

New kids magazine from Australian Geographic.

Australian GEOGRAPHIC
Explorers
 This is your planet

52
 Pages
 which includes
 a 16pp giant
 fold out wall
 chart / poster



● **Age Target - 8 -12 years**
 (will also appeal to parents of younger kids)

- A magazine for enquiring minds, it will cover : exclusively Australian content
- Be highly educational with curriculum links and will cover – Science, Geography, History, Natural History, Native Flora and Fauna and Australian Culture
- It will have high production values with detailed diagrams, high quality photographic content, well researched and written articles
- It will be interactive and engaging
- It will be empowering and positive
- It will address climate change, sustainability, endangered species and empower kids to act and to feel able to make a difference.

● **Frequency 6 issues a year**

● **Price RPO \$8.50**
 Subscription price \$39.00

● **Advertising Page rate of \$1500**

● **10 Advertising Pages**

● Can offer editorial product integration if we have the images / products in time.

● **Issue 50,000 copies printed and distributed with the AG journal and stand alone on news stand National Distribution**

For Advertising enquiries contact
Nicola Timm 0424 257 527
NTimm@australiangeographic.com

For editorial enquiries contact
Martine Allars
MAAllars@australiangeographic.com



SPECS:

DPS: 265 x 410mm
 FPC: 265 x 205mm
 Bleed is 10mm extra on both measurements.

RATES:

FPC: \$1,500
 DPS: \$2,500

DEADLINES:

Issue 3

On sale: 25 March 2021
Material Deadline: 4 March 2021

Issue 4

On sale: 27 May 2021
Material Deadline: 6 May 2021

Issue 5

On sale: 29 July 2021
Material Deadline: 8 July 2021

Issue 6

On sale: 20 Sep 2021
Material Deadline: 9 Sep 2021

Issue 7

On sale: 25 Nov 2021
Material Deadline: 4 Nov 2021

