

LOCALE *kids*

EXPLORE, PLAY, LEARN AND GROW TOGETHER



media
kit
2025

Introducing Locale Kids...

From the creators of Locale Magazine comes something brand new and full of joy — Locale Kids, your ultimate guide to family life in the Northern Rivers. This premier 48-page quarterly magazine is packed with everything parents and carers need to keep their kids happy, healthy, and entertained. Discover the best places to play, explore, shop, eat, learn and unwind — from hidden playgrounds to school holiday escapes, educational resources to local health advice.

Produced by locals, for locals, Locale Kids is a free publication with 8,000 printed copies distributed throughout the Northern Rivers and Gold Coast. You'll find us in resorts, Airbnbs, hotels, cafes, restaurants, childcare centres, medical hubs, and stylish boutiques — all the places families go.

We offer multiple booking discounts to help businesses reach more local families and maximise their exposure. Plus, all advertisers benefit from dedicated social media promotion across our active platforms, including Instagram. Our growing digital presence drives traffic to our website, connecting our community with the best local events, services and businesses.

Locale Kids is playful, practical, and full of heart — just like the families we celebrate.

ADVERTISING RATES

RATES PER QUARTER

Advertisement Size	CASUAL per issue	X 2 per issue	X 3 per issue	X 4 per issue
Double page	\$1600	\$1440	\$1295	\$1160
Full page	\$950	\$810	\$730	\$655
Half page	\$550	\$465	\$420	\$380
Quarter page	\$350	\$315	\$285	\$260
Quarter horz	\$350	\$315	\$285	\$260
Classified directory 1/8th page	\$150	\$145	\$130	\$120
Inside front & back cover	\$1100	\$990	\$890	\$820
Cover	\$2500			
Back Cover	\$1300			
What's on - up to 100 words + one image and social handles			\$180	
Product placement Includes a small description RRP, website and image of product			\$150/product	

Advertorial		CASUAL per issue
Full page	400 words (2-3 images)	\$800
Half page	250 words (1 image)	\$450
Double page	700 words (4-5 images)	\$1100

All prices are +GST

Ask us about our special package rates to cross promote in
LOCALE MAGAZINE.

PAYMENT & CANCELLATION TERMS:

Total cost per issue to be paid as follows:

- On contract, full payment. • With proof approval, full payment total cost. • Cancellations after the booking deadline will be charged at full rate.
- Written cancellations accepted seven days prior to booking deadline.

ONLINE DIRECTORY

Be Seen. Be Found. Be Local.

Get discovered with Locale's Online Directory – the go-to place where locals and businesses search. For less than the price of a coffee a week, your business can stand out and connect directly with the community.

Why list with us?

- Boost your online visibility & SEO – strengthen your digital footprint.
- Gain valuable backlinks – improve your Google ranking with quality links.
- Connect with locals – stay front-of-mind in a trusted community hub.

What's included:

- A custom tile featuring your logo or image, clickable to your dedicated page.
- A business page with a write-up, gallery of images, and direct links.
- Your website, address, and social channels integrated.
- A featured special offer to attract new customers.
- Ongoing exposure to engaged, local audiences.
- No lock in contracts

All of this for just \$20 per week.

Affordable, effective, and hyper-local – the perfect way to put your business on the map.



DIGITAL ADVERTISING RATES

1 x Social Media Post (Instagram & Facebook)	\$250
1 x Blog Post (400 words + 3 images) + 1 x Social Media Post	\$500
1 x Email Advert Banner	\$350

DEADLINES

EDITION	BOOKING DEADLINES	MATERIAL DEADLINE	DISTRIBUTION
AUTUMN	7th February	14th February	14th March
WINTER	9th May	16th May	13th June
SPRING	8th August	15th August	12th September
SUMMER	7th November	14th November	12th December

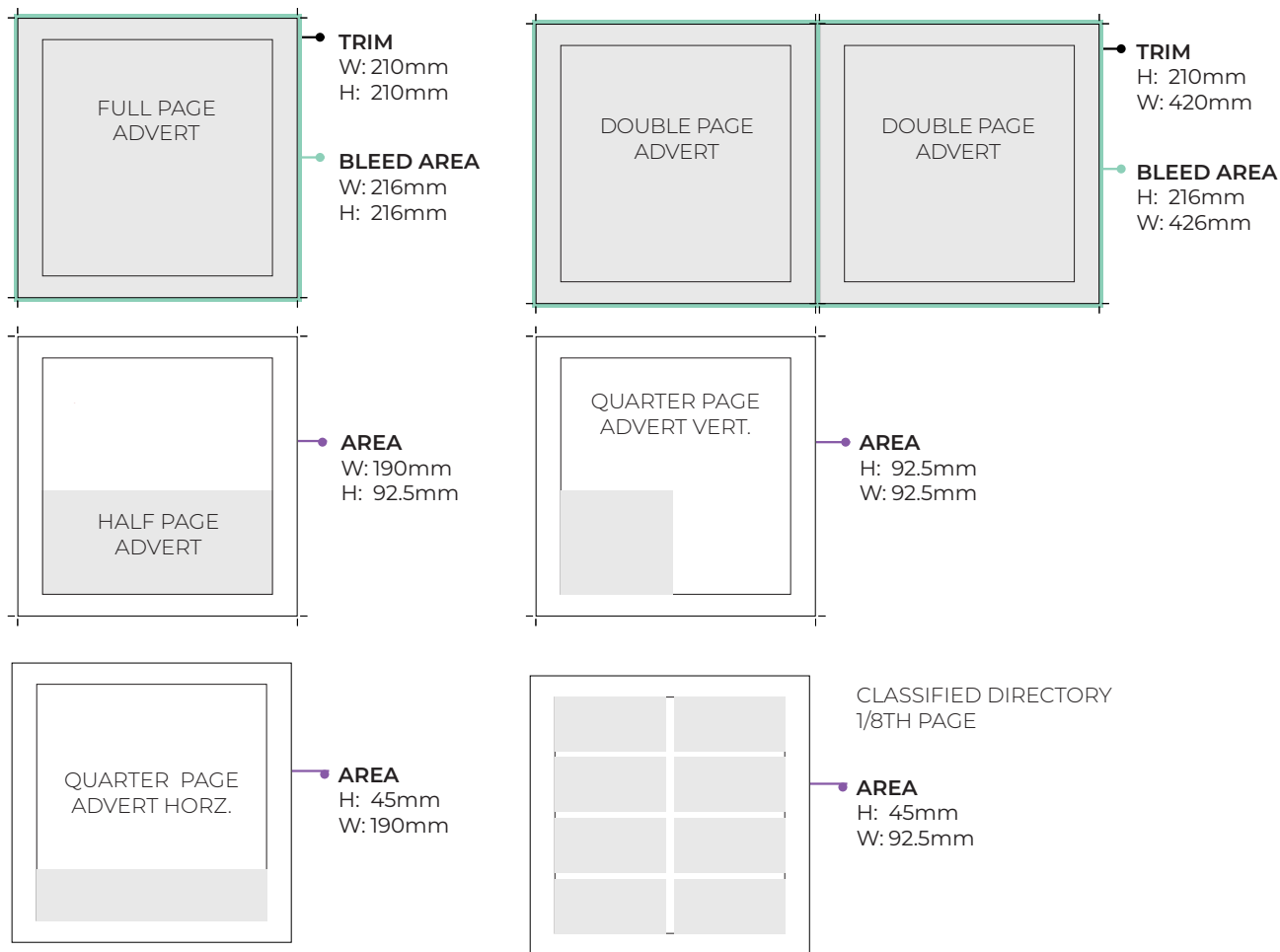
ARTWORK

- Print artwork to be supplied as Press Ready PDF, using CMYK colours
- Images must be minimum 300dpi
- Complete material supplied as press quality pdf (300 dpi)
- Photography, copy writing, design and layout fees on application
- Proof supplied in PDF format, changes and approvals required by email
- Advertisers are responsible for accuracy on proofing.

Design support

Need help with your artwork? We have a full design service to help develop your advertisement for an additional fee. Always here to help locals!

PAGE SPECS



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