



CHILDREN'S BOOKS DAILY MEDIA KIT

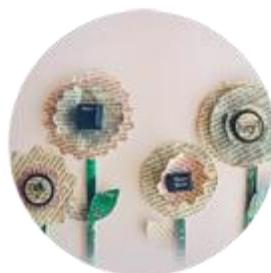
Children's Books Daily supports like-minded brands and businesses and is open to advertising, sponsored posts and product reviews.

The Children's Books Daily audience consists of parents, grandparents, teachers, publishers, librarians and writers of children's and young adult literature.

Children's Books Daily has collaborated with brands and businesses including: Alex and Alexa; Target; Biome; Bunkers Bunk Beds, Hark Home; UQP; Penguin Books; Harper Collins Publishers; Random House; Hardie Grant Books; Five Mile Press; Spineless Classics; Booktopia; Mother and Baby Magazine and Natural Baby Magazine.

Guest posts on some of Australia's top blogs include BabyMac, Edenland, Childhood101 and Picklebumps. Children's Books Daily contributes articles to print magazines and literary journals. Children's Books Daily has affiliate accounts with a number of businesses.

Children's Books Daily generates nearly 10,000 click-throughs and over \$55,000 in sales for Booktopia each year through its affiliate links. Screenshots available on request.



November 2016

The Stats

Social Media Reach

Facebook: 8150

Instagram: 6034

Pinterest: 527

Twitter: 1062

Google Analytics

7/16

Sessions: 15,460

Users: 9953

Page Views: 29, 542

Newsletter

Subscribers: 2312

Frequency: weekly

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The Voice behind

Children's Books Daily

Megan Daley is a Teacher Librarian at St Aidan's Anglican Girls School in Queensland. She is a former National Vice President of the Children's Book Council of Australia and a judge for the Queensland Literary Awards. She is a sessional academic at the Queensland University of Technology specializing in the creative process behind children's and young adult literature. She is on the board of the Australian Children's Laureate and is a member of the NLA Publishing Committee.

With many years' experience in the industry, Megan is regularly asked to launch books, chair festival panels and speak and host workshops at conferences around Australia. Megan has a regular monthly show on ABC radio and contributes articles to Kidspot and Mumtastic.

Megan is passionate about literature for children and about creating inviting and vibrant spaces for reading, writing and creativity in schools, gardens and in family homes.

At home, Megan has a feisty eight year old, PudStar/Ava, and a five year old stomping, roaring dinosaur...The Wild Thing/Georgia. There is also a tolerant husband, one Staffordshire terrier on Prozac and six chooks in the Daley household.

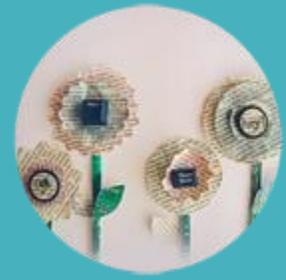
Over five years of blogging, media and speaking gigs, Megan has developed an extremely engaged, loyal and ever-growing audience.

Qualifications

Bachelor of Education in Early Childhood

Graduate Diploma in Teacher Librarianship

Masters of Education in Innovative Teaching and Learning: Technology



Posts/Reviews

Sponsored posts, product reviews, \$300 or as determined in product value.

Articles

700-1000 word articles aligned with the Children's Books Daily ethos, \$300 each

Posts, reviews and articles promoted across all social media platforms and to newsletter subscribers.

Social Media

Photographs and mentions on Facebook, Twitter and Instagram \$50 each if not paying for a blog post (which include all social media).

For speaking rates please refer to my Speakers Kit