

# LetsGoKids

## MEDIA KIT

[www.letsgokids.com.au](http://www.letsgokids.com.au)

Download our app by searching letsgokids in Google play or in the App store



FIND US ON FACEBOOK  
"LETSGOKIDS" or "LETSGOKIDS NZ"



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"LETSGOKIDSAUNZ"



NSW, VIC, TAS, WA, NT & NZ



# ABOUT OUR MAGAZINE

## The Concept

Started in 2006 after years of parental frustration from not knowing where to go or what to do with kids after school, on weekends or in holiday periods. LetsGoKids is now Australia's and now NZ's no. 1 free family guide. Developed out of a need to assist parents in entertaining, feeding, educating, shopping and travelling with their kids, LetsGoKids is now the "go to" authority on "ALL THINGS FAMILY" in Victoria, Western Australia, Tasmania, New South Wales, Northern Territory and North Island New Zealand. LetsGoKids is published annually with weekly updates on the website and app. With readership of over 1,600,000 people annually and a great website to complement the written publication, LetsGoKids is THE VEHICLE to carry your family oriented message.

## What does LetsGoKids contain?

- where to visit
- games and puzzles
- where to eat
- sporting events and teams info
- where to shop
- public transport info
- where to stay
- where to play
- important phone numbers
- wots on in the suburbs and state
- easy-to- read maps
- what to watch
- vouchers

## What makes LetsGoKids special?

The thing that makes LetsGoKids so special is that we can get Primary Schools to give them out for us!! Many have tried – most have failed. Schools and parents value the information, entertainment, ideas and savings that we provide. It is delivered directly to them by the teacher through the classroom bin.



# ABOUT OUR DISTRIBUTORS



## LetsGoKids is unique because

LetsGoKids is unique because it is designed and written for both parents and kids. There is no other guide like it. We have made the magazine the right size to carry around (A5) and information is easily found. It is great for locals and great for visitors. Our thorough distribution system ensures it reaches both markets. We target schools, libraries, visitor information centres, hotels and apartments and holiday villages statewide in each of our six markets - Melbourne, Perth, Sydney, Tasmania, Northern Territory and New Zealand. Our Distribution is extensive and unmatched.

*\*Our distributors can be viewed on our website – [www.letsgekids.com.au](http://www.letsgekids.com.au)*

“Well done Terry, Cassie and Team. It looks great. Undoubtedly the best publication of its kind around. The timing of distribution for school holidays along with the coverage of distribution you do yourselves is a credit to you. Keep up the great work.”

– Dallas, Pedal Buggies TAS



## DIGITAL CONTENT

### Website

Of course the entire book is available online to be read and the advertiser's ads when “clicked” on, go to a content page on our website. These content pages contain contact details, opening times, maps, details on the advertiser and pictures. They have direct links to the advertiser's own website. The content pages are also able to be found by using our keyword search facility.

### E-Newsletter

A monthly newsletter is produced each month that is unique for each location. We feature each advertiser in a feature editorial at least once per year and include all the monthly news, deals, events and specials of our clients. We even email them monthly to remind them!

## Smartphone App

A free download from the app and google play store, the app now gives you up to date information, deals, offers and news for all our advertisers in real time, in your hand! It will even map you to the advertiser's door, and with push notifications, alert you to the advertisers presence within a predetermined “fence” around the business.

## Web Traffic

July 2016 web statistics show LetsGoKids as having over 2,000,000 hits in the previous 10 months. We currently have an average time on our site of 4min 32sec with a low 23% bounce rate. People obviously use LetsGoKids online as well!

# ABOUT US

## Why Advertise with us?

**1. Distribution** - We are special!! Try getting schools to distribute your product for FREE – We can!! From schools, public libraries, hotels and apartments, visitor information centres, tourist villages, retail outlets and tourist attractions, we are able to reach the local and visitor segments of the family market.

**2. Our uniqueness** - LetsGoKids is the only publication that ties together all of the information families need.

**3. Readership** - The LetsGoKids publications reach 1,600,000 families on a yearly basis and is growing.

**4. "Wot's On"** - The free up-to-date monthly "Wot's On" section of our website allows you to advertise your events in "real time" through Australia and New Zealand – WOW!!

**5. Our monthly newsletters** - emailed monthly to our database in each state and are free to participate in.

**6. Our app** - Simple to use with up to date event information, games, GPS mapping, push notifications and even offers, deals and vouchers for discounts can be inserted into it. This gives you direct, relevant communication to your market in "real time".

## Our Content

- **Out & About** - Places of interest that kids of different ages would find interesting and entertaining.
- **Shop** - Shops that appeal to kids of all ages that include toys, clothes, consumables and souvenirs. Major shopping centres and markets, and their locations are listed here.
- **Play** - Places to visit where kids can have fun, go on rides, participate in activities, kick the footy, play soccer or simply go for a walk and an ice-cream. Also includes party options and after school/ weekend activities.
- **Eat** - Family-friendly eateries that welcome children and may have special kid's menus, deals or entertainment.
- **Watch** - A list of sporting events, movies, theatrical and musical performances for the family's viewing pleasure and of course professional sporting teams and fixtures.
- **Wots On** - List of activities held during the months included in each edition and a reference to our website for further updated information. Highlight your upcoming events.
- **Stay** - Accommodation guide for families - hotels and apartments that provide activities and facilities for families that are looking for a place to stay.



# ABOUT US - TESTIMONIALS

LetsGoKids

## Advertisers

Just checked out the new website and it looks great. I find a lot of websites are "cluttered" and hard to find info, but your site is very concise. - Shan, Aquascene Such a great turn out it surprised me we had so many vouchers come in we had to buy another container just to hold them all. Great booklet people coming through all over the state.

- *Russ, Sliders Dry Slopes*

## Distributors

This sounds like a great resource and I am happy to share this information with my families.

- *Skye, Figtree Heights P.S*

Here at Rosny Library LetsGoKids has proven extremely popular. After only 4 weeks, can we please have 400 more because they are literally 'walking out the door'!

- *Rhona, Rosny LINC*

## Readers

Hi, I think the new website looks FANTASTIC. Its bright, new & refreshed. A bit like getting a facelift I'm guessing..... Lol... It's informative, interesting, easy to read, colourful, full of ideas, has plenty of dates for my diary and fun! Keep up the good work and I love Let's Go Kids! And I love getting my e-newsletters and read it all. - *Alison, Victoria*

Love this fantastic publication I have found this year. Just booked a short holiday to Hobart for the October School Holidays and the vouchers will enable us to visit some attractions that otherwise we could not have with a tight budget. Thanks for such great deals.

- *Krushka Family, Scottsdale*

Thank you very much for posting the WA edition of your fantastic publication to us. The kids and I have studied it and are becoming more and more excited about our trip west! The content and layout is fantastic and your customer relations are spot on. Thanks again for the great service.

- *Wendy, Melbourne*

LetsGoKids is an adults bible to keeping kids occupied, exploring Melbourne and discovering the sights of Victoria. We keep ours in the car so we always have it handy when we are out and about.

- *Kathryn, w*



# AD TYPES AND DETAILS

LetsGoKids is an A5 publication

Ad size and detail:



**Full Page**

Trim: 148mm W  
210mm H  
Bleed: 5mm bleed  
Type: 128mm W  
190mm H

NOTE: Trim/crops need to be included in file.



**1/2 Page**

Size: 128mm W  
85mm H  
Bleed: NO bleed

NOTE: No trim/crop marks to be set into file



**1/4 Page**

Size: 60mm W  
85mm H  
Bleed: NO bleed

NOTE: No trim/crop marks to be set into file



**Voucher**

Size: 123mm W  
60mm H  
Bleed: NO bleed

NOTE: Vouchers that are 2 sided send 2 pdf files NOT 2 pages in 1 pdf



**1/3 Page**

Size: 128mm W  
60mm H  
Bleed: NO bleed

NOTE: No trim/crop marks to be set into file



**Ad Slider**

Size: 123mm W  
60mm H  
Bleed: NO bleed

NOTE: File needs to be under 500kb

**Acceptable Artwork formats**

Artwork is only accepted electronically. All Publication artwork must be in CMYK and must include appropriate bleed (as per your Advert size - see above) All E-package content is preferred in RGB but can be CMYK.

Acceptable file formats include:

- Illustrator CS (preferred): All fonts outlined & 300 dpi CMYK images embedded
- InDesign CS (preferred) All fonts outlined & 300 dpi CMYK images attached
- Photoshop CS: PSD, tif, jpg - 300 dpi CMYK
- Artwork ready pdf: All fonts outlined & 300 dpi CMYK images with crop/trim marks (if required by size details above).
- Other formats: Microsoft Word, Corel Draw and BMP files will not be accepted. Illustrator EPS files may be accepted (\*see note below). Please contact LetsGoKids Graphics prior to sending other file formats

**File naming protocol**

Please name files as:  
"businessnameTYPE.extension"

TYPE of ad:

- VCHR = Voucher Front
- VCHR = Voucher Back
- QPAD = Quarter Page Ad
- HPAD = Half Page Ad
- FPAD = Full Page Ad
- BCARD = Business Card
- 3PAD = 1/3 Page Ad
- SLIDER = Ad Slider

Examples:

- popypizzaVCHR.ai
- popypizzaQPAD.eps

**Queries**

Artwork queries please see website for details or email [letsgokidsgraphics@gmail.com](mailto:letsgokidsgraphics@gmail.com)

STATE	DEAD LINE	DISTRIBUTION
NT	MARCH 14	MARCH 28
TAS	JUNE 16	JUNE 24
VIC	NOV 15	NOV 28
WA	NOV 8	Nov 19
NSW	NOV 1	NOV 15
NZ	AUG 22	SEP 6

