



# street

smarthandbook  
the essential guide into adulthood



Police Citizens Youth Club

2025 MEDIA KIT





# Streetsmart Handbook

The **Streetsmart Handbook** is a practical life guide for teenagers that is designed to help prepare today's youth for life after school.

The handbook covers important topics from sexual health and the effects of drug and alcohol abuse to legal rights and applying for a loan. It offers information specific to the school leaver, providing invaluable assistance for those who are considering buying their first car or living away from home. The handbook is also a handy guide for teens that are pondering their future career choices and supplies them with advice on apprenticeships, university and TAFE. It provides teens with straight forward, factual information about issues that they will face.

The information contained in the **Streetsmart Handbook** is written by a collection of topical experts, such as the Australian Drug Foundation, Beyond Blue and Quit, who are working together to address the information needs of teens. Content in the handbook is also localised to reflect the unique laws of each State and Territory in Australia.

Find us on 

**streetsmarthandbooks**



Over **4 million** handbooks distributed to teenagers since 2002

## Content providers



**www.smarthandbooks.com.au**

# Our partners



Countrywide Austral and PCYC Victoria have built a strong relationship delivering the Streetsmart Handbook to young people all over Victoria.

The handbook has been running since 2002 and we are very proud to be associated with such a fantastic product.

PCYC also receives valuable funding which is raised from the advertising which is vital to our ongoing success.

This partnership is essential as we work together to support the youth of today.

## **Police Citizens Youth Club Victoria**



Our goal is to bring people together to create safe, connected and inclusive communities where people feel empowered, informed, protected and engaged with one another and with local Police.

The purpose of the Streetsmart Handbook is to support teenagers and their parents by providing personal safety information as a preventative approach to crime and personal risk.

The Streetsmart Handbook is produced in conjunction with Countrywide Austral and addresses personal safety and crime related issues relating to cyber-bullying, depression, community social behaviour, drugs, alcohol and more. The handbook also lists key organisations and helpline numbers for teenagers and families who need extra support and assistance.

## **Neighbourhood Watch Australasia**

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# Testimonials

For more testimonials visit:

**[www.smarthandbooks.com.au/testimonials](http://www.smarthandbooks.com.au/testimonials)**

*"I am the Youth Case Manager at Gunnedah PCYC and I have been given one of your books by the youth support officer from Gunnedah High School. This book was very helpful to our youths who attend our facility.*

**Senior Constable Sarah Hobson**

Youth Case Manager  
Gunnedah PCYC

*"I had read through it and it was great, it had a lot of things in it, things that we could use through our program that we do with our kids."*

**Hollie Taggart**

Tamworth Local Aboriginal Land Council



*"A very well written publication. The minute I started reading it, I knew it was exactly what I was looking for that I could distribute to our Year 11 and Year 12 students. All appropriate topics for young adults are well written. We will subscribe to this publication annually as long as it is available."*

**Dr Darryl Parsons**

Curriculum Coordinator  
The Kooralbyn International  
School

*"I found that the handbook was a great tool for young people, with easy to read and useful information. I would encourage any young person leaving school or moving out of home to have this on hand as a quick "how to" guide to adulting!"*

**Claudia Giles**

Youth Worker  
Moira Disability & Youth Services

*"Safety Bay SHS distributes copies of the publication to students and we always have copies on hand as references to provide information to parents and students alike. Staff find them to be such a valuable resource and students find them easy to read, relevant and fun to share."*

**Dwayne White**

Head of Student Services  
Safety Bay Senior High School

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# Rate card



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**VIC**

**20,000**

**Average Readership Per Edition**  
Includes both printed and digital versions

<b>Editions Per Year</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>3</b>
Full Page	\$2,695	\$2,695	\$2,695	\$2,695	\$2,695	\$2,695	\$2,695
1/2 Page	\$1,595	\$1,595	\$1,595	\$1,595	\$1,595	\$1,595	\$1,595
1/4 Page	\$1,195	\$1,195	\$1,195	\$1,195	\$1,195	\$1,195	\$1,195
Platinum	\$900	\$900	\$900	\$900	\$900	\$900	\$900
Gold	\$800	\$800	\$800	\$800	\$800	\$800	\$800
Silver	\$600	\$600	\$600	\$600	\$600	\$600	\$600
Bronze	\$400	\$400	\$400	\$400	\$400	\$400	\$400

Cover prices available upon request.  
Cover advertising is in full colour.

All prices exclude GST.

Enquire about our **"Major Sponsor Package"**



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# Distribution details

## Distribution Dates

3

### Editions per year

- February
- June
- October



## Recipients

- Teenagers through local Secondary Schools
- Secondary Colleges
- Alternative Learning Schools
- School teachers including welfare and career counsellors and Year Level co-ordinators
- Various Police Citizen Youth Club centres
- Aboriginal Land Councils
- Various Aboriginal Corporations
- Valued supporters



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# Mechanical specifications

## Handbook specs

**SIZE:** A4 (210mm wide x 297mm high)

**STOCK:** 95gsm gloss throughout with full colour gloss cover.

## File preparation

- Artwork must be supplied as a high resolution (300 dpi) PDF, EPS, JPG or TIF file with all fonts embedded.
- Colour artwork must be CMYK. PMS spot colours and RGB images are unacceptable.
- Cover and Full Page ads must include a minimum of 3mm bleed on all sides as well as crop marks.
- Ink Weight: 310% - Cover Stock: 150GSM - Inside Stock: 95GSM
- Publishers are not responsible for typesetting/artwork done on behalf of an advertiser.
- All copy is subject to the approval of the publishers (Countrywide Austral). The publishers reserve the right to reject or cancel any advertising at any time for any reason and will not be held responsible for unclaimed material after a period of three months from date of publication.



AD SIZE	DIMENSIONS (width x height)	BLEED SIZE
Cover	210 x 297	3mm
Full Page	210 x 297	3mm
1/2 Page	190 x 131	Not required
1/4 Page	93 x 131	Not required
Platinum	93 x 86	Not required
Gold	93 x 63.5	Not required
Silver	93 x 41	Not required
Bronze	93 x 29.75	Not required

All measurements in millimetres.

**countrywide**austral

Official publishers

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**E:** [contact@cwaustral.com.au](mailto:contact@cwaustral.com.au)

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