



# Media Kit

Advertising opportunities

2024



# About Healthy Kids Association

Healthy Kids Association is dedicated to empowering children and their families with knowledge about nutrition and healthy eating to make the best decisions for their health - now and for a healthy future.

We achieve impact by focusing on where children are learning about health and where they are making decisions about food and nutrition. This includes at the canteen, at school, and at home.

For canteens, we provide information, support and advice to ensure canteens are able to offer and promote high quality and nutritious choices to school students to fuel healthy bodies and minds.

For schools, we focus on supporting the creation of a healthy learning environment, with high quality information, resources, programs and advice designed to help schools deliver messages around nutrition. We make sure these messages get home through communication with parents/carers and empower children to make changes in their own lives.

Our membership program is an integral part of delivering this support through canteens, schools and families. We also drive change that will directly impact children and families by working with the Government, food industry and other health promotion organisations to promote our core mission and messages. We pride ourselves on working hand in hand with our partners to grow our impact.

While our key focus is on children and families in NSW and the ACT, Healthy Kids Association also works nationally to promote nutrition and healthy eating through our partnerships, particularly with the food industry.

**Healthy Kids Association**  
**[healthy-kids.com.au](http://healthy-kids.com.au)**  
**[info@healthy-kids.com.au](mailto:info@healthy-kids.com.au)**





# Digital channels

The **Healthy Kids website** is a popular destination for information on healthy eating and nutrition featuring resources and advice for canteens, parents/carers, teachers, kids & OSHC providers.

Monthly advertising opportunities are available, with ads featured on most pages of the Healthy Kids website.

- Website average monthly users: 36,000
- Website average monthly page views: 82,000

Visit [healthy-kids.com.au](http://healthy-kids.com.au).



We send regular, targeted **eNewsletters** to our database of close to 10,000 highly engaged schools, Health Promotion Officers, parents and educators.

Our Members eNewsletter contains information specifically for schools and canteens, and regular targeted eNewsletters are also sent to teachers, parents and Local Health Districts.

Our communications have a consistently high open rate, which is generally between 25-50%.

We also send out a quarterly Food Industry eNewsletter. If you would like to be added to this mailing list, let us know at [info@healthy-kids.com.au](mailto:info@healthy-kids.com.au).

Healthy Kids also has an active **social media** presence on Facebook, Twitter and Instagram with over 12,000 social media followers.

**Find us at @healthykids.au for Facebook, @healthykidsau for Twitter or @healthykidsau for Instagram.**





# Print channels

The **Healthy Kids Members' Magazine** is printed and distributed to our members across NSW in Autumn / Winter (approximately Term 2) and Spring / Summer (approximately Term 4) each year. It is filled with resources, information, tips and recipes to assist with the operation of successful and healthy school canteens and is a highly valued resource for schools, canteen operators and P&Cs.

Products which have been registered with Healthy Kids can be advertised via our Members' Magazine (subject to state/territory guidelines and policies).

The **Healthy Kids School Canteen Buyers' Guide** is a valuable tool used by school canteen managers to build healthier canteen menus in line with their state/territory's canteen guidelines and policies. Products listed in the Buyers' Guides are registered in the Healthy Kids Product Registration Scheme, the leading food and drink registration program for school canteens in Australia.

For the food industry, it really takes the hard work out of promoting products to schools because approximately 8,000 canteen managers can know exactly how your products sit against the canteen guidelines and policies in their state/territory.

- **NSW School Canteen Buyers' Guide 2024** will be printed and sent to all NSW schools with a canteen in Term 1, 2024 and a PDF version will be available on the Healthy Kids website at the end of 2023
- School Canteen Buyers' Guide 2024 for ACT, NSW, NT, Qld, SA & Vic will be available on the **Healthy Kids Buyers' Guide App** which will be available for download in Term 1, 2024



# Healthy Kids Registered Product Logo

The Healthy Kids Registered Product Logo is a trusted symbol that can be used to identify Healthy Kids Registered Products to customers across Australia.

A huge benefit of registering products in the Product Registration Scheme is the use of this logo in printed and online promotional material (but not product packaging).

This logo is governed by advertising guidelines and is subject to a signed Licence Deed Agreement.

Contact us for more information.



# Digital rates

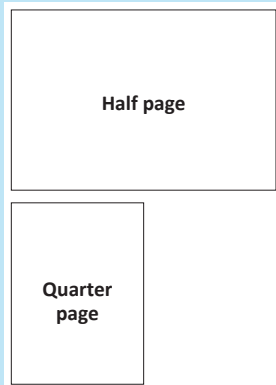
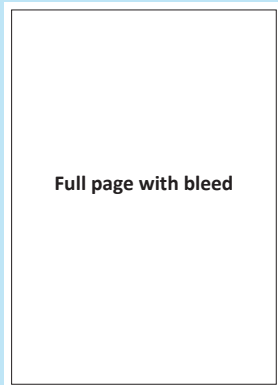
Advertising option	Booking deadline	Artwork deadline	Price (ex GST)
<b>HEALTHY KIDS WEBSITE BANNER ADVERTISING</b>			
<ul style="list-style-type: none"> <li>- Website advertisements are placed on most general content pages and members' pages for one full month on the Healthy Kids website</li> <li>- Website advertisements rotate in one minute cycles, with a maximum of three bookings per one minute cycle, per month</li> <li>- Only Healthy Kids Registered GREEN/Everyday products can be featured</li> </ul>	21st of month prior	28th of month prior	\$457
<p><b>Healthy Kids website exclusive advertisement: As above, however this option allows you to reserve a whole month for your advertisement only.</b></p>			\$1049
<b>HEALTHY KIDS NEWSLETTER ADVERTISING</b>			
<ul style="list-style-type: none"> <li>- eNewsletter advertisements include a banner under the first story in the Healthy Kids Members Monthly eNews</li> <li>- Exclusive! This opportunity is available for only one company per month</li> <li>- Only Healthy Kids Registered GREEN/Everyday products can be featured</li> </ul>	21st of month prior	28th of month prior	\$619
<b>HEALTHY KIDS BUYERS' GUIDE APP *NEW IN 2024*</b>			
<ul style="list-style-type: none"> <li>- More details coming soon!</li> <li>- \$150 per week</li> <li>- \$461 per month</li> <li>- \$1,310 per term</li> <li>- POA for annual</li> </ul>			

# Print rates

Advertising option	Release date	Booking deadline	Artwork deadline	Size	Price (ex GST)
NSW SCHOOL CANTEEN BUYERS' GUIDE 2024 (PRINT + ONLINE)	Term 1 2024	Sept 2023	Oct 2023	Inside back cover	\$3,402.00
				Full page	\$2,583.00
				Half page	\$1,644.00
				Quarter page	\$850.00
				Insert flyer	POA
MEMBERS' MAGAZINE AUTUMN / WINTER	Term 2 2024	Feb 2024	Mar 2024	Inside back cover	\$2,279.00
				Full page	\$1,985.00
				Half page	\$1,308.00
				Quarter page	\$677.00
				Insert flyer	POA
MEMBERS' MAGAZINE SPRING / SUMMER	Term 4 2024	Jun 2024	Jul 2024	Inside back cover	\$2,279.00
				Full page	\$1,985.00
				Half page	\$1,308.00
				Quarter page	\$677.00
				Insert flyer	POA

# Artwork specifications

## Members Magazine and Buyers' Guides



Final artwork should be supplied as a press-ready (high res, CMYK) PDF

### Full page with bleed

210mm wide x 297mm high  
+ 3mm bleed

### Half page

190mm wide x 135mm high (no bleed, no printers marks)

### Quarter page

92mm wide x 135mm high (no bleed, no printers marks)

## Website banner

Final artwork should be supplied as web-ready JPEG, GIF or PNG (there is no video or sound capability) and no larger than 400KB.

### Banner ad

Screen resolution  
276px x 400px

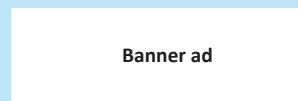


## eNewsletter

Final artwork should be supplied as web-ready JPEG, GIF or PNG (there is no video or sound capability) and no larger than 400KB.

### Banner ad

Max 600px x 300px



## Buyers' Guide App

Specifications TBD



# Conditions

The conditions listed below are an excerpt from our advertising guidelines. For a full copy of the guidelines, please contact Healthy Kids Association.

## Advertisement Approval

ALL proposed reproductions of the Healthy Kids Registered Product Logo or references to Healthy Kids Registered Products, Healthy Kids, Healthy Kids Association or HKA on advertising material (for example: display material, point of sale material, print advertising, educational or training materials, media releases, editorials and recipes and information published on websites) must be submitted to Healthy Kids for approval in writing, prior to printing or publishing online. Please allow plenty of time for advertisement approval from Healthy Kids prior to your printing or publication deadline. You may be required to make amendments to the advertisement before Healthy Kids approval can be given.

**Healthy Kids approval of advertisements will be valid for the current period of registration only. Any artworks approved for use in previous years must be re-submitted for assessment before use the following year.** Should approval not be sought prior to production, Healthy Kids may enforce full recall and correction of any materials. Any changes or amendments to a previously approved advertisement must be re-submitted to Healthy Kids for approval. Please contact the Healthy Kids office on (02) 9876 1300 or email [info@healthy-kids.com.au](mailto:info@healthy-kids.com.au).

Healthy Kids reserves the right to not approve any material bearing the Healthy Kids Registered Product Logo, or referring to Healthy Kids in any way, or which is for use in a Healthy Kids publication, or on the Healthy Kids website. An advertisement may not be approved if (this list is not exclusive):

- The advertisement does not follow the Healthy Kids Advertising Design and Wording Guidelines
- The Conditions of Use of the Healthy Kids Registered Product Logo are not adhered to
- The Healthy Kids name is misused
- Healthy Kids deems the advertisement misleading in any way
- Foods not permitted by state/territory government healthy school canteen guidelines/policies are used in association with Healthy Kids Registered Products, the Healthy Kids Registered Product Logo or the Healthy Kids name
- The advertisement does not align with the Healthy Kids mission to promote and influence healthy food choices for children
- The advertisement does not comply with the Food Standards Code Nutrition, Health and Related Claims (Standard 1.2.7)

## Advertising in Healthy Kids Publications

**Booking:** Bookings are only valid once an advertising request has been received and reviewed by Healthy Kids and you have been issued with an invoice. To make a booking, contact the Healthy Kids office on (02) 9876 1300 or email [info@healthy-kids.com.au](mailto:info@healthy-kids.com.au)

**Payment:** Once a booking request is received and reviewed by Healthy Kids, an invoice will be issued. All invoices must be paid within 14 days of issue

**Advertising Cancellation Policy:** Failure to pay your advertising invoice by the due date will result in removal of the advertisement from the publication and a cancellation fee of 50% being issued. Once the booking deadline has passed, companies cannot cancel their advertisement without payment of the 50% cancellation fee. Once the material deadline has passed, companies cannot cancel their advertisement without full payment of the booking. Healthy Kids reserves the right to not publish advertisements if product registration or other fees or invoices remain outstanding beyond the material deadline.



## **For bookings and enquiries:**

**Phone: 02 9876 1300**  
**Email: [info@healthy-kids.com.au](mailto:info@healthy-kids.com.au)**

**Prices are subject to change and are current as at July 2023.**