



Insert Dispatches:

40,000 approx. monthly Circulation

Snapshot:

KEY FACTS

- Frequency - monthly, on sale \$5-95
- 113,000 readership per week

READER PROFILE

- 99% female
- 25 - 45 years
- Mothers with children age 0 - 5 years

Profile

Practical Parenting is the leading parenting magazine in Australia introducing pregnant women to motherhood and offering insightful advice and support on pregnancy, new borns, toddlers and pre-schoolers. Every article strikes a chord with the parent's and parent-to-be's own experience making it a trusted companion. *Practical Parenting* provides advertisers with the most engaging and trusted parenting magazine environment.

Cont.

26 Toolang Road, St Ives NSW 2075

Ph: (02) 9488 7088

Fax: (02) 9488 7044

www.tda.com.au

gdevine@tda.com.au

Corporate Member since 1993



Specifications:

Minimum insert size - 148mm x 105mm.
Maximum insert size - 267mm x 180mm

Single Leaf Insert - minimum 120gsm and maximum 250gsm
Four Page Insert - minimum 80gsm and maximum 200gsm

- Folded inserts must have a closed edge to allow feeding onto the binders Z fold inserts cannot be accepted.
- Minimum order 28,000 inserts or full subscribers run.
- Sample piece required prior to Publishers acceptance.

Investment:

Up to 4 pages \$120-00 / £00
Any larger POA.

Subscribers - 12,000 approx @ \$150-00 / '000

\$350-00 Booking fee
+ 10% GST for Australian customers

