



## KidsOutAndAbout.com Media Kit 2017



### 2017 Demographics

- 3 million unique visitors/year
- 85% parents
- 15% grandparents
- 82% women
- 80,000 weekly e-newsletter readers
- 8.75 million pageviews/year

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## Why KidsOutAndAbout.com?

### Local family-friendly businesses need to:

- Find affordable ways to promote events and activities, even with a low to moderate marketing budget
- Drive foot traffic during their most important seasons
- Keep a constant presence in front of potential customers
- Be found on the internet where parents are searching for local options
- Optimize their own web presence and increase search rank
- Start and maintain a buzz about their offerings in a context free of hype and fluff



Debra Ross, publisher

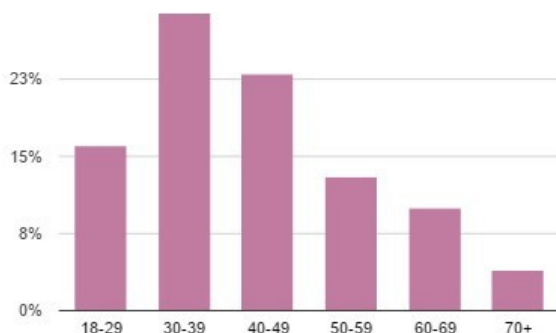
They are so easy to work with. What they offer is above and beyond what others offer.

...analytics don't lie: 51% of our web traffic comes from KidsOutAndAbout.

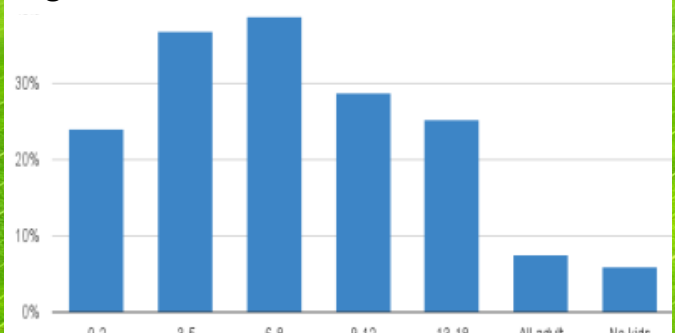
### KidsOutAndAbout.com provides:

- A highly-ranked, time-tested, trusted resource that consistently ranks in the top spot on search engines for local activities and resources
- A targeted, engaged audience
- Measurability: We track everything and educate you about how to understand results
- Cheerleading: If you do great stuff in your community, we cheer for you regardless of whether you purchase additional advertising with us
- Advice: We have been marketing to families since 2001. We know what works for what industry and what budget.
- Return on investment: With rates comparable to other local online media but much more highly targeted.
- Growth: Even in mature regions, readership continues to grow. In 2017, we are doubling the number of regional sites to 36. By 2020, annual readership will be 10 million.

#### Ages of KidsOutAndAbout Readers



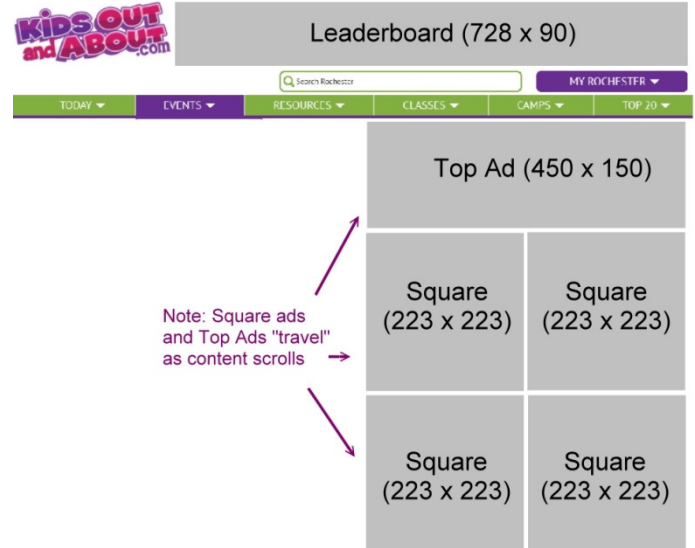
#### Ages of KidsOutAndAbout Readers' Kids



## 2017 options:

### Image Advertising

1. **Leaderboard** (728 x 90 pixels): Exclusive space, \$110/10,000 impressions
2. **Top ad** (450 x 150 pixels): Exclusive space: \$120/10,000 impressions
3. **Square ads, static image** (223 x 223 pixels): \$100/10,000 impressions
4. **Top 20 Places to Take Kids** page: (690 x up to 170 pixels, not pictured): \$2400/year for ~300,000 views



### Content Advertising

1. **Paragraph in weekly e-newsletter sent to parents in our network every Thursday:** For a single region, \$100/week. Across network, \$800/week. Up to 100 words plus a graphic
2. **E-blast exclusively about your company to our e-newsletter list:** \$1500 for up to 8 paragraphs plus several graphics
3. **Save the Date link at top of newsletter:** \$30/week/region
4. **Content ad on subject search results page:** \$350/year
5. **Upgraded organization listing on our site from free to paid:** \$95/month
6. **Article by or about your organization:** \$1000 to \$1500, depending on whether article is written by you or by us. Includes \$1200 worth of visibility for 6 months following publication.

**KOAA is the single most valuable way to reach families.**

When you choose KOAA, you not only place advertising, you get a partner interested in your success.

**Average read/click-through rate (CTR) for weekly e-newsletter: 21.9% read rate, 11.3% CTR.**

**Average CTR for image ads: Ranges from .06% to 2.8% depending on relevance and interest.**

**Image ads are accepted in jpg, png, or gif format, including animated gif.**



# KidsOutAbout.com: Doing work that matters since 2001

**Primary mission:** To enable families to find fun local opportunities and the resources they need

**Primary product:** KidsOutAndAbout.com, a one-stop-shop web resource for families to show parents and grandparents what's happening in each local area, plus resources for kids, teens, and families, and so much more

**Secondary mission:** To provide a free or low-cost means by which organizations providing worthwhile activities and opportunities for kids, teens, and families can spread the word

**Secondary product:** An audience of active, involved parents and grandparents who care about kids growing up smart, healthy, engaged, and happy

## The KidsOutAndAbout Administrative Team

**Publisher:** Debra Ross

**Strategic Content Editor:** Katie Beltramo

**Sales & Marketing Director:** Stacy Brookman

**VP of Operations:** June Santini

**Webmaster:** Jenn Mac Intyre

**Social Media Coordinator:** Meg Brunson

