

SOUTH AUSTRALIA'S EARLY CHILDHOOD MAGAZINE

connected caregiving



MEDIA KIT

2022/2023

Who are caregivers?



Parents, Guardians,
Educators, Teachers,
Support Workers
...or any adult in a
caregiving role.



Connected Caregiving
magazine recognises
that our readers are
unique.



We also recognise
that all families are
unique.



WHAT'S INSIDE

connected caregiving MAGAZINE

Connected Caregiving Magazine delivers the latest local information about a range of topics including:

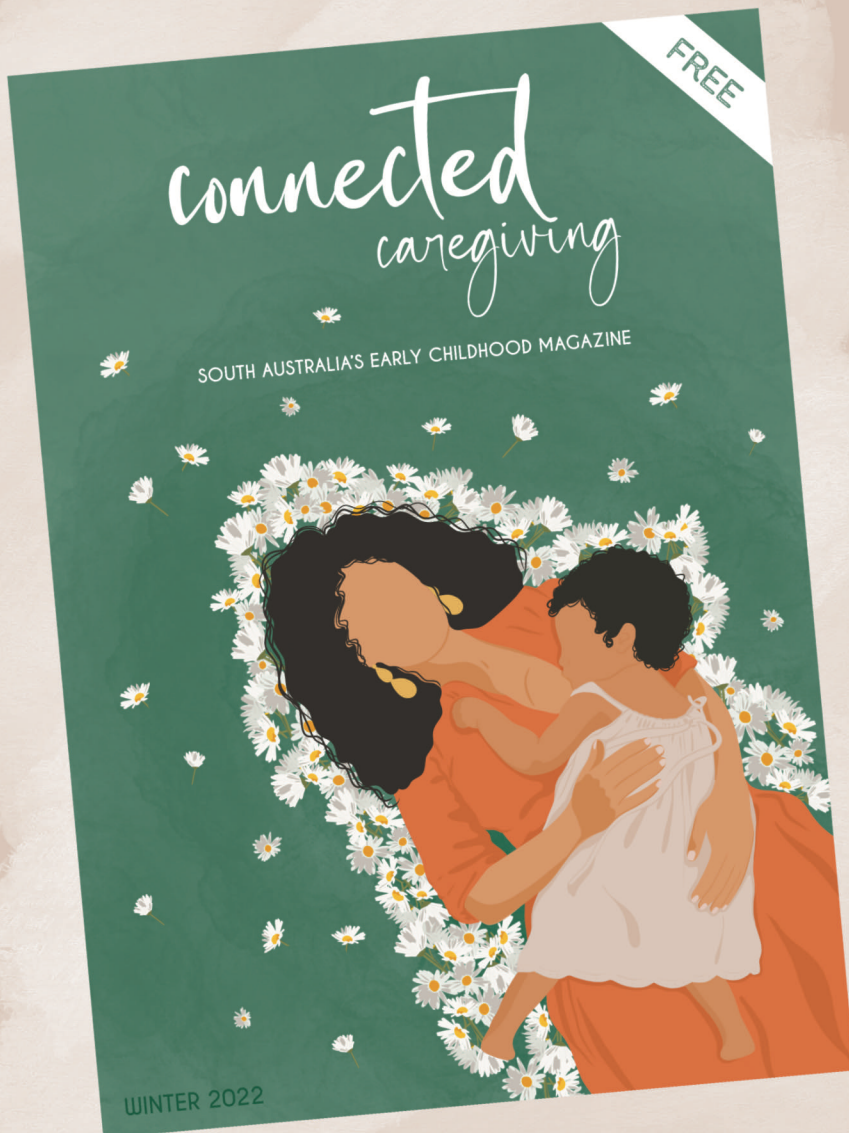
PREGNANCY

POSTPARTUM

PARENTING

PLAY-BASED
LEARNING

...AND MORE!



WHO'S BEHIND

connected caregiving MAGAZINE



Connected Caregiving magazine is produced by the Connect.Ed team. As parents and professionals with decades of collective experience in the early learning sector, we know early childhood.



KERRA-LEE WESCOMBE
PUBLISHER / EDITOR / SALES

Kerra-Lee is a Mama, first and foremost. In her spare time (LOL), she is also the Director at Connect.Ed.

Having worked with children for 10+ years, she has had a broad range of experience; initially providing therapeutic residential care for children and young people within the child protection system. She has since worked in a consulting role, supporting various early childhood education and care (ECEC) and Out of Hours School Care (OSHC) services to better understand children's behaviours.

After completing a handful of degrees in child development (including Psychology, Education and Therapeutic Child Play), the idea for Connected Caregiving magazine was born shortly after her son, Harlem. When speaking with other new parents, Kerra-Lee became aware that they were overwhelmed with (often conflicting) information on parenting. The idea was to bridge the gap (ahem, connect) parents and the ECEC sector. Enter Connected Caregiving magazine ... a FREE, reliable source of evidence-based information.

Kerra-Lee (clearly) values connection above everything else. Her work is strongly influenced by interpersonal neurobiology and she is passionate about supporting caregivers to develop meaningful relationships with children.

Nicola currently works alongside Kerra-Lee at Connect.Ed. She is a jack-of-all-trades, working as a Child Development Mentor, Trainer and Provisional Play Therapist, as well as overseeing all marketing, graphic design and resource development.

Nicola's background is in Psychology, where she specialised in Infant Mental Health. She has been working with parents, families, ECEC Educators and teachers for almost a decade, sharing her knowledge on child development, child protection as well as the importance of play and inclusion.

Her design background is somewhat new; born out of necessity while living overseas during the pandemic (and a very long lockdown). A second-hand iPad and YouTube tutorials meant a self-taught artist could find a creative outlet in a chaotic world. She began selling digital commissions to pay her rent (where there's a will, there's a way, right?) and the rest is history.

It's no surprise that Nicola believes that connection is the most important part of her work. Connected Caregiving is a way to connect ALL caregivers with reliable information and support to help them do the most important job there is, raising our children.



NICOLA VOZZO
DESIGNER / CONTENT MANAGER

PRINT



FREQUENCY

Quarterly
(Summer, Autumn, Winter & Spring)

PRINT

15,000 copies

DISTRIBUTION

Connected Caregiving Magazine is distributed for **FREE** to over 2,000 targeted locations including schools, early learning centres, community centres, libraries etc.

PUBLICATION DATES

ISSUE DATE	MATERIAL DEADLINE	DISTRIBUTION DATE
SUMMER 2023	5th December	23rd January
AUTUMN 2023	7th March	24th April
WINTER 2023	29th May	17th July
SPRING 2023	21st August	9th October

PRINT DIMENSIONS

	WIDTH	HEIGHT	BLEED	TYPE AREA
1/4 PAGE	105mm	148mm	5mm	5mm
1/2 PAGE	210mm	148mm	5mm	5mm
FULL PAGE	210mm	297mm	5mm	5mm
DOUBLE PAGE	420mm	297mm	5mm	5mm

PRINT RATES

1/4 PAGE	1/2 PAGE	FULL PAGE	DOUBLE PAGE	BACK PAGE
\$600	\$1200	\$2000	\$3000	\$4000

ALL PRINT ADS INCLUDE AN INSTAGRAM STORY FREE OF CHARGE

BOOK MULTIPLE ISSUES AND SAVE

2 issues = 10% discount

3 issues = 15% discount

4 issues = 20% discount

REQUIREMENTS

- Files supplied as press quality CMYK PDF file, High resolution JPEG, TIFF, Photoshop or vector EPS files.
- All images should be 300dpi at 100% size with images and fonts embedded.
- Artwork file size should be no larger than 10MB.
- It is the client's responsibility to ensure there is no breach of copyright in advertising and all of its components.

SMALLER PACKAGES



SMALL BIZ SPOTLIGHT (\$250)

The Small Biz Spotlight is a space for us to showcase amazing small businesses! As a small business ourselves, we understand that advertising budgets can be tight. So, we wanted to create an affordable way to showcase amazing small and local businesses.

In each edition, we will feature 9 Small Businesses on our Spotlight page (each section is only slightly smaller than a 1/4 page ad which normally costs \$600). Your section will include a picture, your business name, description (up to 60 words) and a URL of your choice - all for \$250!

You'll also receive an Instagram story at no extra charge!

Small Biz Spotlight



BRANCH INTO MUSIC

Branch Into Music - a place where educators and families are supported to make meaningful music with their early learners. Gain the repertoire, resources and boost in confidence you need to bring more music into your program, enabling you to connect with your children, promote healthy brain development and encourage emotional intelligence.

branchintomusic.online



WESCOMBE ELECTRICAL

Wescombe Electrical is proudly South Australian owned and operated. Our team is dedicated to providing Adelaide with high quality electrical and solar services. We were recently announced by the Australian Small Business Champion Awards as the state winners in customer service for the Building Services & Supplies category (two years in a row!)

wescombeelectrical.com.au



CONNECT.ED ONLINE STORE

Our resources are thoughtfully designed to encourage connection; between children and caregivers, children to their peers, and even a strong connection to self. Our resources were made to create an environment characterised by predictability and consistency, as well as to assist caregivers with teaching important skills, such as emotional literacy and regulation.

connectededucation.info/shop

DIGITAL PACKAGE (\$200)

Looking for some additional online presence? Consider our digital package which includes:

- An email banner linking users to your chosen webpage on our distribution emails (820mm x 150mm)
- A blog banner linking users to your chosen webpage on our website (820mm x 150mm)
- An Instagram story

TERMS & CONDITIONS



1. Payment for each advertisement at the rate specified on the Advertising Contract is due within 7 working days of that issue of the magazine being distributed. If an invoice is not paid by the due date specified on that invoice, a late fee of \$25 per month will be applied for each month an overdue invoice goes unpaid, to cover administration costs. Connected Caregiving reserves the right to discontinue advertising if payment is overdue and will hand the account to a collections agency if payment is not made within the given time.
2. Payment plans: All packages are available on a payment plan. There is a fee for using the recurring payment platform STRIPE. This is currently 30C per transaction and 175% on the weekly, fortnightly or monthly amount. This is available using your credit or debit card. If any scheduled payment is missed - for any reason - an admin fee of \$5 will be charged for every missed payment.
3. Special inclusions for multi-issue bookings: These are available during the 12 month period from the date of signing and returning the Advertising Contract. If the Advertising Contract is cancelled by the Advertiser, all special inclusions become unavailable to the Advertiser, effective immediately.
4. Connected Caregiving may, by giving the Advertiser two days prior written notice: i) Refuse to publish the Advertiser's advertising material; and/or ii) Terminate the Advertising Contract, and Connected Caregiving shall be under no liability to the Advertiser other than to return to the advertiser any funds paid in advance in respect of publication not made.
5. The Advertiser may terminate the Advertising Contract if written notice is given to Connected Caregiving before the Cancellation Date, however the advertiser will pay a cancellation fee of 30% of the rate specified in the booking contract on all advertising cancelled. Should the advertiser not pay for advertising booked or any cancellation fees, they will pay any collection agency fees incurred. If the company is sold or falls into receivership/bankruptcy/liquidation, the signee of this application form shall be held responsible for the account, including collection costs and any other legal fees. Advertising Contracts accepted by Connected Caregiving after the Cancellation Date cannot be cancelled by the Advertiser. If the Advertiser cancels all or part of the Advertising Contract after the Cancellation Date, Connected Caregiving is entitled to full payment for the Advertising Contract regardless of whether or not the advertisement is published.
6. If Connected Caregiving is prevented from publishing the advertising material in accordance with the Advertising Contract for any cause beyond the control of Connected Caregiving, Connected Caregiving shall be under no liability other than to take the following action at its discretion: i) To publish such advertising material at another time or times; ii) To refund the monies paid in advance in respect of such advertising material to cancel these Terms and Conditions.
7. The Advertiser guarantees that the advertising material submitted for publishing: a) Contains no false claims for any product or service; b) Contains no defamatory statements or matter; c) Does not infringe the copyright or other rights of any person; d) May be published by Connected Caregiving without incurring by Connected Caregiving of any liability of any nature. The Advertiser indemnifies Connected Caregiving and all directors and employees of Connected Caregiving against all claims, actions, suits, demands, losses, costs, or expenses of any nature that may be incurred by them in respect to any advertising content published at the request of the Advertiser following the Advertising Contract. This clause shall survive any cancellation, termination or completion of the Advertising Contract.
8. No guarantee shall be given to exactly match a print production with an online colour proof because of variances between visual appearance of soft and hard copy proofs. However the publisher shall at all times endeavour to provide the client with a commercially acceptable interpretation of the proof.
9. Advertising material must be received by Connected Caregiving by the scheduled Material Deadline dates.
10. Connected Caregiving shall not be liable for any loss or damage of any kind (including injury or death to persons, legal costs or loss or damage to property) and whether suffered or incurred by the advertiser or a third person or persons where such loss or damage arises directly or indirectly from goods or services supplied by or advice given by Connected Caregiving and without limitation, upon the already stated provisions of this clause, Connected Caregiving will not be liable for any consequential loss or damage including any financial loss or damage.
11. Where the Advertiser is a business, it agrees that it is obtaining Connected Caregiving services for the purpose of a business and the CGA does not apply. Where the CGA applies, and is not excluded by this clause, the provisions of these Terms and Conditions will be read subject to the CGA, and in the case of any conflict, the CGA will apply.
12. Any disputes will be referred to arbitration in accordance with the Arbitration Act 1996. The arbitrator will be agreed upon by all parties for final resolution.

GET
connected

PUBLISHER / EDITOR / SALES

Kerra-Lee Wescombe
admin@connectededucation.info
0417 088 953

DESIGNER / CONTENT MANAGER

Nicola Vozzo
nicola@connectededucation.info
0421 818 711

21/60-66 Richmond Road, Keswick,
SA, 5035



@connected.caregiving



Connected Caregiving



connectedcaregiving.com.au