



# JIGSAW magazine

Family day care is a quality home-based childcare service that's been actively helping Australian families for over 30 years.

Imagine your child in a small group of no more than four or five pre-schoolers, playing, learning and having fun with a child carer they know and trust. This close relationship is valued by the discerning families of over 90,000 children who are enrolled in family day care while their parents work or study.

Today's working environment is no longer the traditional 9 to 5 routine – so flexible childcare that meets the needs of modern families is a must.

Family Day Care Australia (FDCA) is family day care's national professional association. Our role is to support, enhance and resource family day care services, and lead the way for family day care in the Australian childcare industry. We work on behalf of the family day care community – carers, coordination unit staff, families and operators/sponsors – to ensure the strength and continued growth of family day care in Australia.

**FDCA publishes *JIGSAW* - the only family day care specific magazine in Australia!**

Both our e-Newsletter *Family Day Care Matters* and *JIGSAW* magazine include great features and shorter regular articles about professional development, innovations, child development and behaviour and insurance issues as well as family day care program matters at the national level. They are very reader friendly and written especially for people who provide or use family day care – a potential market of over 70,000 people.

If you're looking for an opportunity to get your product noticed in the childcare community then look no further... with FDCA publications you have found family day care... a niche market like no other. Showcase your product to exactly the people you want to target! NO WASTE, NO FUSS.

## Rates

<i>JiGSAW Magazine</i>	<i>Standard</i>	<i>Inside Front Cover</i>	<i>Inside Back Cover</i>	<i>Back Cover</i>
Full Page	\$ 2,315	\$ 2,895	\$ 2,895	\$ 3,475
Half Page	\$ 1,737	\$ 2,170	\$ 2,170	
Quarter Page	\$ 870			
Out There Advertorial	\$ 380			
Inserts	\$80/1000			

  

<i>Family Day Care Matters</i>	
Half Page	\$ 232

  

<i>e-Bulletin</i>	
	\$ 305

  

<i>Website Banner</i>		
	\$ 480	<i>(3 months banner ad on our home page. FDCA website attracts over 7,000 unique visitors per month)</i>

## Deadlines

<i>JiGSAW Magazine</i>	<i>Material Due</i>	<i>Distribution Date</i>
February 2009	9 January 2009	February
May 2009	3 April 2009	May
August 2009	26 June 2009	August
November 2009	2 October 2009	November

  

<i>Family Day Care Matters</i>	<i>Material Due</i>	<i>Distribution Date</i>
Weekly	Thursday noon	Friday

**JiGSAW  
Readership**  
40,000

*Target Markets*  
Women 25-49  
Women 18-59

JiGSAW CAB Audited 13,262  
as at March 31, 2008.

## Specifications

<i>JiGSAW Magazine</i>	<i>Full Page</i>	<i>Half Page (horizontal)</i>	<i>Half Page (vertical)</i>	<i>Quarter Page</i>
<b>Sizes</b>	307h x 220w mm (Bleed) 297h x 210w mm (Trim)	153h x 215w mm (Bleed) 148h x 210w mm (Trim)	307h x 110w mm (Bleed) 297h x 105w mm (Trim)	68h x 180w mm
<b>Type area</b>	277h x 190w mm	138h x 200w mm	287h x 95w mm	58 x 170w mm

### Technical

- Artwork can be supplied by ftp, email or on CD-Rom.
- We prefer artwork to be supplied as a press resolution PDF with all fonts outlined, including 5mm bleed and trim marks. Please ensure all images used are CMYK (not RGB).
- We also accept Illustrator EPS files, with all fonts outlined and all images in CMYK (no RGB, or spot colours).

## Why advertise with FDCA?

The majority of readers are individual small business owners – providing childcare in their own homes.

From toys and craft supplies to cleaning products; baby furniture to cars and wagons; mobile phones to computers, family day care carers are consumers of most goods and services relating to childcare.

Through thousands of small business operators and extending to the families of over 90,000 children aged between birth and twelve years, *Family Day Care Matters* and *JiGSAW* offer a niche market advertising opportunity.

## Our Readers

With over 90,000 children cared for in 12,000 family day care homes across the nation, FDCA publications are important connections between the childcare service, carer and the child's home.

Our readers are members of the family day care community, academics, State and Federal government personnel, parents, and other interested people.

Whatever their interest, *JiGSAW* is a valuable resource for anyone involved in the early childhood field. Providing information about topics relevant to children generally and family day care specifically.