



NEWCASTLE *Baby*

2025 Media Kit

Natalie Meade | 0406 934 645
design and copywrite team
hello@newcastlebaby.com.au

The Ultimate Baby Guide for the Newcastle Region
www.newcastlebaby.com.au



Why advertise with us:

Newcastle Baby is the regions only, local, **mum-bump-baby-mag**, and so appreciated by all. It is a wonderful way to join together, to contribute, to be seen, heard and felt, as your business is featured for **a whole year** in this beautiful-quality, free to reader, print publication.

Our Magazine is **published annually** and distributed with the proud support of key retail, health, birth, child and community services across the Greater Newcastle Region. Our distribution enjoys a natural cross-pollination - every advertiser is giving copies of the magazine to their own clients (who are *your* target market).

6000 (minimum) copies printed each year. Thinking sustainably, readers see a special 'mum-cycle' symbol encouraging our durable magazines to be handed from mum to mum. Between print, digital, mum-cycling and the way our mags get passed around staff tea rooms, clinic spaces, and families, we feel great knowing we reach 10,000+ readers a year!

Social media shout-outs – we share your posts, stories and reels with a growing, engaged, local, social media following. And during the year, let Nat know if you'd like some extras shout outs at the socials of the community project Newcastle Birth Movement (it just so happens Nat is “in tight” with them, lol).

Celebrate at our **Launch Party** Saturday, November 9th, 2024 (late afternoon, so you can still book clients Saturday in the day time). This is your opportunity to meet and hear from each contributor in circle. Then stay to connect, eat, drink and be merry.

Secure your **complimentary listing** on our website and be seen, more often, by more clients, and benefit YOUR website with click backs. Experience opportunities to have your articles published to our website included in select packages.

Enjoy even more enhanced visibility with the **digital copy**, available by easy read and beautifully presented and easy to share PDF - share to your online audience.

Background

Welcome to Newcastle Baby, supporting you to build your business and your community. With the success of our first three editions we are now an established and loved resource for new mothers, growing families and industry professionals across The Greater Newcastle Region.

After the birth of their first baby, and as mothers, so many lament – I wish... I wish I knew... I wish I knew about you! Often pregnant women and new mothers don't know what they need or where to find it. Newcastle Baby is here to reach women early on in their journey, offering stories, education, information, choices, love and connection.

Newcastle Baby is here to actively demonstrate that building your village is one of the best ways to support the healthy growth of our families and businesses. You and your business are major influencers of this collective wisdom in action.

And, after one year of rest, Nat is BACK!! and excited to bring a whole new energy and a ton of new learnings to Newcastle Baby 2025.

Newcastle Baby reflects the soul of the humans that contribute to it - loving, warm-hearted people. We create a village where we can authentically recommend each other.

Together we can do so much.





Features in our 2025 edition

Organised by sections. Pre-conception and pregnancy, birth, postnatal services, new baby products, toddler services, products and classes.

Indexed. Searchable index, your business may fall under multiple categories so you will be found via all of these in the index.

Complete list of all advertisers with their social media handles across 1 - 2 pages - easy access for the mama who has her phone in her hand and social media at her fingertips.

Our e-magazine available digitally, with clickable links, for you to share with your online audience.

Small Business Spotlights! This years focus is about our readers getting to know your heart, your passion and your WHY. Grow your familiarity, word of mouth, trust, and rapport with our readers.

Editorial - position yourself as an expert in your field, while building your 'know, like and trust' value with a ready and open market. This is the space where you get to shine, share your stories, skills and wisdom.

A bonus INDEX for articles - this special index will include the title PLUS, an image and description of the author! (a great way to be seen again within the magazine pages)



Ad sizes and rates

There are three tiers of packages, depending on your needs: Silver, Gold and Platinum.

Once you choose your package tier, you will also, later, choose the size of print ad you'd like to have (quarter page, half page or full page).

All tiers include distribution (a decision made to ensure our magazine uniformly and reliably reaches our target areas and target audiences).

All tiers receive up to 100 complimentary magazines, for your own clients. **

Additional copies

**We order one print run per year – now is the opportunity to order extra magazines for your business. Magazines are available at the wholesale price of \$55 per bundle of 50.



Platinum package

THE HIGHEST TIER, PLATINUM INCLUDES:

- Your ad in the print edition at your chosen size
- Minimum of eight social media shout-outs
- Share your events on our social media channels
- Adveritorial - a one page editorial in the print edition, written by you. The most “stand out” opportunity is the Platinum Package with a full page ad as your ad choice. This combination creates a FULL, double page spread, to showcase your business. Our editorial and design team are here to support you.
- Two articles on the website – written and submitted by you in your own time
- Listing on the Newcastle Baby Website Directory
- Inclusion to the messenger thread social group to collaborate and share promotions
- Social events throughout the year
- An invite to our launch party

The Platinum Package positions you as a leader in your field as you share your expertise and insights with your full-page editorial. Sharing really is caring and there is so much that growing families are keen to learn about. They will appreciate reading your attention-grabbing article and love getting to know you, as they do. People need people, to learn from, to relate to and to support them through major life changes. This is your opportunity to lead the way.

A photograph of a man with a full brown beard and a shaved head, wearing a light pink shirt. He is leaning forward, looking at a baby who is peeking out from a white fabric carrier. The baby is wearing a black and white checkered shirt. The background is a soft-focus indoor setting with a white wall and some greenery.

Gold package

THE MID TIER, GOLD INCLUDES:

- Your ad in the print edition at your chosen size
- Four social media shout outs
- Share your events on our social media channels
- An article on the website with click backs
- Listing on the Newcastle Baby Website Directory
- Inclusion to the messenger thread social group to collaborate and share promotions
- Social events throughout the year
- An invite to our launch party

The building and growth of our Community is a very real and achievable dream. This is your opportunity to **collaborate and serve** growing families with your unique offerings. By supporting each other we **create greater ease and leverage our reach**. Sharing our stories, nurturing our clients and building our community. We are excited to welcome you, to hear your ideas and see what develops in this creative space.

A photograph of a person holding a baby on a beach. The person is wearing a light-colored shirt and a wide-brimmed straw hat with a black band. The baby is wearing a dark blue shirt and is being held in the person's arms. The background shows the ocean with waves and a sandy beach under a clear sky.

Silver package

THE MOST BASIC TIER, SILVER INCLUDES:

- Your ad in the print edition at your chosen size
- Two social media shout outs
- Listing on the Newcastle Baby Website Directory
- Inclusion to the messenger thread group where we collaborate and share promotions
- Social events throughout the year
- An invite to our launch party

Design

For full, half and quarter page ads you provide the ad file designed and ready for print. The files need to be high resolution (300dpi minimum), CMYK, and in jpeg or PDF with 3mm bleed. If you need assistance with your ad design, we can put you in touch with our designer.

For the Small Business Spotlights, you just provide a high quality business photo, contact/personal info and your text. Our designer will do the rest.

Advertorials, you just provide your image/s, title suggestion and your article and our editor, copyright team and designer, will help create the final finished piece.

Dimensions:

- Full page - 148mm x 210mm - portrait orientation
- Half page - 105mm x 148mm - landscape orientation
- Quarter page - 74mm x 105mm - portrait orientation
- Special Article-Index Spot: 15mm x 210mm - landscape orientation

Our designer

Bec Thomas of Bec Thomas Designs is our designer for Newcastle Baby 2025. She is a Senior Freelance Graphic Designer based in Southern Sydney, loving life with her husband and two vivacious kids and their lazy greyhound. She a connoisseur of Italian food, sunny bush walks and all kinds of terrible reality tv. When she is not working you'll find her turning plastic bottles into reusable bags with her passion project 'Hello Weekend'. Bec has worked on our sister baby magazines around Australia and knows how to deliver what we want in the timeframe we need.

Bec is a creative perfectionist with an eye for design details across all digital and print mediums. With 16 years experience working with international companies to small businesses just starting out, providing high quality, considered design. Her graphic design specialities include brand identity, advertising across print and web based platforms and she has a keen eye for understanding the visual tone of a brand. So if you're unsure where to start with your ad, please reach out to Bec and she will professionally design your magazine advertisement and provide the finished artwork to you as a print-ready PDF that you can use in other places not just the Newcastle Baby Magazine.

Bec can either use your own images or she can source high quality stock images for you. And she has a 'Newcastle Baby exclusive fixed rate of \$80 per ad for all advertisers.

Contact details

To book your ad design with Bec, please email her. Bec@becthomasdesign.com
Invoices will be issued separately to your magazine booking.



Package pricing

With a strong focus on the celebration of the amazingness of what Newcastle has to offer, prices have been set as modest as they can possibly be. Nat brings her hard work and passion into the project - you bring your support and faith, and soon, this gorgeous baby is birthed.

Baby Due Date November 9th, 2024!

- * Platinum packages include a one page advertorial
- ** Advertorial opportunities will be limited by speciality to ensure the mag delivers great variety for our readers (get in fast)

AD SIZE + PACKAGES	Silver	Gold	Platinum
Full page	720	982	1440
Half page	539	849	1303
Quarter page	359	645	1100
Small Business Spotlight	359	645	1100

Special Offers

To help you jump in with full excitement, enthusiasm and by the necessary deadlines...

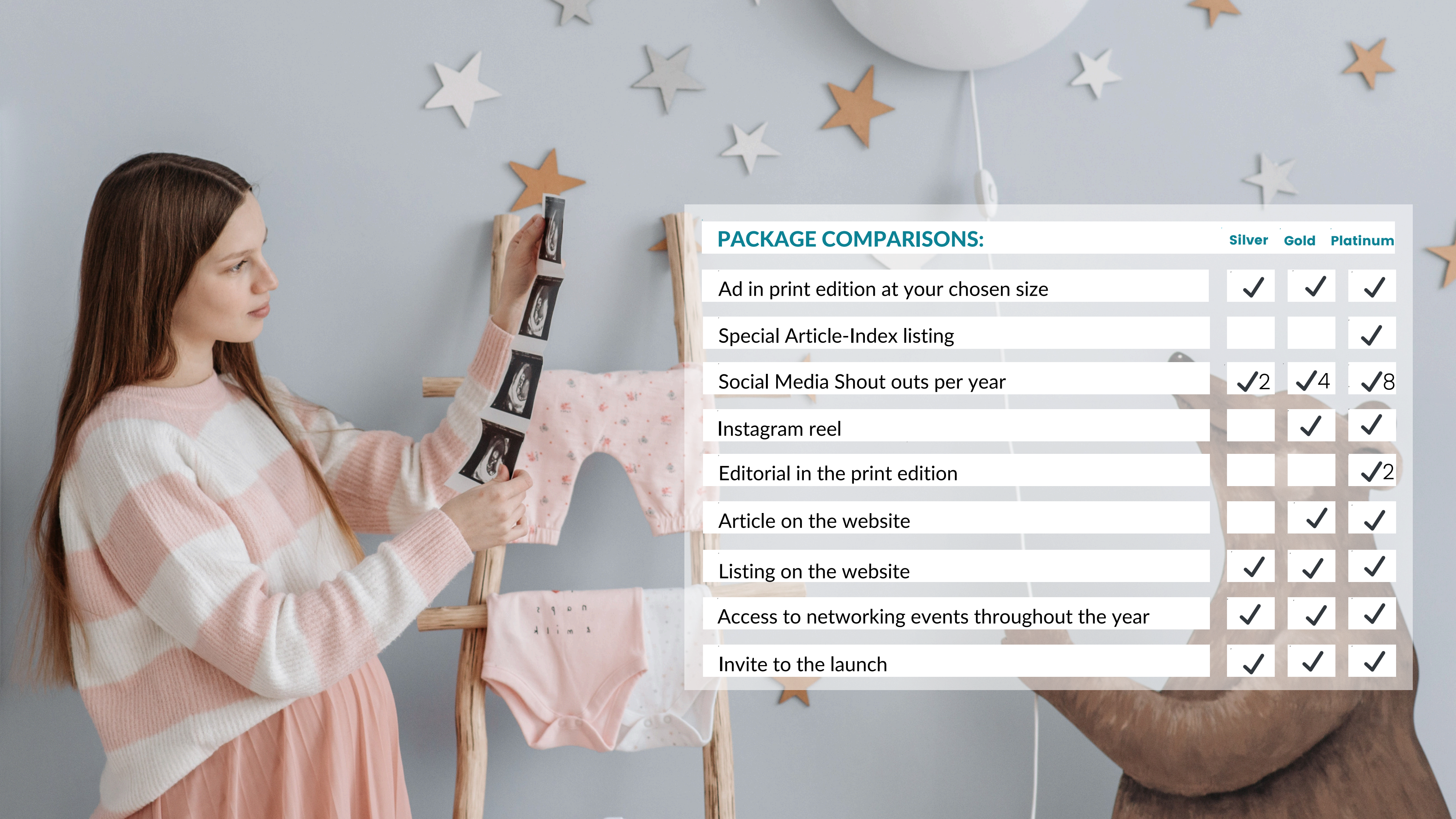
Choose one offer to enjoy:

- 10% discount - for early birders who have never been in the mag (deadline July 25th, 2024)
- 15% discount - if you are a past contributor PLUS you pay by the early bird date (July 25th, 2024)
- 25% OFF SPECIAL CHANCE: Purchase the quarter page, small business spotlight, at PLATINIUM level, by the early bird date, and you get all the amazing benefits of Platinum, including a one page article in the mag!!! To recap, you'll get: A one page article to show your expertise in your field, your small business spotlight to share your heart and build trust and rapport, PLUS a third entry in the magazine at the Special Index-Article Listing (1/10th of a page)! This special 25% off reduces the cost of this package from 1100 down to 825 (yay!!).

Maths Spoiler Alert

For those who can't be bothered calculating the figures, maths spoiler ahead. The most economical way to purchase 'page space' and really STAND out and make a splash, is to purchase a double page spread (ie purchase a one page ad at Platinum level (gets you two full pages plus a listing at the Special Article-Index Spot).

Just flick through Newcastle Baby 2023 and see how beautiful Dorte Blaht, Sarah Newling, Hayley Weir, Ineka Morosini and Laura (PhysioFemina)s' articles look and feel.



PACKAGE COMPARISONS:	Silver	Gold	Platinum
Ad in print edition at your chosen size	✓	✓	✓
Special Article-Index listing			✓
Social Media Shout outs per year	✓2	✓4	✓8
Instagram reel		✓	✓
Editorial in the print edition			✓2
Article on the website		✓	✓
Listing on the website	✓	✓	✓
Access to networking events throughout the year	✓	✓	✓
Invite to the launch	✓	✓	✓

So much love for Newcastle Baby

From our community distribution network:

Cafés: “The mums took them all in one day, yes we would LOVE more please!”

Obstetrics: “Please bring us next years magazine as soon as it is ready.”

Midwives: “May I please come and get a full box from you.”

Wellness industry: “We have been part of the Newcastle Baby Magazine right from the beginning and feel really lucky to be part of this group of wonderful businesses! Our clients love when we add a copy of the magazine to their packages, as they always find it to be a great resource for pregnancy and postpartum. We also had a few clients reporting to us this is how they found our business, which is always amazing to hear!”

Our valued contributors:

"I think it's a great resource for the Newcastle Community, yes please email us the new Media kit"

"I was happy with the magazine and article and would love to be involved again"

"I love that I can hand it to a pregnant woman and refer many great care providers all in that one simple action"





So much love from our wonderful mums

"Being new to Newcastle – picking up this magazine at Organic Feast was the best thing ever! I felt so lost being in a new town and pregnant for the first time. The people I've met through this magazine have helped me so much to settle into my pregnancy and my new home. Thank you, Newcastle Baby, – I LOVE YOU"

"I picked up my copy of Newcastle Baby from the lovely Gemma at Yum Mum Tum – I had no idea that Itti Bitti Cloth Nappies had a retail shop at Cardiff, until I saw them in the magazine! I was so excited to head out there, as I love shopping in person and getting personalised support with my purchases."

"As a new mum it's awesome to read local stories, it's so hard to know sometimes what you need, it can all be so confusing. Newcastle Baby helped me work a few things out, I'm so grateful."

"Moving here from Melbourne I've found there's not enough people offering support during pregnancy in the Port Stephens area – it warmed my heart to find this magazine at The Spirited Play Café and helped me to get to know what was just up the road"



A Key Distributor: My Kids Market

Jennifer and her friendly, energetic and caring team, love to focus their market promotions on attracting pregnant women, new mums and families.

For each of their huge markets across 2024 and 2025, we love knowing that Newcastle Baby will continue to be handed personally into the hands of such a suitable target audience.

And we also get to feel joy as our magazine creates such a beautiful FREE GIFT for market visitors. A match made in heaven!



Submission dates and deadlines

If you are a professional local business, niched from preconception to pre-school, are passionate about your business and value connection with the community, then Newcastle Baby is the perfect place for you. We'd love you to join us. Lets' share the love, as together, we support the growing families of Newcastle.

To apply, simply fill in **this form** with your details and ad package preferences by Sunday 9pm, July 28th, 2024 (please make sure your social media handles and website addresses are complete for hyperlinks).

If successful, please be prepared to submit, by email, your completed ad-design file/editorial - in the required format, by Sunday 9pm, September 8th, 2024. During Mid-September, expect some toing and froing with editors, copyrighters and designer as we ensure the highest quality finish. Printing is scheduled for early October, with our launch party, on Saturday 9th November.

We are super grateful for all who continue their journey with Newcastle Baby Magazine, or join for the first time, it is through your participation that this unique and special 'project of love' can continue to run. Together let's create a wave of community love, connection, support and prosperity with our 2025 edition of Newcastle Baby.

Get in Touch
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