



# National Media Kit 2017

KidsOutAndAbout.com is America's online resource for parents and grandparents who want to know what to do "out and about" with their kids, and who are looking to be connected with the products, services, and experiences that enrich their families.

## U.S. sites:

- Albany, NY
- Ann Arbor/Detroit, MI
- Buffalo, NY
- Denver, CO
- Fairfield County, CT
- Hartford, CT
- Houston, TX
- Hudson Valley, NY
- Rochester, NY
- Salt Lake City, UT
- St. Louis, MO
- Westchester County, NY
- Nashville, TN
- San Antonio, TX
- Austin, TX
- Minneapolis/St Paul
- Atlanta
- Phoenix

## KidsOutAndAbout.com:

- Online since 2001
- 2.8MM readers / 8.5MM pageviews per year
- 80,000 subscribe to weekly e-newsletter

## Readers are:

- 85% parents
- 15% grandparents
- 82% women
- Middle- to upper-middle class
- Highly engaged with their kids and communities
- Mostly age 30-50

Launching in Q1 2017 Dallas, Ft. Worth, Midcities, Research Triangle

Are you looking for an economical way to reach this highly-targeted audience?





# What advertisers are saying



*When KidsOutAndAbout promotes my concerts, I play to a full house!*

--Steve Roslonek: "Mr. Steve" on PBS Kids



*Promoting Mount Snow on your nationwide network has helped us be visible to an important target market: families with kids.*

--Dave Meeker, Communications Mgr,  
Mt. Snow Resort, Mt. Snow VT

*KidsOutAndAbout is like the Bible for moms in our area.*

--Nicole Carrea, campaign manager, Moms in Training, Leukemia & Lymphoma Society



*KidsOutAndAbout is hands down the best resource for finding all of the things going on without requiring moms to spend hours looking on-line.*

--Amber Chaves, owner, The Bundle Store, Ballston Spa, NY



*Being able to promote through KidsOutAndAbout through the past several years has been key to our ability to grow both our audiences and our participants. It's been magical!*

--Carolyn Curran, Managing Director, A Magical Journey Thru Stages, Rochester, NY





# Advertising on KidsOutAndAbout

## Image Advertising:

- **Leaderboard ads:** Top of every page, 728 x 90 pixels
- **Top ad space:** Featured ad space on every page is 450 px x 150 px
- **Square ads:** Middle of page next to articles/listings, 223 x 223 px
- **Annual sponsorship:** We are happy to create special advertising space to highlight annual nationwide sponsor

## Content Advertising:

- **Ads on subject highlights pages:** Text ads, 100 words + graphic
- **E-blasts to entire local newsletter list:** 5-8 paragraphs + graphics about one business.
- **Paragraphs in weekly e-newsletter:** Sent to 80,000 readers per week
- **Save the Date** at the top of weekly newsletter: Sent to 80,000 readers each week

Image advertising on KOAA is typically priced at \$100 per 10,000 impressions.



# What you want from online marketing

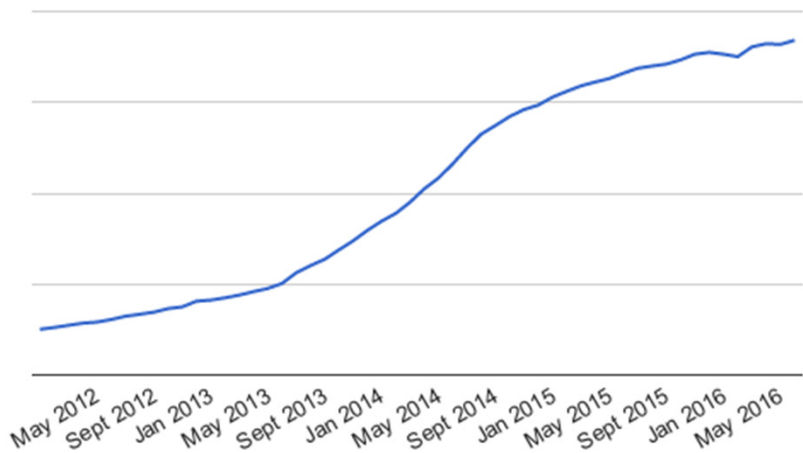
- **A highly-ranked, time-tested, trusted resource:** Parents know KidsOutAndAbout is where they can find the information they need, presented intelligently without hype or fluff. KidsOutAndAbout consistently ranks in the top spot on search engines for regional kids events and activities.
- **A targeted audience:** Our audience comprises middle-to-upper-middle-class parents (85%) and grandparents (15%) who are actively looking for resources for their families. 82% are the family's decision-makers: women.
- **Trackability:** When compared with other online resources for parents, our click-through rate is 50% - 110% higher than average. We provide detailed reports of ad performance.
- **Scalability:** Like your results? Scale up to more impressions or regions. Want to target some markets but not others? No problem. We can tailor a campaign to your needs.
- **Return on investment:** KidsOutAndAbout's rates are in line with those of online newspapers, but are much more precisely targeted.
- **Growth:** KidsOutAndAbout is growing fast! New sites to be added this year will steepen this already steep growth curve.

## Growth in readers since January 2012: 2.8 million annual readers, 18 cities... growing fast!

### We track:

- Unique site visitors
- Visits
- Pageviews
- Link & ad clickthroughs
- Newsletter readers
- Newsletter clickthroughs
- Reader demographics by region, sex, family status, age of kids

KOAA overall number of readers per year



**Contact: Publisher Debra Ross**

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Each local KidsOutAndAbout.com site has its own site editor and regional sales manager. Please see local sites for contact information or ask publisher Debra Ross for the local contact.



# National price list for large campaigns

Advertising on KOAA is typically priced at \$15-\$30 per 1000 impressions on web site, \$50 per 1000 for email newsletter appearance—graphic, paragraph, or both. We can custom-create a national marketing campaign for as little as a \$1500 test. Or see below for longer-term packages crammed full of deals:

## Come play with the KidsOutAndAbout marketing team:

**Go Fish!** 3-month campaign: 1 million pageviews of leaderboard (728 x 90 pixels), 400,000 appearances of ad in newsletter. \$15,000

**Tag, you're IT!** 6-month campaign: 2 million pageviews of top ad space (450 x 150 pixels): 660,000 appearances of ad in newsletter. Ads can vary seasonally. \$30,000

**Capture the Flag!** 12-month campaign: 5 million pageviews of top ad space (450 x 150 pixels): 1.5 million appearances of ad in newsletter; 200,000 views of square ad (223 x 223 pixels). Ads can vary as often as you like. \$60,000

**Simon Says...Annual Site Sponsorship!** We become your advocates to this nationwide market. New ad space custom-created for sponsor, 8 million pageviews, 1.5 million appearances of ad in newsletter. Price determined based on tailored campaign.

*These numbers look big: Can I start for \$500 or under?*

Absolutely! Whatever your game, we will help you win!

### Contact:

**Publisher Debra Ross** ross@kidsoutandabout.com, 585-305-6386



# Editorial Schedule

## **Editorial Focus:**

**January:** Indoor play centers, Preschools & private schools

**February:** Birthday parties, Winter Break

**March:** Spring Break (South), Easter, Summer camps

**April:** Summer camps, Spring Break (Northeast), Spring activities

**May:** Summer camps, Memorial Day

**June:** Summer fruit, summer fun, amusement parks, outdoor activities, 4<sup>th</sup> of July planning

**July:** Independence day activities, summer travel, gearing up for school (South)

**August:** Gearing up for school, Fall extracurricular classes

**September:** Fall activities, apple picking (Northeast), corn mazes

**October:** Halloween, more fall activities, pumpkin picking

**November:** The arts, Thanksgiving, planning for the holidays

**December:** Holiday activities, spring semester classes

## **Contact:**

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