

KZONE

2026
**MEDIA
KIT**



WHAT WE ARE:

OUR MISSION IS TO FUEL THE CURIOSITY OF KIDS BY PROVIDING A SAFE, HIGH-OCTANE COMMUNITY WHERE THEY CAN CELEBRATE THEIR FANDOMS, DISCOVER NEW HOBBIES, AND ENGAGE WITH A BRAND THAT SPEAKS THEIR LANGUAGE.



WHO WE SPEAK TO:

OUR READER

Primarily **boys**

Based in **Australia**
/New Zealand

Aged **6–12**

Gaming Obsessed with
platforms like Roblox,
Minecraft, and Fortnite

Trendsetters



Humour-Driven

Natural early adopters
of new **gadgets**, **apps**,
and **digital trends**

Enjoys **LEGO**, **outdoor**
sports, and **DIY**

Often **collects** trading
cards, **blind boxes**, or
limited-edition toys

Brand Advocate

Their enthusiasm drives household purchasing decisions for toys and tech

CONTENT PILLARS



SCREEN & STREAM

The ultimate guide to entertainment. From the latest Marvel and DC blockbusters to the trending animated series on Netflix and Disney+, we give readers an “all-access pass” to their favorite stars and stories.



GAMING CENTRAL

The heart of the magazine. Our pull-out mini gaming mag provides expert cheats, walkthroughs, and reviews of the biggest titles on Switch, PlayStation, Xbox, and PC, plus deep dives into the ever-evolving world gaming.



TECH & TOYS

A showcase of the coolest gear. We unbox the latest toy releases, test high-tech gadgets, and review everything from drones to coding kits, ensuring our readers stay ahead of the curve.

CONTENT PILLARS



LAUGH OUT LOUD

The fun-factor that defines our voice. This pillar is dedicated to hilarious comics, “prank zone” challenges, gross-out facts, and the iconic jokes that keep kids coming back every month.



CREATIVE SPARKS

Empowering the “maker” mindset. We feature DIY projects, drawing tutorials, and brain-teasing puzzles that encourage readers to step away from the screen and flex their creative muscles.



SPORTS & ACTION

Celebrating energy and skill. Whether it’s the latest from the AFL, extreme sports highlights, or Guinness World Records, we cover the high-performance world that inspires our readers to get moving.

OUR REACH

51,000

average monthly print run

SOLD IN

newsagents and supermarkets

ADVERTISE

Cover feature

Back page feature

Double page spread

Single page

Editorial

Customised cover gift

Website - sitewide leaderboard

Cover Feature



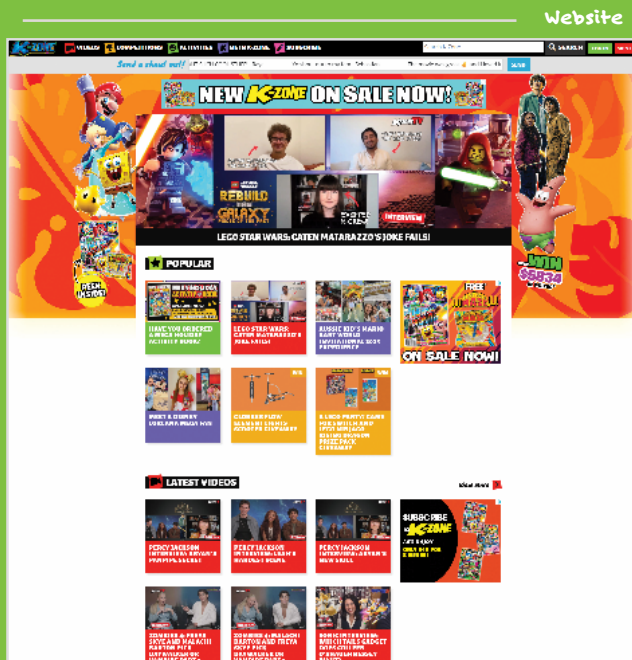
Double page spread

Custom Cover Gift



Competitions

Editorial



RATES

PAGE RATES

PLACEMENT / SIZE	COST
Double Page Spread	\$5,000
Full Page	\$3,000
Half Page	\$1,800
Third Page	\$1,200

BULK DISCOUNTS

QUANTITY	% Discount
x 3 rate	- 10%
x 6 rate	- 15%
x 9 rate	- 25%
x 12 rate	- 40%

PREMIUM POSITIONS

PLACEMENT / SIZE	Cost
Outside Back Cover	\$3,750
Inside Front Cover Spread	\$6,000
Loose Inserts	\$90/1000

SINGLE PAGE
158 mm X 220mm
(+5mm bleed)

DOUBLE PAGE
306 mm X 220mm
(+5mm bleed)

1/2 PAGE VERTICAL
84mm X 220mm
(+5mm bleed)

1/2 PAGE HORIZONTAL
158mm X 115mm
(+5mm bleed)

1/3 PAGE STRIP
60mm X 220mm
(+5mm bleed)

All print adverts are to be supplied as 300DPI press ready PDFs with 5mm bleed.

DEADLINES

ISSUE NUMBER	PRINT DEADLINE	ON SALE DATE
JAN 2026	10 NOV 2025	1 DEC 2026
FEB/MAR 2026	29 DEC 2025	19 JAN 2026
APR 2026	9 FEB 2026	2 MAR 2026
MAY/JUN 2026	23 MAR 2026	13 APR 2026
JULY 2026	11 MAY 2026	1 JUN 2026
AUG/SEP 2026	29 JUN 2026	20 JUL 2026
OCTOBER 2026	10 AUG 2026	31 AUG 2026
NOV/DEC 2026	28 SEP 2026	19 OCT 2026
JANUARY 2027	9 NOV 2026	30 NOV 2026
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**CREATIVE DEADLINES ARE
1 WEEK PRIOR TO PRINT
DEADLINE**



BUILT FOR LEGENDS

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