

amba

magazine

MEDIA KIT

amba magazine

The Australian Multiple Birth Association (AMBA) is a not-for-profit organisation comprising of multiple birth families that provide support, resources and education to other multiple birth families in the community.

AMBA has now grown to a membership of over 4,000 families Australia-wide, ranging from expectant parents to parents of adult multiples. Primarily our member base has children of preschool age and under, however the numbers of parents of school-aged and over is growing due to the Association's recognition that challenges of parenthood do not end when children start school, in some respects they are only just beginning!

There are around 55 localised AMBA clubs throughout Australia and one of the most effective and important ways we communicate to our members is through the *AMBA Magazine*.

Email: advertising@amba.org.au to discuss your advertising opportunities.

The *AMBA Magazine* is a highly respected glossy publication and a much-loved read by parents of multiples across Australia. It's about life with multiples and all that entails. Distributed exclusively to members of AMBA, the *AMBA Magazine* is read by over 4,000 families, many of whom share it with their extended family and friends.

First produced in 2006, the *AMBA Magazine* carries a balanced mix of medical and lifestyle topics. A staple for parents of multiples, it keeps its readers informed and up to date on the latest products, service and tips for raising multiples. Plus, it includes up-to-date medical and wellbeing information provided by highly respected professionals to help in the journey of raising twins.

AMBA Magazine presents advertisers with a unique opportunity to build rapport with thousands of our loyal and committed readers in a cost-effective way. Recent covers have included: Princess Mary of Denmark, Kim Watkins, John and Zoe Waters, Chris Reason, Nicole Livingstone, Candice Alley and MasterChef twins Isabella and Sofia Bliss – all of whom are/have twins or higher order multiples (triplets or more) and demonstrate the celebrations and challenges faced by families with multiples are largely the same no matter who you are.

Our readers

Our reader is primarily the female of the household: dynamic, vibrant and aged in her mid 20s to 50 years of age. She has at least two but often more children so she is quite time-poor and enjoys learning about products and services that make her life easier. She trusts the opinions and recommendations of other parents of multiples and is a strong advocate for products and services that she finds beneficial in raising her children and running a home. She typically balances both career and family and enjoys keeping current with news and current events, new medical information on multiples, products and services for both herself and her family and involves herself in the tight-knit multiples community.

Our secondary reader is the male of the household. In recent years we have found fathers within our multiple birth community are becoming increasingly involved not only the care of their multiples, but in the life of AMBA and the decision-making of purchasing goods. He is also time-poor and spending time searching for recommendations on products and services from multiple sources is becoming increasingly difficult. He's looking for one trusted source of information so he can keep up to date on products and services for multiples before making a final investment. Particularly interested in significant purchases such as people movers, strollers and car seats, he is looking for factual information to make informed decisions which will benefit his family in both the short and long term.

What they want

Our readers are aspiring towards a lifestyle that offers greater balance. They want information that's easily accessible, relevant and trustworthy. They also have a great sense of humour, you need one if you are to raise multiples, and the feeling of being individuals with identities outside raising multiples can quite often get lost along the way. *AMBA Magazine* is their favourite guide to a life with multiples as each issue delivers the perfect mix of information, inspiration and fresh ideas to make life with multiples just a little bit easier.

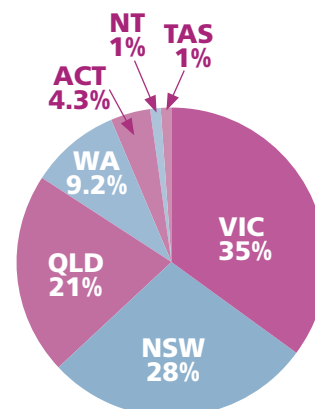
Where can you find them?

In 2010, there were 4,527 multiple-birth confinements in Australia (this included 65 sets of triplets and 4 sets quadruplets), a 43% increase since 1990¹. The multiples market is continually growing and AMBA will continue to grow with them.

How we connect you with them

AMBA Magazine offers advertisers a quality environment in terms of both editorial content and production. It provides an outstanding opportunity for advertisers to showcase their products and services to the very niche multiples market. Connecting with parents, grandparents and friends of multiples automatically doubles or sometimes triples sales, making sure your advertising dollar goes further.

Our rates are designed to provide value for money for our advertisers who in turn, by marketing their products or services to our very niche market, are helping fund programs and activities that benefit those who need it most.



Current readership breakdown as at April 2011

Want to advertise with AMBA Magazine?

To register your interest in any of our advertising options or to customise a package to best suit your business, please contact our Advertising Manager at advertising@amba.org.au or call 0431 883 595.

In addition to the AMBA Magazine, other AMBA advertising and sponsorship opportunities are available. Contact us to find out more.

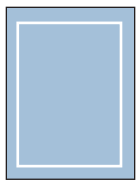
To discuss editorial opportunities or publishing queries, please email the Editor, *AMBA Magazine* at magazine@amba.org.au.

Advertising formats and prices (All prices are inclusive of GST)

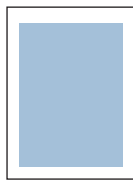
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 Supplied: The preferred format for ads is PDF

Rates and sizes

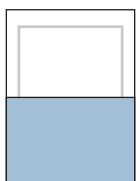
Image Area	Per Issue	Bulk Rate
Back cover	\$ 1,255	\$ 2,260
Inside back	\$ 1,110	\$ 1,990
Full page	\$ 965	\$ 1,735
1/2 page - vertical or horizontal	\$ 760	\$ 1,370
1/4 page - vertical or horizontal	\$ 415	\$ 750
Magazine insert 1 x A4 up to 100gsm	\$ 720	\$ 1,295



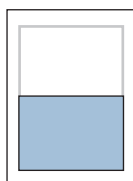
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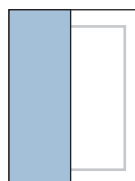
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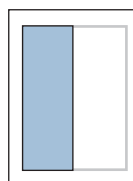
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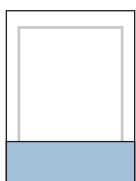


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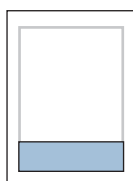


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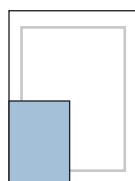
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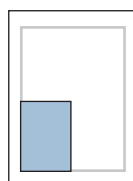
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