

CRiKEY!

Australia ZOO MAGAZINE

MEDIA KIT

2011

www.crikeymag.com



Valued Clients



Our approach to publishing is fresh and vibrant, yet educational. Children and families love our magazine, because we bring wholesome entertainment into their homes. We're honest and maintain a high level of integrity in our reporting, while providing the most fascinating information and facts about wildlife and conservation issues.

Globally, people are more eco-conscious, bringing all things 'green' into the mainstream. In light of this, businesses are itching to align themselves with Australia Zoo, the ultimate eco-warrior company. Like all Australia Zoo products, every dollar of profit made by Australia Zoo CRIKEY! Magazine will benefit wildlife and habitat conservation. Plus you can rest assured that our magazine is printed under ISO 14001 Environmental Certification. The paper is certified by an international certification programme promoting sustainable forest management.

As well as giving our readers a fantastic magazine, we're committed to providing our advertisers with every opportunity to connect with their target market. The way we figure it, it's a two-way street! We love to get creative and personally tailor promotional packages to suit your products or services, all the while treating our readers to something special. With every magazine booking, your company's logo and information will appear on our magazine's 'Sponsors' webpage on the Australia Zoo website.

Kind regards,

The Advertising Sales Team
Australia Zoo CRIKEY! Magazine

P: 0488 718 008 or 07 5436 2000

F: 07 5494 8604

E: advertising@crikeymag.com

CRIKEY!
Australia Zoo MAGAZINE



Have a go at this!

Gender & Audience

Australia Zoo CRIKEY! Magazine appeals to a wide market. Whether it's a child buying the magazine with their pocket money, or a parent or grandparent subscribing, men and women, boys and girls' can be inspired and learn more about conservation.

Australia Zoo CRIKEY! Magazine readers are predominantly families and children, as well as tourists and wildlife lovers. Our readership base provides a solid platform to get promotional opportunities across in a vibrant, yet professional manner.

Readership/Statistics

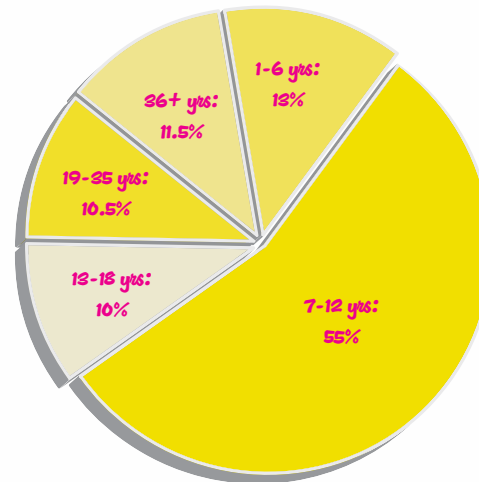
A recent survey concluded that 73% of our primary readers are aged from 4 to 15 years, while 48% of readers said their parents and family also read their copy.

1-6 yrs: 13%
7-12 yrs: 55%
13-18 yrs: 10%
19-35 yrs: 10.5%
36+ yrs: 11.5%

The survey proved the main reader demographics consisted of conservation conscious children, eco-friendly tourists and families with disposable incomes.

Circulation

- Print run: 22,000 so multiplication effect makes readership approximately 70,000
- Available in 3196 newsagents throughout Australia
- Purchase and preview online at www.crikeymag.com and www.australiazoo.com.au (150,000 visits and 650,000 page views a month.)
- Consistently increasing subscription base both in Australia and internationally



Check this out!

Our Advertisers say...

Greyhound has had a long relationship with Crikey! Magazine and Australia Zoo. It's been beneficial for both of us. With our strong relationship we have implemented a package that includes coach travel and entry to Australia Zoo in which ticket sales have increased month by month and continue to increase adding value both to our organisation and Australia Zoo through our relationship with Crikey! Magazine. The magazine is a great read for our passengers too!



Gagandeep Singh,
Vice President - Marketing, Greyhound Australia

Green's are delighted in our partnership with Terri, Bindi and Robert Irwin and the Australia Zoo. The support of Australia Zoo conservation projects is something Green's are proud to be associated with and the commitment by Terri, Bindi and Robert to the conservation of our planet is inspirational. Crikey! Magazine is yet another example of an innovative approach to educating and engaging people in key issues, programs and events in a way which only the personalities of Terri, Bindi and Robert could do.



Cathy Zeppieri,
Marketing Director, Green's

Our readers say...

"I think Crikey! Magazine is great because it can teach you so much about many wonderful animals. It keeps you updated on what one of Australia's most known amazing family is up to. It has competitions and prizes and I would highly recommend it!"

Maddy, 12.

"I love Crikey! Magazine because it has lots of information about so many different things. I read them more than once. I love animals and learning all about them. The magazine makes it easy to learn about things that I don't really know about."

Connor, 9.

"I love Crikey! Magazine because it's different to all other kids magazines. Crikey! Magazine talks about how to do things that can really make a difference!"

Iris, 9.

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Here's the go...

<i>Rates</i>	CASUAL	2 ISSUES	4 ISSUES
FULL PAGE	\$3095 +gst	\$2895 +gst	\$2700 +gst
HALF PAGE	\$1620 +gst	\$1550 +gst	\$1450 +gst
THIRD PAGE	\$1100 +gst	\$1035 +gst	\$970 +gst
QUARTER PAGE	\$850 +gst	\$820 +gst	\$775 +gst
WILD CHILD MINI-MAG <i>Full page only</i>	\$900 +gst	\$820 +gst	\$775 +gst

Deadlines

MARCH

Booking Jan 27
Artwork Feb 2

JUNE

Booking May 3
Artwork May 10

SEPTEMBER

Booking August 4
Artwork August 11

DECEMBER

Booking Nov 3
Artwork Nov 10

Inside front cover, page three and inside back pages: 30% loading.
Specified positioning: 15% loading.
Guaranteed right-hand page: 10% loading.

Supplied advisements preferred, however design services are available at a cost. Client supplies photographs and transparencies should be of the highest quality to ensure superb reproduction.

Please note: A signed booking form with details of your requirements is necessary to confirm booking.





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