

# 2025 Advertising Rate Card



## Journal of Children and Young People's Health

Official Journal of Australian College of Children and Young People's Nurses (ACCYPN)  
Maternal, Child and Family Health Nurses Australia Ltd (McaFHNA)



### Leaderboard Ads (JPEG Files)

2020 px wide x 156 px high **Maximum file size 100KB**

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The *Journal of Children and Young People's Health* is the official Journal of both the Australian College of Children and Young People's Nurses and the Maternal, Child and Family Health Nurses Australia Ltd.

The journal is published three times a year with eblasts to the over 2000 members of both groups advising publication of the latest issue. The journal is accessed by members in the members area of their respective websites.

The nurses of both groups provide support for maternal health and well-being and provide guidance and advice on all aspects of parenting from birth through to teenage years.

One of the benefits of advertising to this group of over 2000 specialists is that the Journal reaches maternal and child health nurses across Australia AND that these nurses directly advise parents on infant care and early childhood products.

### Square Ads (JPEG Files)

380 px wide  
x  
380 px high

**Maximum file size 100KB**

## Advertising rates per issue

Leaderboard / SOV*	100%	50%	25%
3 Issues	\$1590	\$1070	\$720
Casual	\$1890	\$1270	\$850

  

Square / SOV*	100%	50%	25%
3 Issues	\$1060	\$730	\$490
Casual	\$1250	\$850	\$570

  

Notification email	
3 issues	\$1060
Casual	\$1250

The above rates **DO NOT** include GST, production costs or agency commission.

\*SOV Banner advertisements will be available on a percentage share of rotations (Share of Voice) on all pages

## Frequency / Deadlines

Journal issue	Booking deadline	Material deadline
April	4 April	11 April
August	25 July	1 August
November	7 November	14 November

### Cancellations

Cancellations after the booking deadline, but prior to the artwork deadline, will be subject to a 50% charge. Cancellations after the artwork deadline will be charged at the full rate.

## Artwork submissions – Send all advertising artwork to [JCYPH@cambridgemedia.com.au](mailto:JCYPH@cambridgemedia.com.au)

JPEGs at the relevant size for the online journal.



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