2026

MEDIA KIT

OUT & ABOUT with kids

G'DAY!

Out & About with Kids is a multi-platform publisher specialising in family travel. Since starting its life as a print magazine 18 years ago, it has evolved to include a bi-monthly digital magazine, a user-friendly website and a weekly newsletter sent to our database of 12,500 subscribers. It also has a solid social media presence, with a large and loyal following across our Facebook and Instagram pages.

79,000
Monthly page views

45,000
Monthly unique users

13,000
Mailing list subscribers

37,000
Social Media followers

VIEW THE LATEST ISSUE HERE >>

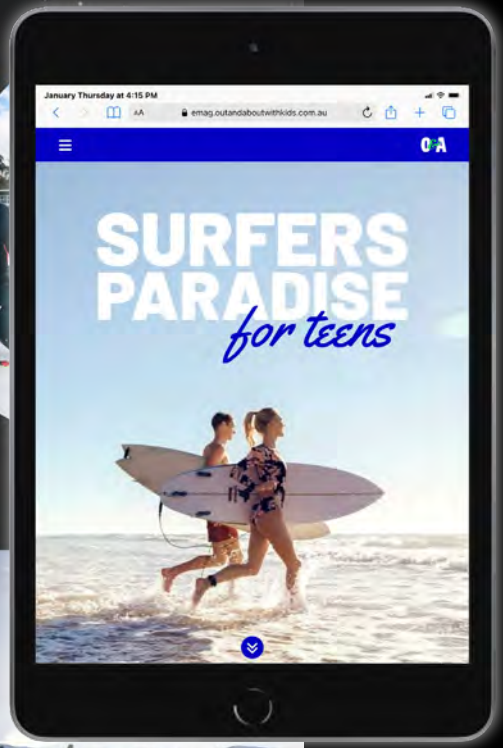
If your family is new to snow sports – or you haven't braved the slopes since the pre-baby days – deciding whether to start your child skiing or snowboarding can feel daunting.

Kids' lessons for both sports are offered at Australian ski resorts, depending on age group (not to mention the plethora of family-friendly slopes around the world). Skiing is a fantastic starting point – offering more stability right from the start, kids feel more secure as they learn and gain confidence quickly.

But don't count snowboarding out! With a bit of persistence, kids can conquer the steeper learning curve to unlock an incredible sense of freedom and flow. Many kids are even mastering the sport with confidence and skill well before their teens. This guide breaks down the key differences between skiing and snowboarding, as well as the ideal age group and developmental milestones needed for each sport.

Opening image: Skiing and snowboarding at Charlotte Pass in the Snowy Mountains © Destination NSW

Image above: Family enjoying a day of skiing at Thredbo



BE PART OF OUR GROUNDBREAKING DIGITAL MAGAZINE!

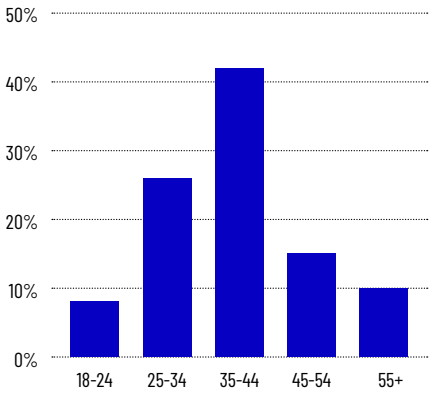
The world has changed, and so have we! In 2022, *Out & About with Kids* launched a new digital magazine, our eMag. This groundbreaking format is visually immersive, dynamic and fun! It means stories can be shared on social media more quickly, and you can track the return on your investment. It's also much better for the planet, saving countless trees from being logged!

OUT	IN
QUARTERLY PRINT MAGAZINE	QUARTERLY DIGITAL PLATFORM
FLIPPING PAGE BY PAGE	SMOOTH SCROLLING
STATIC LAYOUT AND DESIGN	VISUALLY IMMERSIVE, DYNAMIC, INTERACTIVE & FUN
DIFFICULT TO MEASURE ENGAGEMENT	TRACK THE RETURN ON YOUR INVESTMENT
LIMITED REACH	EASILY SHARED VIA SOCIAL MEDIA

AUDIENCE

It's no secret that parents are now online more than ever before. Most of today's mums and dads are digital-native millennials who spend their lives on mobiles, iPads and laptops. Before booking a family holiday, a parent's first step is to research online.

READERSHIP AGE



23% MALE READERSHIP

77% FEMALE READERSHIP

71% AUSTRALIA

8% UK

8% USA

3% SINGAPORE

6% NEW ZEALAND

4% OTHER

EMAG

Inspiring content has become a crucial part of the travel buying/booking process, and no other family travel magazine in Australia offers this phenomenal new platform that's been proven to keep readers engaged at every stage.

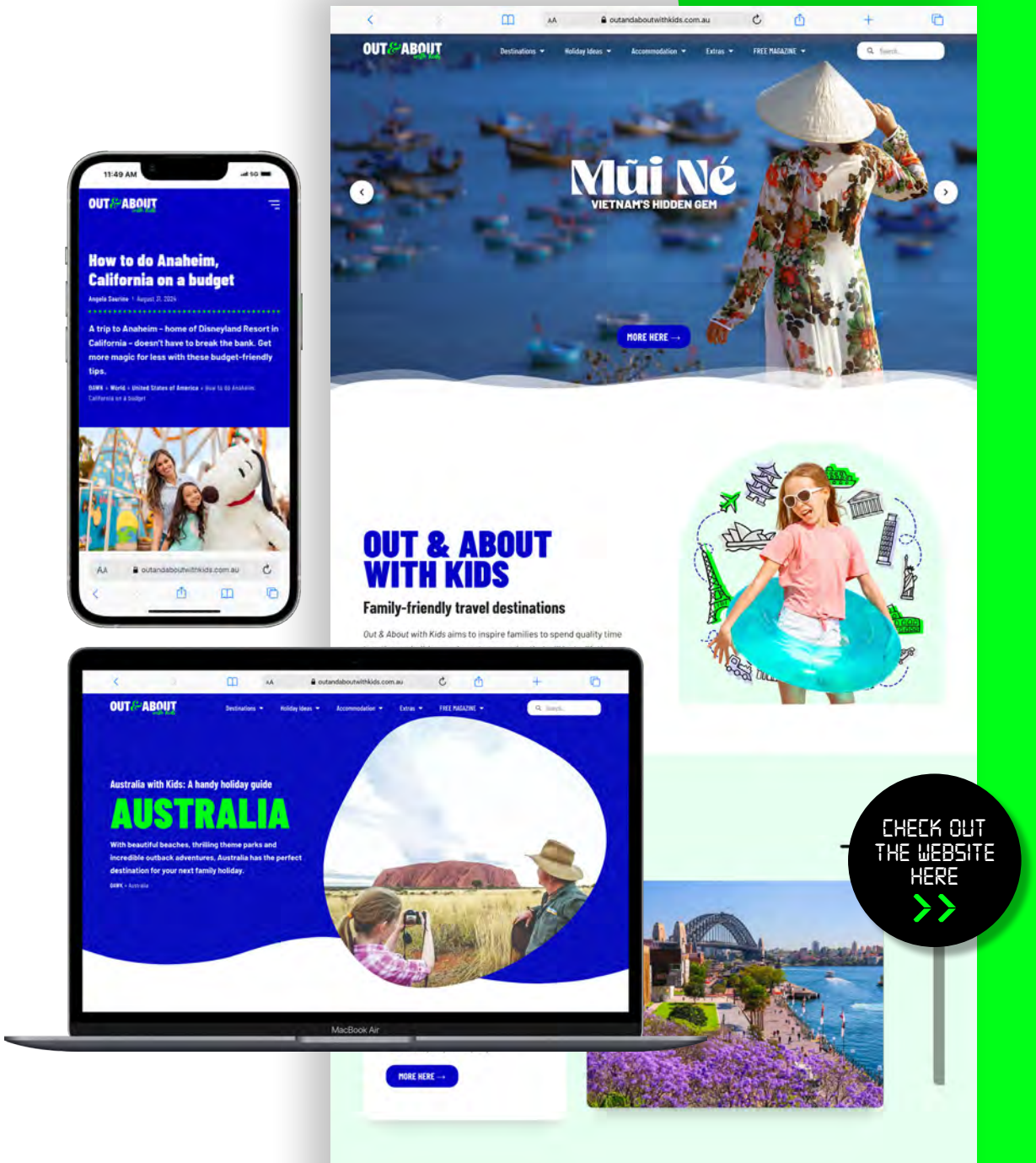
Out & About with Kids FREE digital magazine aims to encourage families to get out and explore our world. Featuring;

- Stories about Australian and overseas destinations
- Hotels, resorts and holiday parks
- Interviews with industry experts and celebrities

WEBSITE

The *Out & About with Kids* website is a family travel guidebook. We give our visitors information on all parts of Australia and a large part of the world. Highlights;

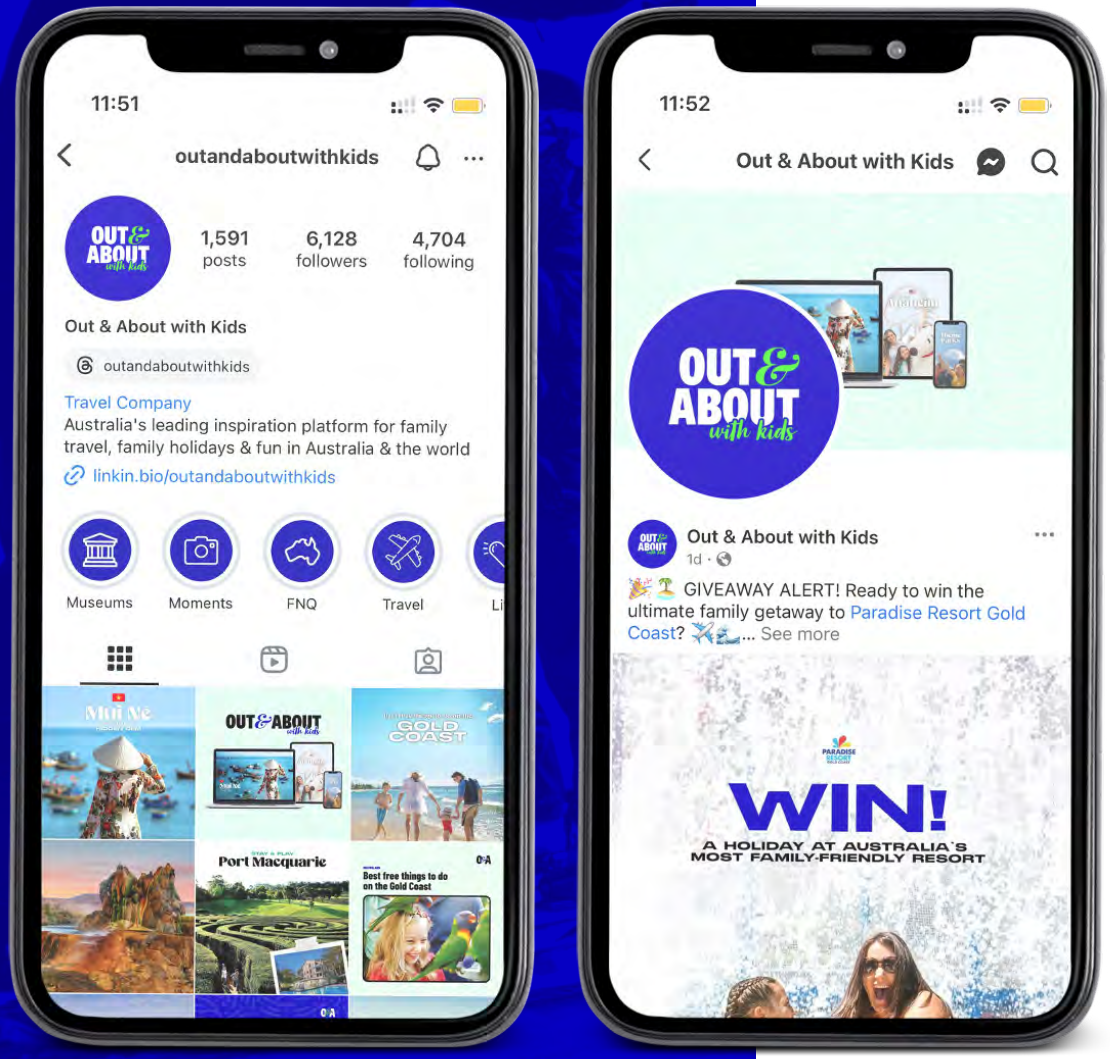
- Showing the best places for families to eat, stay and play in all the most popular locations
- Over 800 pages of evergreen content, using keyword strategy to increase the SEO score for all posts



79,000

Monthly website/eMag page views

45,000	1m 45s	2.36
Website/eMag monthly sessions	Average time on each page	Pages per visit



SOCIAL MEDIA

All posts/eMag stories will be amplified across our social media channels, including Facebook (which has 29,400 followers), Instagram and X *(Twitter)*. Posts can be boosted and targeted to your audience accordingly.

29,400
FOLLOWERS

6,400
FOLLOWERS

1,200
FOLLOWERS

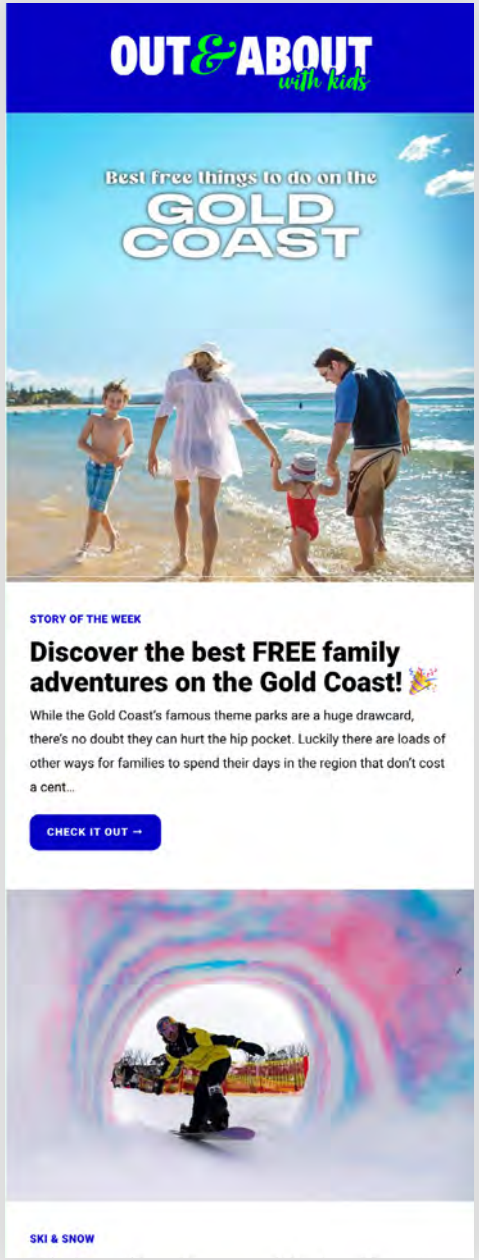
EDM

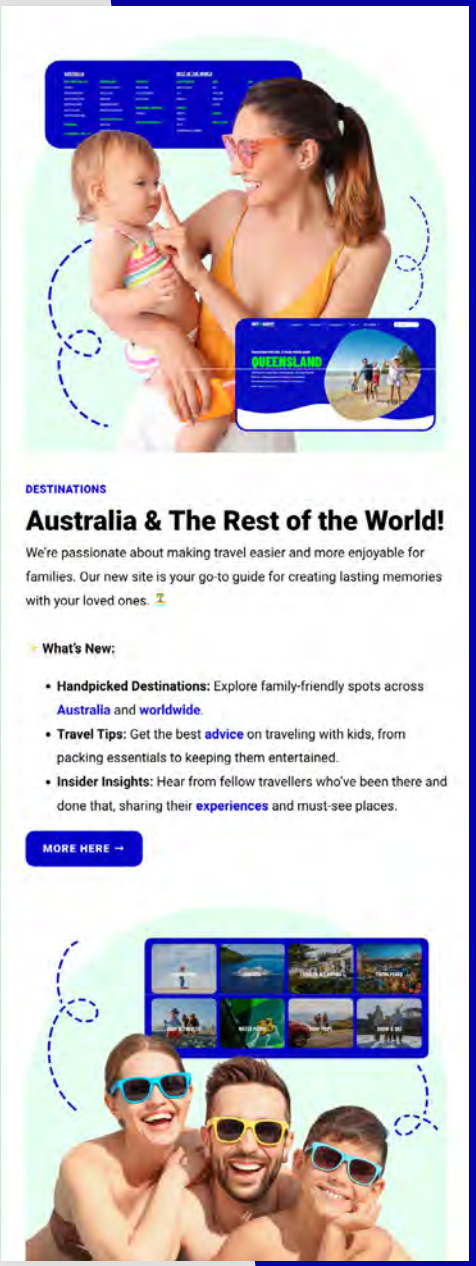
Each week, we send 3-4 stories from our eMag/ website out to our 13,000 subscribers, and we can also do one-off newsletters on an as-needed basis. This helps promote our stories to a broader audience. We endeavour to make these stories as exciting, timely and relevant as possible to maximise our click-through rate.

13,000
Subscribers

25.5%
Open rate

2.2%
Click through

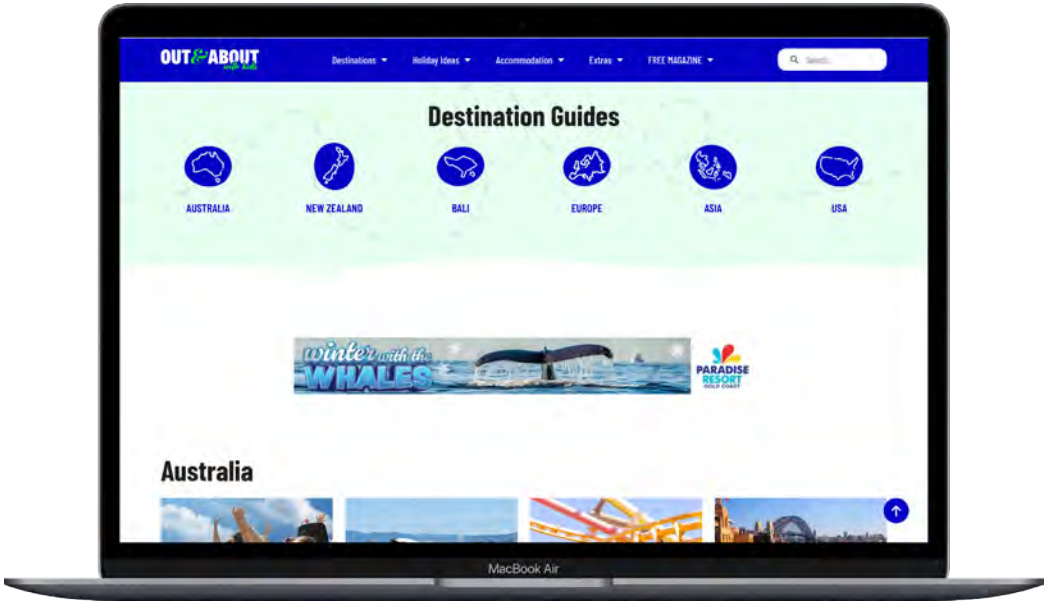


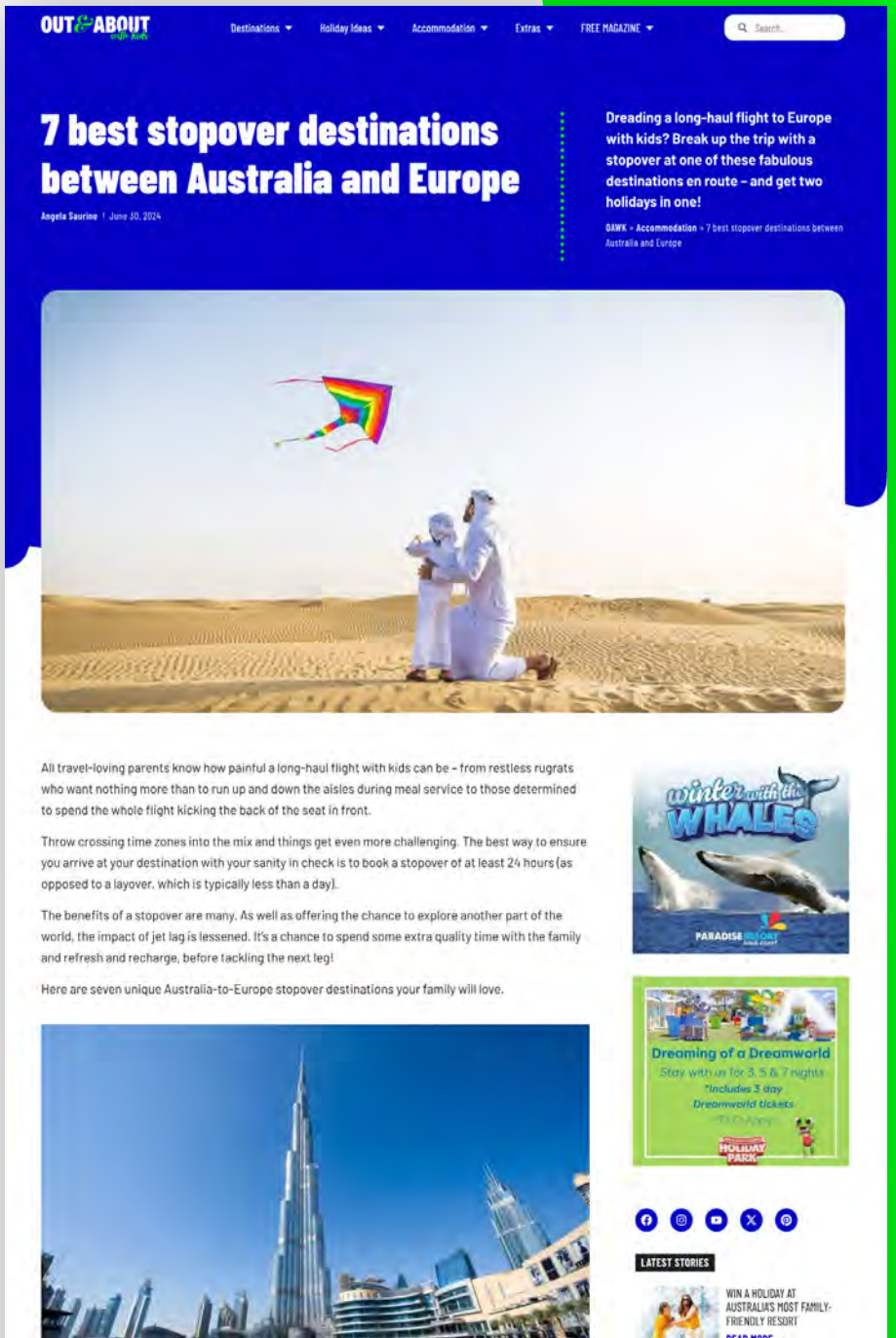


ADS

If you would like to include an MREC or banner ad within a feature in our eMag and/or a post on our website, we have primary spots for these and a very high click rate.

We can also help you create a fully responsive full-page ad inside the digital magazine.





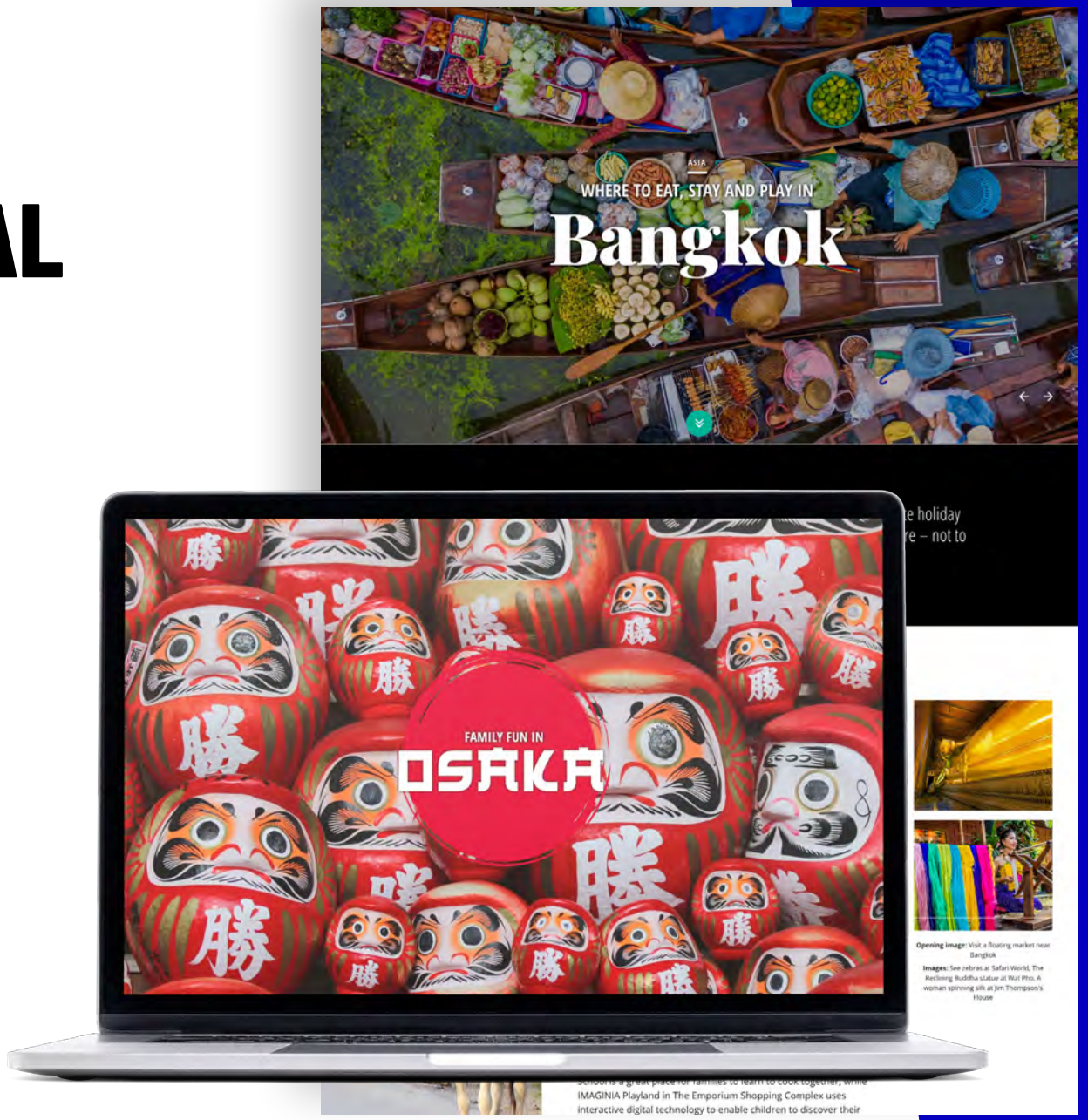
OUT & ABOUT with kids

BESPOKE DIGITAL MAGAZINE

We can create a killer digital magazine or brochure to skyrocket your brand. With clickable links, videos, and even some interactive games to spice up, we will increase the engagement factor.

We have a squad of social media and email followers hungry for family travel adventures. So we'll shout out your product on our channels, making waves in the digital sea.

And your product will be fully responsive. It will look fabulous on desktops, tablets, and mobiles.



OUT & ABOUT with kids

WHO WE'VE WORKED WITH

A long list of happy collaboration for content with the following companies - and many more

TESTIMONIALS

"*Out & About with Kids* completely over delivered on what was promised and expected within our partnership. Working with Elisa and Angela, the entire process felt effortless and uncomplicated. Angela understood the voice and character of our business and in doing so created an extremely engaging and passionate piece of content, which we absolutely love."

GRACE BOOTHMAN

MARKETING COORDINATOR AT BUNDABERG TOURISM

"Tourism Tropical North Queensland has worked with *Out & About with Kids* to bring a number of destination stories to life in recent editions and have found the team to be very professional. Editor Angela Saurine travelled to Cairns recently and has been writing some great stories from her travels illustrating that Tropical North Queensland is an ideal family-friendly tropical destination."

LIZ INGLIS

CORPORATE AND CONSUMER MEDIA AT TOURISM TROPICAL NORTH QUEENSLAND

"*Out & About with Kids* provided us with a multiple page spread on our pristine Great Keppel Island and Southern Great Barrier Reef that was beautifully executed and truly summed up the magic of our spectacular destination. The team were incredibly professional throughout the content process and worked with us to deliver on point branding and motivational messaging, inspiring their readership to embark on an unforgettable coastal and island adventure."

ALYSSAH ANDERSON

MARKETING AND COMMUNICATIONS AT CAPRICORN ENTERPRISE

"We had the pleasure of working with *Out & About with Kids* over the last 18 months. The team have been so friendly and supportive throughout all the constant changes that we've had to deal with. Our needs have always been well considered, and the campaigns we've run with them have worked well to help lift our profile in the industry. We look forward to continuing our working relationship with the team for many years to come."

CANDY WORKMAN

SALES AND BUSINESS DEVELOPMENT MANAGER AT BIG4 GOLD COAST HOLIDAY PARK

Want to chat?

GIVE US A CALL

OUT & ABOUT with kids

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