



PRESS KIT 2014

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 Cty, CT
- Hartford, CT
- Houston, TX
- Hudson Valley, NY
- Rochester, NY
- Salt Lake City, UT
- St. Louis, MO
- Westchester Cty, NY

KidsOutAndAbout.com:

- Online since 2001
- 1MM readers / 4MM pageviews in 2013
- 2.1MM readers / 7MM pageviews projected for 2014
- 25,000 subscribe to weekly e-newsletter

Readers are:

- 85% parents
- 15% grandparents
- 90% women
- Middle- to upper-middle class
- Highly engaged with their kids and communities

Launching in 2014: Minneapolis/St. Paul, Austin, San Antonio, Atlanta, Columbus, Nashville

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



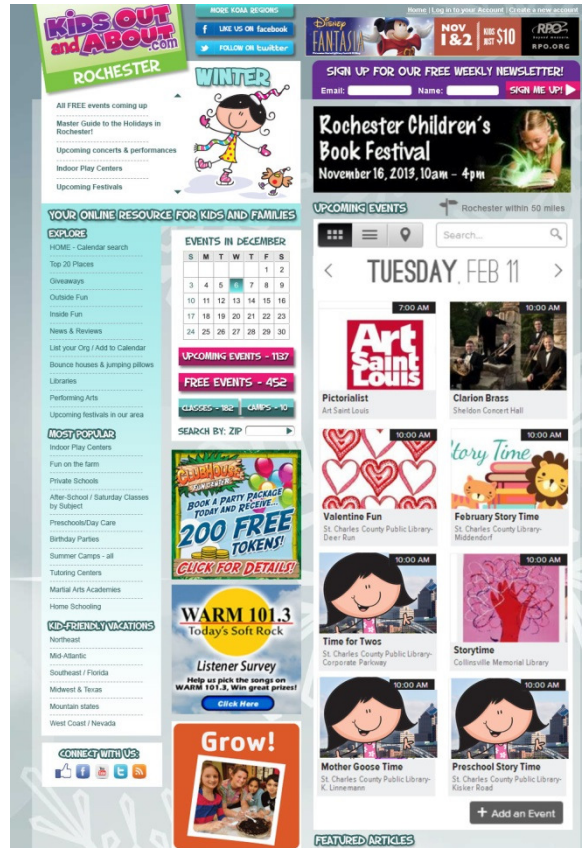


ADVERTISING ON KIDSOUTANDABOUT

TYPES OF ADVERTISING:

- **Leaderboard ads:** Top of every page, 470 x 70 pixels
- **Square ads:** Middle of page next to articles/listings, 223 x 223 pixels
- **Featured ads and articles:** Featured ad space is 445 pixels x 150 pixels
- **Ads on subject highlights pages:** Text ads, 100 words + graphic
- **Paragraphs in weekly e-newsletter:** Sent to 25,000 readers per week
- **Annual sponsorship:** We are happy to create special advertising space to highlight annual nationwide sponsors

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.



LEADERBOARD

470 pixels x
70 pixels

SQUARE ADS

223 x 223 pixels

TOP AD

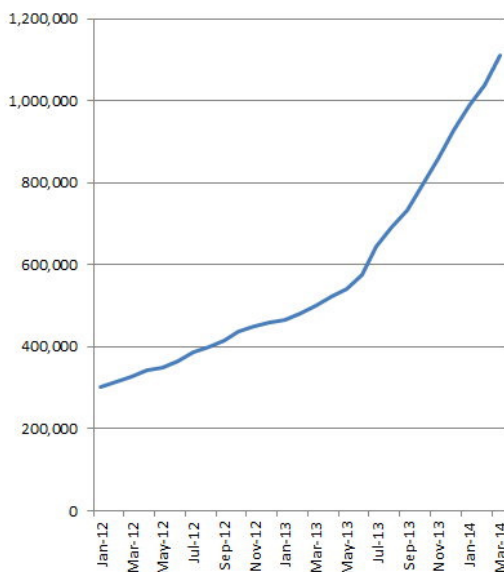
445 pixels x 150 pixels



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. 90% 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 (Atlanta, Minneapolis/St. Paul, Austin, San Antonio, Columbus, Nashville) will steepen this already steep growth curve, bringing us to 2.1 million readers by the end of 2014.

Growth in readers since January 2012 1 million readers, 12 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

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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.