide social group, and communicates with them in person at school. He is up on the latest trends, toys and gaming goss, and leads the conversation in the playground.

MOBILE

She's familiar with consoles, handheld games, computers, tablets and phones and switches between them seamlessly.

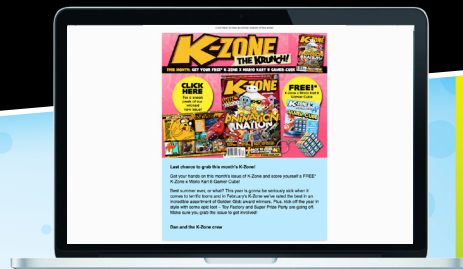
INSPIRED

He loves to make, build and create! Everything from brick-based toys to arts and crafts, there are stacks of ways to be inspired as a K-Zoner!





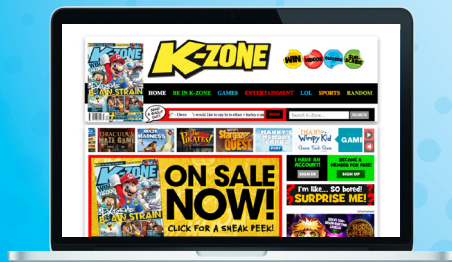
194k
READERS
MAGAZINE



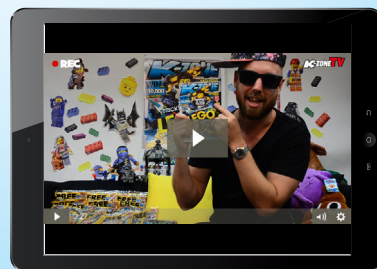
49k
E-NEWSLETTER
SUBSCRIBERS

K-ZONE

A GROWING COMMUNITY
268,000+



25k+ / 110+
UU / PI's



KZTV
VIDEO



KEY CAMPAIGNS

K-ZONE HERO

K-Zoners nominate their everyday heroes, and the winner scores recognition as the K-Zone Hero with their very own interview and flip cover, plus prizes from our major sponsor.

TOY OF THE YEAR

The best toys, games and books of the year. Shortlisted by the K-Zone team and voted for by the experts - our fans!

K-ZONE WRITER'S COMPETITION

Encouraging kids to write and read, the K-Zone Writer's Competition is designed to get kids interested in literacy, by making writing fun! Last year's winners were published in K-Zone, had their stories illustrated, and received feedback and custom illustrations from legends Andy Griffiths and Terry Denton!

GREAT GAME GIG

One reader scores the coveted Great Game Gig - reviewing the latest and greatest video games for K-Zone!

DEADLINES



2018

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ISSUE NAME	ON SALE	BOOKING DATE	MATERIAL DATE	INSERT DELIVERY
JANUARY 2018	18 Dec 2017	13 Nov 2017	20 Nov 2017	22 Nov 2017
FEBURARY 2018	15 Jan2018	7 Dec 2017	14 Dec 2017	15 Dec 2017
MARCH 2018	12 Feb 2018	8 Jan 2018	15 Jan 2018	17 Jan 2018
APRIL 2018	12 Mar 2018	5 Feb 2018	12 Feb 2018	14 Feb 2018
MAY 2018	16 Apr 2018	8 Mar 2018	15 Mar 2018	16 Mar 2018
JUNE 2018	14 May 2018	9 Apr 2018	16 Apr 2018	18 Apr 2018
JULY 2018	11 Jun 2018	7 May 2018	14 May 2018	16 May 2018
AUGUST 2018	16 Jul 2018	12 Jun 2018	18 Jun 2018	20 Jun 2018
SEPTEMBER 2018	13 Aug 2018	9 Jul 2018	16 Jul 2018	18 Jul 2018
OCTOBER 2018	10 Sep 2018	6 Aug 2018	13 Aug 2018	15 Aug 2018
NOVERMBER 2018	15 Oct 2018	10 Sep 2018	17 Sep 2018	19 Sep 2018
DECEMBER 2018	12 Nov 2018	6 Oct 2018	15 Oct 2018	17 Oct 2017
JANUARY 2019	17 Dec 2018	12 Nov 2018	19 Nov 2018	21 Nov 2018

OUR PARTNERS

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RATES

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Magazine rates

PAGE RATES	CASUAL	3X	6X	9X	12X
Full page	\$6,560	\$6,250	\$5,940	\$5,660	\$5,390
Half page	\$4,590	\$4,380	\$4,160	\$3,960	\$3,770
DPS	\$13,130	\$12,500	\$11,890	\$11,320	\$10,770
Centre spread	\$14,440	\$13,750	\$13,070	\$12,450	\$11,860
Right 1st half GTD	\$6,900	\$6,560	\$6,250	\$5,940	\$5,660
IFCS	\$16,410	\$15,630	\$14,860	\$14,150	\$13,460
IBC	\$7,540	\$7,810	\$6,830	\$6,510	\$6,200
OBC	\$7,870	\$7,500	\$7,130	\$6,790	\$6,470
Poster 1 sided	\$19,690				
Poster 2 sided	\$24,940				
K-Zone value pack	FPC in mag +65,000 imp online \$7,500				

INSERTS (LOOSE & BOUND)	2PP	4PP	6PP	8PP	12PP	16PP	24PP
COST PER '000	\$60	\$70	\$80	\$90	\$100	\$110	\$120

COVERMOUNT INSERTS (BAGGED)	SMALL ITEM	LARGE ITEM
COST PER '000	\$85	\$110

Digital rates

AD UNIT	RATE	NOTES
MREC	\$40/CPM	Creative supplied
Leaderboard	\$30/CPM	Creative supplied
Half Page	\$50/CPM	Creative supplied
OTP - sold with mrec	\$70/CPM	Creative supplied
Video streaming mrec	\$110/CPM	Creative supplied
Newsletter mention	\$2000	Up to two/letter
Dedicated eDM	\$5000	Two per month
Advertorial	\$8000	+ prod cost
Competition page	\$5000	+ prod cost
Game development	\$8000	+ prod cost
Quiz	\$5000	+ prod cost
Homepage takeover (2 weeks / leader + skin)	\$10000	100% SOV leaders, mrecs, skin
Skinned gallery	\$5500	incl. mrec, Nth leader
Poll	\$5000	poll + paid media

CONTACTS

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