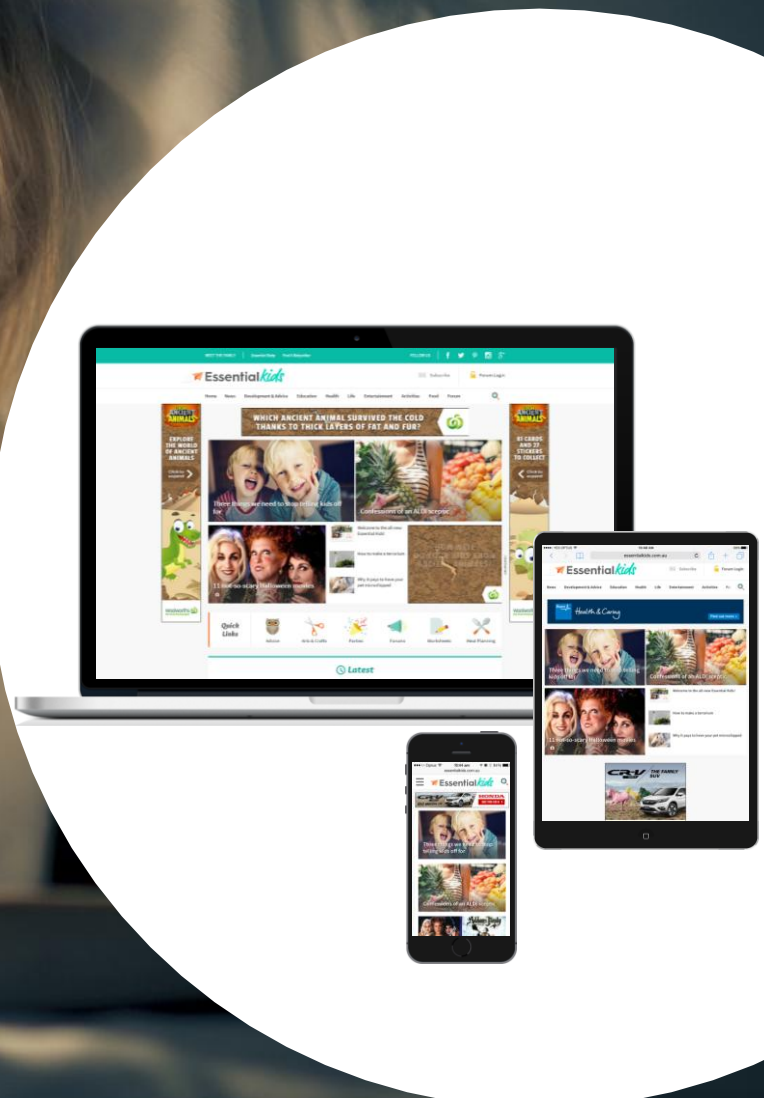




# OVERVIEW



# Essential Kids OVERVIEW

**Essential Kids** is the older sibling of the well known *Essential Baby*.

With over 320,000 Facebook fans\* and 250,000 forum members^, Essential Kids provides families with children from 4 - 12, a wealth of information to inspire and assist with the challenges of toddlers to pre-teens, making it easier to be the parents they want to be.

*'The ideas behind great parenting'*



# WHAT'S ONLINE

## Development & Advice

- Development
- Advice
- Behaviour & Discipline
- Puberty
- Special Needs

## News

- Current Affairs
- Celebrities



## Life

- Money
- Work
- Travel
- Road Trips
- Home
- Technology
- Pets

## Education

- School
- Preschool
- First Year of School
- High School
- Reading



## Health

- Health & Wellbeing
- Allergies & Illness
- Relationships







### Entertainment

- Movies
- TV
- Toys & Products
- Competitions

### Activities

- Worksheets
- School Holidays
- Seasons - Easter, Christmas, Halloween
- Parties
- Art & Craft
- Games
- Colouring-in Sheets



# WHAT'S ONLINE



### Food

- Nutrition
- Meal Planning
- Recipes - Lunchbox, Family Meals, Desserts, Party Food, Kids Cooking, Share Your Recipe

### Forum

#### Forum facts:

- 258,000 members and growing
- More than 15 MILLION posts to date
- 10,000 new posts each week
- Over 4000 members online at any one time

# EDITORIAL TEAM



Amber Robinson  
*Editor*

Amber is a journalist with more than 12 years experience in online media, working with some of Australia's largest publishers. She was plucked from the *Essential Baby* community after having children of her own, to become Managing Editor with Fairfax's Essential Parenting Group.

Katie Carlin  
*Deputy Editor*

Katie has been a Fairfax Media journalist for four years, working on *Essential Kids* since their 2011 launch. She has a wealth of experience in online media and is passionate about sharing the great ideas behind parenting with the *Essential Kids'* readers.



Andrew Daddo



Andrew is one of Australia's most popular television personalities. He started writing for children in 2001, when his first collection of stories, *SPRUNG!* was published. Andrew has written 18 best-selling books, including the hugely successful picture book collaboration with Emma Quay, *GOOD NIGHT, ME*.

# EDITORIAL TEAM

Tracey Spicer

Tracey is a journalist, columnist, radio broadcaster, TV news anchor, and media trainer. As an inveterate traveller, Tracey writes the weekly 'Mama Holiday' column in *Traveller* on Sunday.



Dr Joanna McMillan



Dr Joanna McMillan is a nutritionist, writer & media presenter. Following the success of numerous book releases & after completing her PHD in 2006, Joanna offers her expert advice as a contributor on *Essential Kids*.

# EDITORIAL TEAM

Nicole Avery

Nicole is a Melbourne mum to five kids and blogs on food and home organisation.



Kerri Sackville



Kerri is an Australian author, columnist, blogger, speaker and social media expert.

## FURTHER INFORMATION

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