



# Media Kit

Advertising opportunities

2021





# About Healthy Kids

Healthy Kids Association has been promoting and influencing healthy food choices for children since 1991. We operate as a health promotion charity across Australia, and we are the primary source of advice on healthy food choices for around 3,200 schools in NSW and the ACT.

Healthy Kids believes that teaching healthy eating habits at a young age can change a person's life for the better and we aim to educate and empower families, children and school canteens to make the healthiest food choices possible. Our nutrition philosophy is one of balance, that promotes the five core food groups, variety and mindful eating.

We provide a wide range of services targeting parents, children, teachers, the food industry, other health promotion organisations and government departments, and our vibrant and resource-rich website is viewed as a trusted source of information across the country.

As a membership association, Healthy Kids supports and assists thousands of school canteens to implement a healthy and profitable canteen strategy to positively impact the choices children make about food, and we engage our members through our website and multiple communications and publications and events throughout the year. We also provide many resources for teachers and schools that aim to promote and educate students on healthy eating.

We work closely with food and beverage manufacturers to encourage the development and registration of foods that meet the NSW and other state/territory government's criteria, and we support school canteens to develop menus using these products through our comprehensive Buyers' Guides which are released annually.

**Healthy Kids is a trusted authority when it comes to distributing messages about healthy eating and giving kids and families the opportunity to make healthy food choices.**

**For bookings and information call 02 9876 1300  
or email [info@healthy-kids.com.au](mailto:info@healthy-kids.com.au)**

# Healthy Kids Website

The Healthy Kids website is the number one resource for information on healthy eating and nutrition for children across NSW, ACT and the rest of Australia. Monthly advertising opportunities are available, with ads featured in two places on most pages of the Healthy Kids website.

- Website average monthly users: 54,000
- Website average monthly page views: 116,000

## HKA Online

HKA Online is the members-only section of our website which provides schools and canteen managers with a wealth of information on how to create a healthy learning environment for children. A key feature of HKA Online is the “Healthy Kids Kitchen” which features recipes and videos which can be sponsored by feature products.

## What’s New This Month

Our Product Registration Scheme currently runs annually, but products that miss the boat can still apply to be registered and listed on the “What’s new this month” page. Opportunities are available to include a product image and blurb on this page which will also feature in our monthly newsletter.

**Find out more about our digital advertising opportunities and rates on page 8!**



# Digital channels

## eNewsletters

We send regular, targeted eNewsletters. Our database is highly engaged and includes close to 12,000 schools, health promotion officers, parents and educators. Our Members eNews is sent monthly, with 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 35-50%.

## Social media

Healthy Kids has an active presence on Facebook, Twitter and Instagram with over 10,000 social media followers.

**Find out more about our digital advertising opportunities and rates on page 8!**

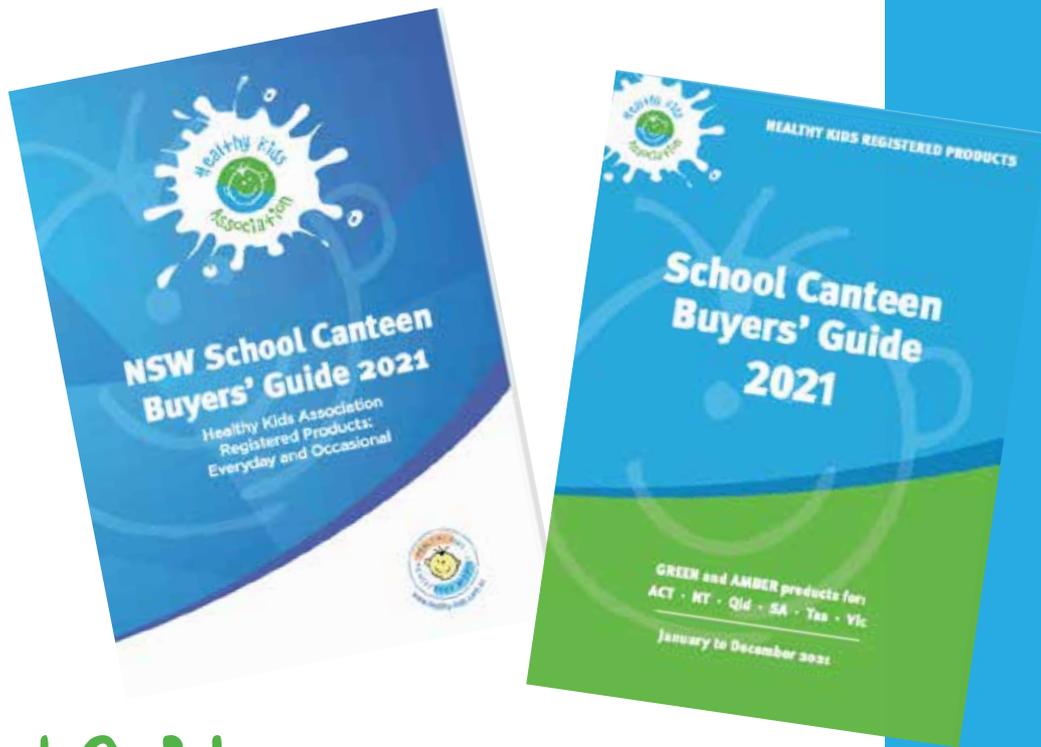


# Members Magazine

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). Find out more about our magazine advertising opportunities and rates on page 9!





# Buyers' Guide

The Buyers' Guide is the annual result of our comprehensive and trusted Product Registration Scheme and contains a listing of all the products which have been registered according to the school canteen guidelines in each state/territory. For the food industry, it really takes the hard work out of promoting products to schools because more than 8,000 canteen managers will know exactly how your product meets healthy school canteen guidelines and if it can be used on their menus which serve more than 3 million children across Australia.

The NSW Buyers' Guide is printed and sent to around 3,000 schools in NSW at the beginning of Term 1 each year. A digital version is also available on the Healthy Kids website.

The Buyers' Guide for six other states/territories (ACT, NT, QLD, SA, TAS and VIC) is available online only at the Healthy Kids website.

**Products which have been registered with Healthy Kids can be advertised via our printed NSW Members Magazine and also in each of our digital magazines (subject to state/territory guidelines). Find out more about our Buyers' Guide advertising opportunities and rates on page 9!**

# Using the Healthy Kids "Registered product" logo

The Healthy Kids "registered product" logo is a trusted symbol and one of the huge benefits of registering your product!

All products which have been registered in the Healthy Kids Buyers' Guide can use this logo in their advertising.

Please note, the logo cannot be used on product packaging.

The use of this logo is governed by advertising guidelines and subject to signing of a licence deed agreement.

Contact us for more information on how you can use the logo to promote your product.



# digital rates

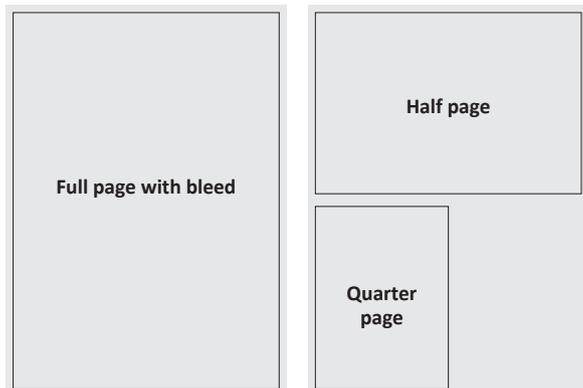
Type	Availability	Booking deadline	Artwork deadline	Price (ex GST)
<b>WEBSITE ADVERTISING</b> Placement is for a full calendar month Placement will be on most general content pages + most members pages One placement includes one size in one position (right sidebar) Ads rotate in one-minute cycles with maximum three slots per month Minimum 20 seconds per slot, per one minute cycle	<b>Every month</b>	<b>21st of month prior</b>	<b>28th of month prior</b>	<b>\$435.00</b>
<b>HKA KITCHEN FEATURE RECIPE</b> Placement is a feature recipe featuring a hero product in the online Healthy Kids Kitchen Recipe can be supplied or developed in conjunction with the Healthy Kids chef All recipes are subject to testing and approval based on nutritional guidelines Can include ingredients or produce which are not registered as long as they meet guidelines Placement includes website as feature recipe + product details + product image Also includes blurb, link and image in monthly eNewsletters to all members <i>ADD A VIDEO TO YOUR RECIPE for an additional \$1,960+GST: 2-5 minute video showing recipe being made with product featured</i>	<b>Every month</b>	<b>1st of month prior</b>	<b>15th of month prior</b>	<b>\$490.00</b>
<b>ENEWSLETTER ADVERTISING</b> Placement is a rectangle banner under the first story in Members eNewsletter Exclusive opportunity! Only one slot available per eNews per month Only Healthy Kids registered Green / Everyday products can be promoted	<b>Every month</b>	<b>21st of month prior</b>	<b>28th of month prior</b>	<b>\$590.00</b>
<b>FEATURED PRODUCT ON "WHAT'S NEW THIS MONTH"</b> <i>ONLY AVAILABLE FOR PRODUCTS REGISTERED OUTSIDE OF THE BUYERS GUIDE PERIOD</i> Placement includes image, product description and link on a dedicated page of the Healthy Kids website All previous featured products are archived and shown throughout the year Also includes link to the "What's new" page in Members eNews All featured products from the previous 6 months will appear in the next Members' Magazine Four slots available per month	<b>Every month</b>	<b>15th of month prior</b>	<b>21st of month prior</b>	<b>\$240.00</b>
<b>SOCIAL MEDIA POSTS</b> Placement includes content up to 160 characters (including links and hashtags) + post image on one platform Select platform - Facebook, Twitter or Instagram Three slots per month per platform available Only Healthy Kids registered Green / Everyday products can be promoted <i>SPECIAL: One post across all three platforms for \$695</i> <i>ADD Boosting for 7 days from \$100</i>	<b>Every month</b>	<b>21st of month prior</b>	<b>28th of month prior</b>	<b>\$249.00</b>

# Print rates

Type	Release date	Booking deadline	Artwork deadline	Size	Price (ex GST)
<b>NSW CANTEEN BUYERS' GUIDE (PRINT + ONLINE)</b>	Jan 2021	Nov 2020	Nov 2020	Inside back cover	\$3,240.00
				Full page	\$2,460.00
				Half page	\$1,565.00
				Quarter page	\$810.00
				Insert flyer	POA
<b>CANTEEN BUYERS' GUIDE FOR ACT, NT, QLD, SA, TAS AND VIC (ONLINE ONLY)</b>	Jan 2021	Nov 2020	Nov 2020	Inside back cover	\$3,240.00
				Full page	\$2,460.00
				Half page	\$1,565.00
				Quarter page	\$810.00
				Insert flyer	POA
<b>BOTH BUYERS' GUIDES - PACKAGE (NSW + NATIONAL)</b>	Jan 2021	Nov 2020	Nov 2020	Inside back cover	\$4,980.00
				Full page	\$3,750.00
				Half page	\$2,399.00
				Quarter page	\$1,245.00
				Insert flyer	POA
<b>MEMBERS' MAGAZINE #1 - AUTUMN / WINTER</b>	Apr 2021	Feb 2021	Feb 2021	Inside back cover	\$2,170.00
				Full page	\$1,890.00
				Half page	\$1,245.00
				Quarter page	\$645.00
				Insert flyer	POA
<b>MEMBERS' MAGAZINE #2 - SPRING / SUMMER</b>	Oct 2021	Aug 2021	Aug 2021	Inside back cover	\$2,170.00
				Full page	\$1,890.00
				Half page	\$1,245.00
				Quarter page	\$645.00
				Insert flyer	POA

# Specifications

## Print



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

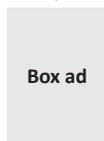
92mm wide x 135mm high (no bleed, no printers marks)

## Website

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

### Box ad

Max 276px x 400px



## What's new

Product images should be supplied as web-ready JPEG, GIF or PNG and no larger than 400KB.

### Product images

Max 276px x 400px

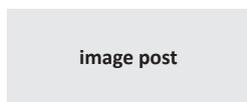


## Social media

Social media images should be supplied as web-ready JPEG, GIF or PNG and no larger than 400KB.

### Image post

1200px x 628px

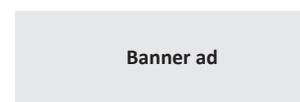


## eNewsletter

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



# Conditions

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

## **Advertising Cancellation Policy**

Bookings are only valid once a signed booking form has been received. Once a booking form has been received, an invoice will be issued and must be paid by the due date. Failure to do so will result in removal of the advertisement from the publication and a cancellation fee of 50%. 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.

## **Product restrictions**

Food and drink products must be registered with Healthy Kids to be advertised through Healthy Kids. For products featured in recipes in “HKA Kitchen”, all food items will be reviewed to ensure they meet nutritional guidelines. Non-food companies that have products and/or services suitable for school canteens may also advertise with HKA following an approval process.

## **Advertisement Approval**

ALL proposed reproductions of the Healthy Kids Registered Product Logo or references to Healthy Kids Registered Products, Healthy Kids or to the Healthy Kids Association (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 Association for approval in writing, prior to printing and distribution. Please allow plenty of time for advertisement approval prior to your printing or publication deadline, as you may be required to make amendments to the advertisement before approval can be given. To speed up the approval process, please follow the guidelines in this document.

Approval of advertisements will be valid for the current period of registration only. 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 submitted for approval.

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

- The advertisement does not follow the Healthy Kids Advertising Design and Wording Guidelines outlined in the Healthy Kids Advertising Guidelines
- The Conditions of Use of the Healthy Kids Registered Product Logo are not adhered to (see Part C)
- The Healthy Kids name is misused
- Healthy Kids deems the advertisement misleading in any way
- Foods not permitted by state government healthy school canteen guidelines 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)
- All advertisements of food and drinks, excluding those in our Other States Buyers’ Guide, need to meet the Portion Limits outlined in the NSW Healthy School Strategy Food and Drink Criteria document



# For bookings and enquiries:

To enquire about advertising with Healthy Kids or to book:

**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 August 2020.



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