



littleangel



MEDIA KIT 2019

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THE MAGAZINE

Little Angel is a fun, playful and educational magazine pitched to girls between the ages of 5 and 10. We occupy a unique space in the marketplace, speaking to girls who love magazines but are too young for tween publications.

Little Angel is packed with fun features, rad reviews and cool competitions, and we cover the latest and greatest movies, music, TV shows, books and toys for kids. Each issue includes puzzles and quizzes, cooking and craft projects, posters, animal facts and inspiring advice. *Little Angel* offers the biggest and

brightest opportunities for editorial/advertising integration.

Little Angel is:

- Engaging and interactive
- Positive and fun-loving
- Educational and inspirational
- A safe space to share stories

Amy Vagne

Amy Vagne
Editor – *Little Angel*



THE READER

***Little Angel* readers are creative, enthusiastic and curious about the world around them.** The average *Little Angel* reader is seven years old and loves all things to do with entertainment – movies, music and TV. She loves animals, she's obsessed

with *Moana*, Ariana Grande, LOL Surprise dolls and Hello Kitty, and she enjoys being creative, playing games and using her imagination. *Little Angel* readers have big hearts and they strive to help others. They also love to share stories and have a laugh.

WHY ADVERTISE IN LITTLE ANGEL

We created *Little Angel* to fill the void in a saturated girls' marketplace by conducting extensive market and reader research. It's no surprise to anyone that young girls are growing up much sooner, and our aim is to encourage readers to enjoy their childhood whilst at the same time admiring and aspiring to positive role models. *Little Angel* connects with its readers on a very personal level, thanks to our interactive and uplifting editorial. In addition, our

aim is to offer relevant advertising to our readers, and to provide a platform for our advertisers with intelligent positioning and integrative opportunities in order to achieve maximum results from their marketing campaign.

Donna McIlwaine

Donna McIlwaine
National Advertising Manager
Little Angel



DEMOGRAPHICS

- 72% are aged 5–10
- 69% have been to the cinemas in the last three months
- 45% receive \$10 or more each week
- 71% read the ads in magazines
- 57% say their pet is their best friend
- 79% enjoy reading books
- 83% enjoy using new technology
- 89% enjoy playing sport
- 74% admire movie stars
- 88% enjoy cooking

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ADVERTISING RATES 2018

VOLUME	Casual	3x	6x	12x
FULL PAGE	\$3,500	\$3,325	\$3,150	\$2,975
DPS	\$7,000	\$6,650	\$6,300	\$5,950
HALF PAGE	\$2,100	\$1,995	\$1,890	\$1,785



SIGNATURE POSITIONS

IFC	\$4,375
IFC SPREAD	\$8,750
OBC	\$4,550
EARLY RHP	\$4,200
RHP	\$3,850

INSERTS

1-2 PAGES

3-4 PAGES

5-6 PAGES

7-8 PAGES

9-10 PAGES

All costs are based on a national run & mechanically inserted material only. All costs are GST exclusive GST added at the time of invoicing. A minimum spend is required of \$1,100. All inserts are subject to approval. Mechanical specifications are available upon request

DEADLINES

ISSUE	BOOKING	MATERIAL	ON SALE
#180 May	18 March	25 March	22 April
#181 June	15 April	22 April	20 May
#182 July	13 May	20 May	17 June
#183 August	17 June	24 June	22 July
#184 September	15 July	22 July	19 August
#185 October	12 August	19 August	16 September
#186 November	17 Sept.	24 Sept.	21 October
#187 December	14 October	21 October	18 November
#188 January	18 Nov.	25 Nov.	23 December



CANCELLATIONS

The cancellation deadline for advertising is one month prior to booking deadline.

Cancellation of any booked advertising must be in writing and received by the Account Manager and / or Sales Manager prior to the cancellation deadline.

The Publisher reserves the right to repeat the most recent material or material of the Publishers choice.

If a cancellation occurs mid contract, the difference between the contract appearance rate and the actual appearance rate card will be surcharged.

CONTACTS

FOR ADVERTISING

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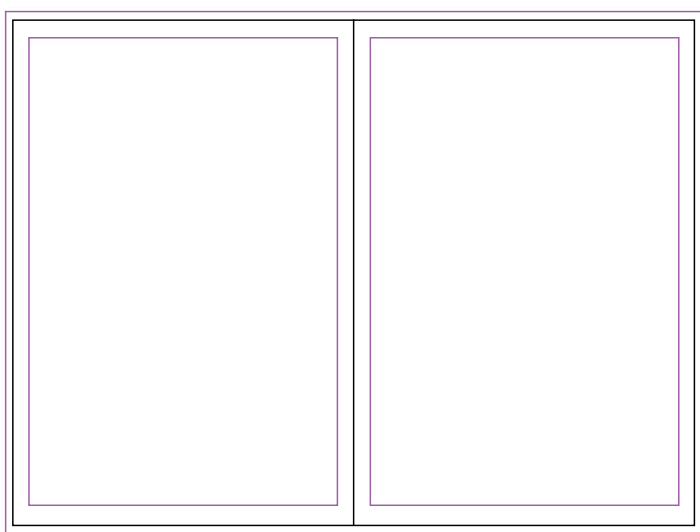
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DIGITAL SPECIFICATIONS

SIZE	TRIM SIZE	TOTAL FILE SIZE	SAFE TYPE AREA
Full Page	230 x 148mm	240 x 158mm	220 x 138mm
DPS	230 x 296mm	240 x 306mm	220 x 286mm
1/2 Page Vertical	230 x 74mm	240 x 84mm	220 x 64mm
1/2 Page Horizontal	115 x 148mm	125 x 158mm	105 x 138mm
Cover Section	210 x 148mm	220 x 158mm	200 x 138mm



DIGITAL SPECIFICATIONS

- All files must be supplied in a MAC format.
- Preferred method of submission is a hi-res PDF or JPEG file.
- If supplying live artwork on disk, only In-Design, Illustrator or Photoshop files will be accepted. Please ensure all fonts and images are included on the disk with type outlined. A full colour laser proof is required for all disk submissions.
- All images must have a minimum resolution of 300dpi with CMYK separation.
- A 5mm bleed is required on all finished artwork.

NOTE: Advertising material that does not conform to the mechanical specifications will not be accepted by nextmedia under any circumstances. Please ensure that all material supplied is the final, correct version, ready for publishing. It is not the responsibility of nextmedia to make corrections to advertisements.