

# Total Girl

## 2019 MEDIA KIT

★ **Girls 6-13**

★ **Over 316,648 girls reached every month (cross-platform audience)**

★ **Australia and New Zealand**

★ **Magazine + website + newsletter + sampling + YouTube + more**

*Help your brand reach our fans.*





# A **Total Girl** is...

Hi, I'm Claire, the editor of **Total Girl** and [totalgirl.com.au](http://totalgirl.com.au)

**Total Girl** is Australia's number one and most trusted media brand created especially for girls aged 6-13. **Total Girl** has a growing community of highly engaged fans across multiple channels.

The **Total Girl** team are experts in connecting with our fans through the magazine, our mobile-friendly website, bespoke videos and custom digital content. Partnerships are what we do best, and we'd love to help your brand meet our fans.

Best,  
**Claire**

## Inspired

She cares about the world around her and is inspired to build, craft, sketch and create.

## Smart

She's bright and engaged at school and dreams of an amazing job as a teacher, dancer, fashion designer or doctor when she grows up.

## Mobile

She has access to a phone or tablet and regularly plays games and watches video on demand. She will gladly tell you what the coolest new app is!

## Busy

She does dancing classes after school, plays sport and has an active social life of birthday parties and fun events. While finding time for plenty of reading and watching TV too, of course.

## Funny

She loves LOLs, jokes and funny stories. She can often be found sharing the laughs with her parents, friends and siblings.

## Active

She loves to dance, skate, run, swim and play sports - especially soccer, gymnastics, netball and AFL.

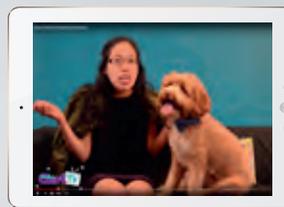
## Connected

She has a network of close pals and she always knows what's fun and cool. She also spends about five hours a week online, mainly for homework but also watching videos, playing games and doing quizzes.





**175K**  
MAGAZINE  
READERS



You **Tube**



**4.5K**  
SHOWBAGS

**POPJAM**

**51K**  
FOLLOWERS



**90K**  
E-NEWSLETTER  
SUBSCRIBERS



**53,486K**  
UNIQUE USERS  
**341K**  
PAGEVIEWS

**Total Girl** ★ ★

**A growing community**  
**316,648+**

# 2019 Key Campaigns

## Best Besties

Our fans have lots of friends, and this campaign encourages them to bring out the best in each other.

## Pet of the Year

**Total Girl** fans love their pets, and this campaign encourages them to nominate their creatures for the ultimate prize: a feature in **Total Girl**!

## Toy of the Year

The best toys, games and books of the year. Short-listed by the **Total Girl** team and voted for by the experts: our fans!

## Total Girl Writers Competition

Encouraging kids to write and read, the **Total Girl** Writers Competition embodies our empowering and inspiring brand.

## Stage School

Whatever their skill - dancing, comedy, acting or anything else - Stage School gives our fans a platform to shine!

# Editorial Calendar 2019

## May '19

### GLITZ AND GLAM

- FASHION • FAME
- DESIGN • LIP GLOSS
- RED CARPET • CELEBS
- INSPO

## June '19

### BIG LEAPS

- GYMNASTICS • SPORTS
- DANCE • GAMING
- ACHIEVEMENT
- GOALS

## July '19

### MAKE YOUR WINTER

- CRAFT • COSY
- COOKING • BAKING
- QUIZZES
- PUZZLES

## August '19

### CREATURES

- FAMOUS ANIMALS • PET CARE • WILD • PET OF THE YEAR •
- CONSERVATION

## September '19

### MAGIC

- ENCHANTMENT • MOVIE MAGIC • STORYTELLING • EVERYDAY MAGIC
- MYSTICAL

## October '19

### POP

- POP MUSIC • POP CULTURE
- POP ART • FILMS
- DESIGN
- CREATIVITY

# Editorial Calendar 2019-2020

## November '19

### CREEPTACULAR

- HALLOWEEN
- CREEPY TRANSFORMATIONS
- FANTASY MAKEUP
- URBAN MYTHS

## December '20

### HAPPINESS

- HEALTHY MIND • HEALTHY BODY • YOGA
- HOW TO DEAL
- DANCE

## January '20

### FOODIE

- HEALTHY FOOD
- COOKING
- PARTY FOOD
- TUTORIALS

## February '20

### GIRL BOSS

- ACTIVISM • ENTREPRENEURS
- STRONG AND TOUGH
- GAME CHANGERS
- HACKS

## March '20

### YOUTUBE

- HOW TO PRESENT A SHOW • YOUTUBE STARS • VID CON
- HOW TO GAIN A FOLLOWING

## April '20

### TOTES HILAR

- JOKES • COMEDY
- TOTALLY EMBARRASSING
- MEMES
- PRANKS

# Cross-Platform Campaign Integration

Our team will manage your campaign from concept phase right through to tracking and post report.

## Custom content

**Bespoke content that engages the reader**

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



## Sampling

**We put your product in kids' hands!**

- Covermounts
- Showbags
- Inserts



## Digital

**We can extend your campaign to reach our digital audience**

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



## 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



All Nextmedia kids titles are paid for – kids choose to buy our brands!

# Deadlines



ISSUE NAME	ON SALE	BOOKING DATE	MATERIAL DATE	INSERT DELIVERY
<b>MAY 2019</b>	15 Apr 2019	7 Mar 2019	14 Mar 2019	15 Mar 2019
<b>JUNE 2019</b>	13 May 2019	1 Apr 2019	8 Apr 2019	9 Apr 2019
<b>JULY 2019</b>	10 Jun 2019	6 May 2019	13 May 2019	15 May 2019
<b>AUGUST 2019</b>	15 Jul 2019	11 Jun 2019	17 Jun 2019	19 Jun 2019
<b>SEPTEMBER 2019</b>	12 Aug 2019	8 July 2019	15 Jul 2019	17 Jul 2019
<b>OCTOBER 2019</b>	9 Sep 2019	5 Aug 2019	12 Aug 2019	14 Aug 2019
<b>NOVEMBER 2019</b>	14 Oct 2019	9 Sep 2019	16 Sep 2019	18 Sep 2019
<b>DECEMBER 2019</b>	11 Nov 2019	4 Oct 2019	14 Oct 2019	16 Oct 2019
<b>JANUARY 2020</b>	16 Dec 2019	11 Nov 2019	18 Nov 2019	20 Nov 2019
<b>FEBRUARY 2020</b>	13 Jan 2020	26 Nov 2019	3 Dec 2019	5 Dec 2019
<b>MARCH 2020</b>	10 Feb 2020	6 Jan 2020	13 Jan 2020	15 Jan 2020
<b>APRIL 2020</b>	9 Mar 2020	3 Feb 2020	10 Feb 2020	12 Feb 2020

# Our Partners



Funrise



Disney



hachette  
BOOK GROUP

headStart



modern  
brands

MACMILLAN  
Pan Macmillan Australia

Selitan Artline



18 P(O)INT 2



nickelodeon



Nintendo



WALKER  
BOOKS

Penguin  
Random  
House

big  
balloon



# Magazine rates

PAGE RATES	CASUAL	3X	6X	9X	12X
Full page	\$5,710	\$5,600	\$5,490	\$5,040	\$4,590
Half page	\$3,990	\$3,920	\$3,840	\$3,530	\$3,210
DPS	\$11,420	\$11,200	\$10,980	\$10,080	\$9,180
IFCS	\$14,280	\$14,000	\$13,730	\$12,600	\$11,480
IBC	\$6,570	\$6,440	\$6,315	\$5,800	\$5,280
OBC	\$6,870	\$6,720	\$6,860	\$6,050	\$5,510
Centre spread	\$12,440	\$11,310	\$11,200	\$10,870	\$10,530
Poster one/ two sided	P.O.A				

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	\$2,000	Up to two/letter
Dedicated EDM	\$5,000	Two per month
Advertorial	\$8,000	+ prod cost
Product Placement	P.O.A	
Video Unboxing	P.O.A	
Quiz	\$5,000	+ prod cost
Homepage takeover (two weeks / leader + skin)	\$10,000	100% SOV leaders, mrecs, skin
Skinned gallery	\$5,500	incl. mrec, nth leader
Poll	\$5,000	poll + paid media



# Contact details

## NATIONAL ADVERTISING MANAGER

**Donna Mellwaine**

(02) 9901 6384

0449 998 760

dmcilwaine@nextmedia.com.au

**Nextmedia**

**Level 8,**

**205 Pacific Highway,**

**St Leonards, NSW 2065**

