

# The Publication

Family Times is a parenting publication - a leading resource guide and information source for parents of children under 15 years of age. It is a tabloid-sized publication, produced quarterly and distributed free to parents through early learning centres, primary schools, civic and commercial offices prior to each school holiday. Family Times is well positioned to provide family decision makers with well sourced and topical information on goods and services to use as a reference when making important choices.

## Reader Profile

Family Times readers are parents of children aged from newborn to teens. They are pro-active parents looking for ideas and inspiration to entertain and educate young minds and bodies. Overall, they are always on the lookout for what's best for their families and with all the time pressures on busy parents today, they expect to be able to access this information quickly and easily.

## Editorial Profile

Family Times is now in its 15th year of publication. Over this time it has continued to provide content that is both fun and informative. Parents are catered for with a wide range of topics including: parenting, education, health, sport, arts, calendar of events, classes and activities, holiday programmes and entertainment, support agencies and services, book reviews and more.

Family Times also encourages children to pick up the publication by running competitions, requesting contributions and publishing their views on a relevant topic each issue.

## Why Advertise with Family Times?

**Family Times is a "resource publication and essential guide for parents and children"** - readers actively scan the advertising in our publication for information on products, services and activities, contact numbers for specialist help, web site addresses for further details, or the 'Calendar of Events' and 'What's On' for things to do.

**Local and National Advertising Options** - we can cater to your needs for a larger or smaller reach as necessary.

**Timing** - Family Times is distributed just prior to each school holiday break, coinciding with a higher spend period for parents and families.

**Long Shelf Live** - our publication is held for future reference.

**Competitive Rates** - our advertising rates are highly competitive when comparing the circulation rates of other publications. Marketing campaigns are tailored to suit your budget.

**Highly Targeted Distribution** - Family Times is ordered by early learning centres and schools and is distributed to parents and children individually.

## Special Resource Guides

Providing an informative focus on specific aspects of parental interest.

### Autumn

Birthdays Parties  
Winter Sports

### Winter

Help is at Hand  
Health Matters  
Ski/Skate

### Spring

Summer Sports  
Staying Safe

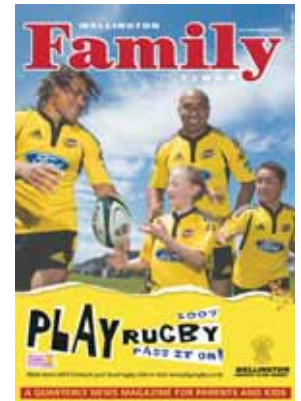
### Summer

Going Places  
Exploring the Arts

# Dates - Print & Web

## Autumn

Advertising/Material  
Deadline: February 26  
Distribution Date:  
March 15



## Winter

Advertising / Material  
Deadline: May 28  
Distribution Date:  
June 14

## Spring

Advertising / Material  
Deadline: August 20  
Distribution Date:  
September 3



## Summer

Advertising / Material  
Deadline: November 10  
Distribution Date:  
December 1

*Distribution Date may vary with individual publications.*