



Project:

CHILD CARE AUSTRALIA 2022

A comprehensive resource guide for the early learning and child care sector.

Media Kit



Welcome

Thank you for your interest in *Child Care Australia*, a resource guide developed to provide information, products and services for key purchasers and decision makers responsible for the successful management and operation of early learning and child care services.

Available in both print and digital formats, *Child Care Australia* is an effective channel for your marketing campaign offering the many benefits of a uniquely targeted audience.

A wider audience includes child care administrators, teachers, early education supervisors, school psychologists, child development specialists, therapists, researchers, developmental and child clinical specialists and special education administrators.

To maximise distribution of your business message, *Child Care Australia* will be direct mailed to the decision makers of all major early learning child care services in Australia in September 2021 and March 2022. A further distribution of 2,500 hardcopies will take place at the Early Childhood Australia (ECA) conference in Canberra 5-8th October 2022.

In addition, the digital edition flipbook and mobile responsive micro-site will provide an unlimited audience across digital and social media platforms.

If your target market consists of facility managers, owner/operators, providers and supply professionals, then *Child Care Australia* delivers an audience essential for the growth of your business.

“With demand for quality and flexible early childhood education and care at record levels, family day care’s unique capabilities in supporting the needs of Australian children, families and the communities will continue to play a crucial role in the early childhood education and care landscape”

– Andrew Paterson, CEO Family Day care Australia (FDCA)

Publisher
ARK Media



Snapshots of the sector



In the first year of the Child Care Subsidy, the Government provided more than \$7 billion to support more than 1.6 million children in more than 1.1 million families



In 2019 throughout Australia more than 1.3 million (about 31.5 per cent) children aged 0-12 years attended approved child care services, an increase of 1.6 per cent from 2018



Government expenditure on childcare fee assistance is expected to rise by 32.7 per cent over the next three years to \$9.5 billion in 2022



The industry continues to grow as demand increases with the number of children aged 12 and under projected to increase by 6.8 per cent over the over the next five years



Revenue in the childcare industry is expected to reach \$19.5 billion by 2023, an increase of 16.2 per cent from 2018



The NSW Government has introduced a new star rating system to child care centres from 1 January 2020 and has already committed \$11 million to help improve child care centres lagging in their ratings.

CHILD CARE SERVICES IN AUSTRALIA

Long Day Care Centres	7466
Early Learning Centres	1051
Family Day Care	563
Nannies - Nanny Services	8
Out of School Hour Care Services	4,729
Occasional Care Centres	98
TOTAL	13,888

CHILD CARE CENTRES BY STATE

Australian Capital Territory	265
New South Wales	4,999
Northern Territory	143
Queensland	2,836
South Australia	888
Tasmania	234
Victoria	3,317
Western Australia	1,208
TOTAL	13,888

Early Childhood Australia (ECA) conference distribution	2,500 hardcopies
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Rates and sizes

Child Care Australia works for companies in many different ways. Its biannual schedule allows companies to build brand awareness with economical rates. Its production quality and format allows companies the option of showcasing their expertise through special features and key placements.



Premium Positions*

Outside Back Cover	\$5950 + gst
Inside Back Cover	\$5500 + gst
Inside Front Cover	SOLD
Facing Contents ²	\$5250 + gst
Facing Foreword	\$4950 + gst
Double Page Spread	\$7250 + gst
Full Page	\$4750 + gst

*Includes equal advertorial.

Standard Positions

Full Page	\$3750 + gst
Half Page	\$1950 + gst
<i>Special Positions</i>	+15%

Key Dates

Issue 02 distribution: August 2022
 *Multiple bookings attract a 5% Discount per edition

Distribution

Circulation: **16,388**
 Readership: **49,164**

Trim Sizes w x h

DPS: 470 x 275mm + 3mm bleed minimum
FP: 235 x 275mm + 3mm bleed minimum
HP: 215 x 122mm | **QTR:** 102 x 122mm

Type Area w x h

DPS: 450 x 255mm | **FP:** 215 x 255mm