

ADVERTISING INFORMATION

parents & kids

CREATIVE SOLUTIONS for MISSISSIPPI FAMILIES



WHO WE ARE

Parents & Kids Magazine is a resource for busy families providing real-life solutions, sound advice, creative ideas, and practical information to make their lives easier. Its informative articles and features appeal to parents – from conception through the teen years. Unlike national parenting magazines, *Parents & Kids* provides Jackson area families with information specific to their communities.

Free copies of *Parents & Kids Magazine* are available at more than 350 locations, including schools, day care facilities, libraries, professional offices, newcomer kits, hospitals, retail merchants, and corporations. With over **17 YEARS OF PUBLICATION SUCCESS**, *Parents & Kids* is the resource parents turn to when making day-to-day decisions.

PASSIONATE READERS!

Parents & Kids readers are passionate about the magazine. These loyal, involved families spend nearly 50 interactive minutes clipping ads, listing activities, ordering products and services, and incorporating featured information into their daily lives. Readers report that they keep an issue on hand an average of 45 days as an easy reference guide.

What's more, *P & K* advertisers report boosts in sales after their products and services appear.

THE FACTS

98% of our readers use the ads in our publication to make purchasing decisions.

76% of our readers have attended college and 17% have completed post-graduate studies.

78% of our readers work full time (30+ hours) or part time.

69% of our readers have household incomes above \$35,000, with 32.8% having incomes over \$75,000.

67% of our readers are in the "golden spending years" of 25-54 years old; another 23% is younger, primed to become your loyal customers.

Average readership per issue is 105,000.

With a nine time contract, your ad appears in 369,000 issues.

"We have advertised with Parents & Kids since the first issue... Because of Parents & Kids' dedication to providing information to parents, we are very proud to be associated with this first-class publication."

STEVE KING
Space Jump of Jackson, Inc.

"As a mother of two, my Parents & Kids Magazine is our #1 resource. I keep it by the telephone to plan weekend fun, birthday parties, and even our day-to-day lives. I couldn't do without it. Thanks, Parents & Kids!"

RHONDA FRENCH
Parent

"I receive phone requests from people in and out of state looking to plan entertainment for their families while here. With P & K, I am able to let visitors know about many activities. Families have especially been interested in the number of advertisements used to help them with their entertainment plans. Thank you, for a fun, entertaining, and well-informed publication for parents and kids alike."

MARY LYNN STOKES
*Visitors Information Specialist
Jackson Visitors and
Convention Bureau*

10 REASONS TO INVEST WITH US

1. EXPOSURE. When you take out a nine-time contract you are getting 369,000 exposures! (Nine times 41,000!) That is a lot of exposure.

2. LONGEVITY. Ads in our magazine have a relatively long shelf-life. According to a California-based market research firm, families hang onto the issue on average 45 days. That means an ad in *Parents & Kids* has forty-five days to earn a company business. We live 44 days longer than the paper. We live 6 times longer than the local weekly paper.

3. MARKET PENETRATION. *Parents & Kids* is big. We have one of the largest print circulations in the state. We publish more than four times as many issues as *Kids Directory*; we are about four times the size of the *Northside Sun*. We are bigger than *Metro Business Chronicle*, *Mississippi Business Journal*, *Jackson Christian Family* and *Metro Christian Living*. Add in our Gulf Coast edition and we can circulate your message to 66,000 families.

4. AFFORDABILITY. Cost per thousand (ad price divided by 41) is remarkably reasonable—and beats the price of most other print advertising sources in the area.

5. WE ARE PROVEN. *Parents & Kids* has been around since 1991. Others have come and gone, but we've grown every single year since our beginning. We are growing because our advertisers know we deliver the audience they want to reach.

6. WE WIN AWARDS. We've won six national awards for editorial and quality in the last few years. We deliver good information that parents need and want. We've been honored with a Hometown Hero Shining Example Award and the publisher was selected as a Top 40 Under 40 for Mississippi in 2006.

7. PARENTS TRUST US. Schools would not put our issues in kids' backpacks if our information wasn't trustworthy.

8. WE DELIVER EXCELLENT CUSTOMER SERVICE. We design ads for free and will offer additional design service if possible and time permits. We want your ad to be eye-catching and reflect the unique personality of your enterprise.

9. OUR DISTRIBUTION IS AMAZING. To be trusted enough to go home in kids' backpacks and homework folders is not only a tremendous honor, it guarantees that your ad reaches its audience. Our distribution network includes:

- A. Schools (backpacks), MIPA multi-pocket boxes—50 new locations since August, Day cares, Child-related retail, Doctors' offices, Libraries, Community centers
- B. 1,700 MAILED subscriptions. People are willing to pay to get our magazine delivered to their homes.

10. OUR CUSTOMERS WILL SPEAK ON OUR BEHALF. Feel free to call up any advertisers in our magazine and ask them what they think. We have customers who given video testimonials. Our customers love us because we grow their businesses.

RATES

RATE CARD # 5

FREQUENCY	9x	6-8x	3-5x	1-2x
1/12 <small>directory only</small>	120	130	150	175
1/9	210	230	265	325
1/6	295	325	395	445
1/3	490	540	670	760
1/2	645	725	880	970
2/3	840	920	1145	1285
Full Page	1050	1155	1450	1625
Inside Covers: Additional \$365—full page, full color only.				
Back Covers: Additional \$580—full page, full color only.				
Color: spot color begins at \$50; full color \$75-\$400. Inserts \$57/K.				

ALL RATES NET

EDITORIAL

ISSUE FOCUS CALENDAR

JANUARY / FEBRUARY

Summer Camp Guide
Family Health & Fitness

MARCH

Ultimate Summer Fun Guide
More Camps

APRIL

Baby & Maternity

MAY

Metro School Guide

JUNE / JULY

Family Favorites
Birthday Parties

AUGUST / SEPTEMBER

Back-to-School
After School Activities

OCTOBER

Women's Health
Halloween & Fall Fun Guide

NOVEMBER

Education / School Guide

DECEMBER

Pediatrician Guide

DEPARTMENTS

PARENT POINTS

Round up of the latest information and research on topics that parents want to know about.

IT FIGURES

Fun facts about life as American parents know it.

WHAT'S COOKING

Collections of kid-friendly, great tasting recipes.

FAMILY FUN GUIDE

Current events in your community.

ADVERTISING OPPORTUNITIES

PARTY PLANNER

Where our readers go to plan the best party ever for their kids. Great Response!

CONTESTS AND PROMOTIONS

Attract customers with a contest presented in the magazine. Or, help make our readers "special winners" for Mom's Day, Dad's Day, Family Favorites, or Main Attractions.

CHILDHOOD ENRICHMENT DIRECTORY

If you offer child care or enrichment activities, do parents a favor and tell them how you can help meet their needs. Very economical!

ONLINE

Link to your website through a banner ad or a category link on our web site. Or, place a 1/3 page ad or larger at a 9x frequency and receive the banner ad free! Our website is a true resource for parents, is easily accessible and results in repeat visits from our readers.

SPECIAL EVENTS

Raise awareness of your business or organization by sponsoring one of our special events. From the annual Camp & Education Connection, to statewide college fairs, to our signature event, An Old Fashioned Christmas In Lights, we can get your name paired with high-visibility events.

WHERE WE GO— YOU GO

DIMENSIONS

MECHANICAL

MAGAZINE SPECIFICATIONS

TRIM SIZE: 8 1/4" x 10 3/4"
 STOCK: 30# newsprint
 LINE SCREEN: 85 – b/w ads
 100 – full color

CAMERA-READY ARTWORK

Files saved in PDF format preferred. All images and fonts must be included when PDF file is saved. No Publisher files.

ACCEPTED MEDIA

CD-Rom. You may also e-mail files.

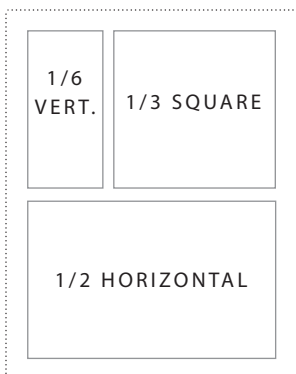
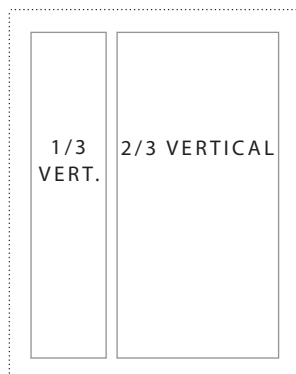
SUPPORT FILES / FONTS

All support files and fonts used should be supplied with the ad in the corresponding folder. Be sure to include printer and screen fonts.

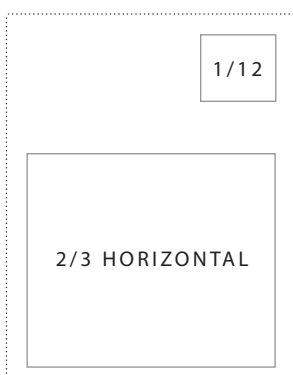
GRAPHICS

Scanned artwork should be scanned at a high resolution and not resized upward after the scan. Scanned artwork should be cropped and saved as TIFF or EPS file formats at 300 dpi. Line art at a minimum of 1200 dpi.

All materials must arrive at our offices no later than the materials close dates. Please send ads in PDF format via e-mail to your advertising representative. If you need to send a disk, please contact our office at 601.366.0901 for shipping instructions.



AD DIMENSIONS	
Full Page	7 1/4" w x 9 3/4" h
2/3 Horizontal	7 1/4" w x 6 1/4" h
2/3 Vertical	4 3/4" w x 9 1/2" h
1/2 Horizontal	7 1/4" w x 4 5/8" h
1/2 Vertical	4 3/4" w x 7 1/4" h
1/3 Square	4 3/4" w x 4 5/8" h
1/3 Vertical	2 1/4" w x 9 1/2" h
1/6 Horizontal	4 3/4" w x 2 1/8" h
1/6 Vertical	2 1/4" w x 4 5/8" h
1/9	2 1/4" w x 3" h
1/12 (directory)	2 1/4 w x 2" h



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 PRODUCTIONS