

K-ZONE

2019

- ✕ Boys and Girls 6-13 years old
 - ✕ Over 268,000+ kids reached every month (cross-platform audience)
 - ✕ Australia and New Zealand
 - ✕ Magazine + Website + Newsletter + Sampling + YouTube + PopJam
- Help your brand reach our fans!**

A K-ZONER IS...



Hi, I'm Ange, 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,

Ange

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 barbeques 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! With everything from brick-based toys to arts and crafts, there are stacks of ways to be inspired as a K-Zoner!

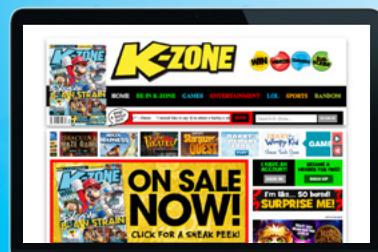




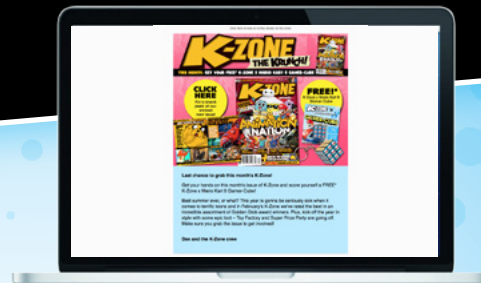
194k
READERS
MAGAZINE

K-ZONE

A GROWING COMMUNITY
268,000+



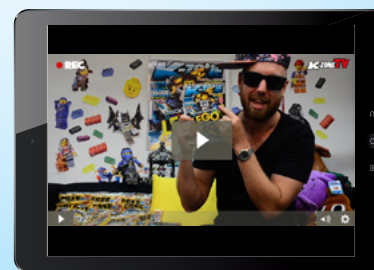
36k / 230k
AVG UU / PIs



49k
E-NEWSLETTER
SUBSCRIBERS



45.8k
FOLLOWERS
ON POPJAM



KZTV
YouTube



3

2019 EVENTS

READER'S SURVEY RESULTS

K-Zoners share what is important to them, their favourite things, how they spend their spare time. They also share their feedback about the K-Zone brand. Ten entrants are selected by the K-Zone team to receive a special prize pack!

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! Previous 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!

EDITORIAL CALENDAR 2019

4



MAY

YOU CAN DO IT!

This issue celebrates awesome abilities, skills and powers. Plus, don't forget Free Comic Book Day and May The 4th, AKA Star Wars Day! This issue falls during school holidays.

JUNE

LARGER THAN LIFE

All the monsters, sequels and reboots hitting the big screen and videogames!

JULY

SECRETS AND DOUBLE LIVES

of the hottest movie characters. We also get ready for the biggest gaming event of the year – E3!

AUGUST

YOU RULE

Awesome K-Zoners! You can also take a look at the biggest upcoming game releases fresh from E3 with our epic gaming special! This issue falls during school holidays.

SEPTEMBER

MISCHIEF & TRICKSTERS

Packed with pranks and jokes, K-Zone is getting up to plenty of mischief this month. We dare you to join in!

OCTOBER

LATEST & GREATEST

As a school holiday issue and with Christmas just around the corner, it's time to check out the latest and greatest toys, tech and must-have items. Don't forget the footy finals either!

NOVEMBER

SPORTS & STUNTS

Leap into action with an awesome sports and stunts special! K-Zoners will find local sports in this issue, and also explore incredible sports from around the world. Plus, things get a little spooky in time for Halloween...

DECEMBER

HIGHSPEED

Strap yourself in, because this issue of K-Zone is travelling at high speed! Filled with everything fast or extreme, this issue is perfect timing for the latest racing games and Rally Australia finals.

CROSS-PLATFORM CAMPAIGN INTEGRATION

OUR TEAM WILL MANAGE YOUR CAMPAIGN FROM CONCEPT PHASE RIGHT THROUGH TO TRACKING AND POST REPORT

CUSTOM CONTENT

Reader engaging bespoke content

- Puzzles
- Product reviews
- Native articles
- Themed reader quizzes and polls



SAMPLING

We put product in kids hands!

- Covermounts
- Showbags
- Inserts
- Competitions



DIGITAL

We can extend your campaign to reach our digital audience

- High impact display packages
- e-Newsletters
- Sponsorships
- YouTube
- PopJam



VIDEO

Our custom video content allows you to connect with our readers in a way that brings your brand to life!

- Unboxings
- Product placements
- Video sponsorships
- Content hosting



DEADLINES



2019

ISSUE NAME	ON SALE	BOOKING DATE	MATERIAL DATE	INSERT DELIVERY
MAY 2019	15 April 2019	7 March 2019	14 March 2019	15 March 2019
JUNE 2019	13 May 2019	1 April 2019	8 April 2019	9 April 2019
JULY 2019	10 June 2019	6 May 2019	13 May 2019	15 May 2019
AUGUST 2019	15 July 2019	11 June 2019	17 June 2019	19 June 2019
SEPTEMBER 2019	12 August 2019	8 July 2019	15 July 2019	17 July 2019
OCTOBER 2019	9 September 2019	5 August 2019	12 August 2019	14 August 2019
NOVEMBER 2019	14 October 2019	9 September 2019	16 September 2019	18 September 2019
DECEMBER 2019	11 November 2019	4 October 2019	14 October 2019	16 October 2019
JANUARY 2020	16 December 2019	11 November 2019	18 November 2019	20 November 2019
FEBRUARY 2020	13 January 2020	26 November 2019	3 December 2019	5 December 2019
MARCH 2020	10 February 2020	6 January 2020	13 January 2020	15 January 2020
APRIL 2020	9 March 2020	3 February 2020	10 February 2020	12 February 2020



OUR PARTNERS

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Funrise



Disney



hachette
BOOK GROUP

headStart



modern
brands

MACMILLAN
Pan Macmillan Australia

Pelikan **Artline**



18 P(O)INT 2

UNI
QLO



nickelodeon



Nintendo



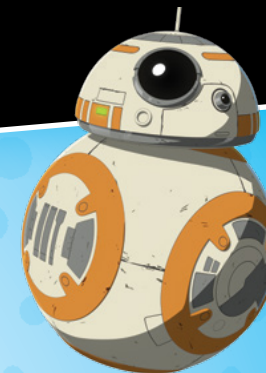
Penguin
Random
House

big
balloon



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

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
Video Unboxings	P.O.A	
Product Placement	P.O.A	
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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