



WHAT'S UP FOR KIDS

Connecting Parents With Resources
Since 1995

2012 Media Kit





OUR READERS ARE:

- Residents of Palos Verdes, Manhattan, Hermosa and Redondo Beach, El Segundo, Torrance, San Pedro, Lomita and surrounding cities.
- Our average reader is in her early 30's to late 40's with multiple children ages birth—12.
- The average household income of our readers is \$100,000 and above.

WHAT'S UP FOR KIDS

Offers you complete marketing solutions for your business

- **Print magazine** delivered to over 200+ locations through-out the South Bay area.
- **Online web presence** and backlinks with our Family Resource Directory viewed by an average of 1000 unique visitors per month. Plus, write an article for us! We'll post your article or video on our website!
- **Email marketing** with our high content weekly ezine emailed to over 2000 opt-in subscribers.
- **Social Media**—Are you on Facebook and Twitter? We are and you should be too! Facebook is #2 in search engine ranking. Forward us your Facebook Page and/or Twitter id and we'll promote you via our social media channels.
- **Video Sells**—YouTube is now the 3rd ranking search engine, behind #1 Google, #2 Facebook and before #4 Yahoo! Video engages people in a way that static text and images cannot. There are dozens of studies that show the power of video to boost customer interaction, drive sales and build brand awareness. We'll post your video on our social media pages.
- **LIVE events**— We produce a minimum of 3 family expos each spring, giving you the opportunity to get in front of your target audience and interact directly, in person, creating relationships.

***At What's Up For Kids,
we understand that successful marketing
must encompass multiple avenues.***

***What's Up For Kids is consistently striving to
offer YOU many different options
to reach YOUR target market!***

WHAT'S UP FOR KIDS

Connecting Parents With Resources
Since 1995



The ONLY magazine DEDICATED to South Bay Parents!

DISTRIBUTION: 20,000 copies bi-monthly to **YOUR target market**—parents with children ages birth—12 who live in Palos Verdes, Torrance, San Pedro, Lomita, Redondo Beach, Hermosa Beach and Manhattan Beach.

FULL COLOR AT NO CHARGE—Professional glossy, full color magazine at extremely competitive, affordable rates!

DEADLINE: All ads are due by 5pm on the 10th of the month prior to publication.

PRINT ADVERTISING RATES:

| 20,000 COPIES | W" x H" | 1x | 2x | 3x | 4x | 5x | 6x |
|---------------|----------------|-----------------------------|-----|-----|-----|-----|-----|
| Bi-Monthly | width x height | (Cost per bi-monthly issue) | | | | | |
| 1/8 page | 2.25" x 1.75" | \$145 | 135 | 125 | 120 | 115 | 105 |
| 1/4 page | 2.25" x 3.5" | \$265 | 252 | 239 | 225 | 212 | 199 |
| 1/2 page | 4.75" x 3.5" | \$525 | 499 | 473 | 456 | 420 | 394 |
| Full Page | 4.75" x 7.75" | \$997 | 947 | 897 | 847 | 797 | 750 |

Bleeds for full page ads: live area 4.75" x 7.75", bleed size 5.75" x 8.75"

Family Resource Listing \$75 (no discounts)

MAGAZINE AVAILABLE TO READ ON OUR WEBSITE plus our website offers last minute things to do, a family resource directory and more—encouraging visitors to come back!

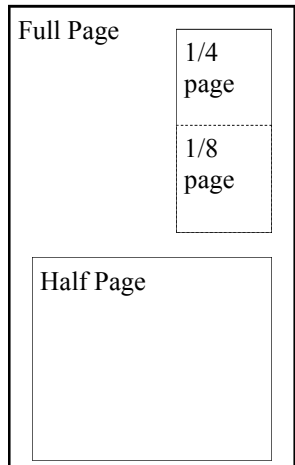
WEEKLY EZINE (electronic newsletter) sent to the inbox's of over 2000 opt—in subscribers with calendar updates, weekly Deals 4 Families & more!

ONLINE MEDIA:

- Resource listing on our website with live link back to your website
- Logo banner ad linked to your website in our weekly ezine (max 125x125) reaching over 2000 subscribers

For Print Advertisers: \$50/month or \$500/year

For Non-Print Advertisers (online only): \$75/month or \$800/year



Editorial & Advertising Calendar:

- January/February: The New Year
- March/April: Spring/Summer Camp
- May/June: Got Summer Camp
- July/August: Got Summer Camp
- September/October: Back to School & Tiny Tots
- November/December: Birthday Bash Issue

We offer many affordable ways for you to connect with your market!
Call us TODAY to discuss the right option for you and your budget!

(310) 544-1042

What's Up For Kids - Print & Online Advertising Contract ^{1/12}

Business Name _____

Contact _____ Email _____

Address _____

Phone# _____ Fax # _____

PRINT ADVERTISING

Contract to begin (circle): Jan/Feb March/April May/June July/August Sept/Oct Nov/Dec

Frequency (circle): 1x 2x 3x 4x 5x 6x

Run Dates: Start _____ End _____

Camera Ready Art enclosed _____ Ad Creation needed _____

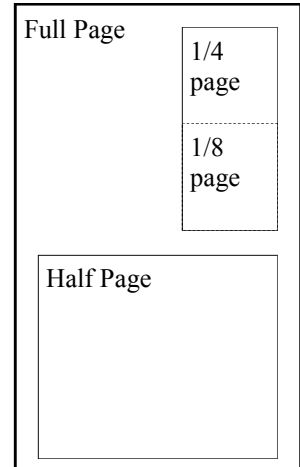
Size: _____

Bi-Monthly Rate _____ *All ads run in full color at no additional charge.*

| Circulation 20,000 | W" x H" | 1x | 2x | 3x | 4x | 5x | 6x |
|---|-----------------------|------------------------------------|-----|-----|-----|-----|-----|
| Bi-Monthly | width x height | (Cost per bi-monthly issue) | | | | | |
| 1/8 page | 2.25" x 1.5" | \$145 | 135 | 125 | 120 | 115 | 105 |
| 1/4 page | 2.25" x 3.5" | \$265 | 252 | 239 | 225 | 212 | 199 |
| 1/2 page | 4.5" x 3.5" | \$525 | 499 | 473 | 456 | 420 | 394 |
| Full Page | 4.5" x 7" | \$997 | 947 | 897 | 847 | 797 | 750 |
| Got Summer Camp Special—1/2 page \$350 | | | | | | | |
| Family Resource Listing | | \$75 (no discounts) | | | | | |

Publication Dates & Deadlines:

March/April – Feb 1 May/June – April 1 July/August – June 1
 Sept/Oct – August 1 Nov/Dec – October 1 Jan/Feb – Dec 1



ONLINE ADVERTISING:

Online Media Package

Start Date: _____ End Date: _____

Print Advertisers: \$50/month or \$500/year

Non-print Advertisers: \$75/month or \$800/year

Logo and listing should be submitted via emails to: info@whatsupforkids.com. Logo should be a jpg or pdf, 300 dpi, full color.

Payment enclosed _____ **Charge My Credit Card _____ (credit card will be charged prior to print date)**

This agreement is subject to acceptance by publisher. What's Up For Kids reserves the right to revise rates and terms under this agreement upon 30 days written notice to advertiser. The advertiser accepts full responsibility for the contents of their ad, including any credentials stated or claims made by persons or establishments. The advertiser agrees to pay on time and in advance for all advertising ordered. Finance charges will accrue for payments 30 days past due at a rate of 2.5%. If the advertiser does not fulfill the terms of the contract, the advertising rate will revert to the applicable rate for the period the advertisements have run. I have read and hereby accept the conditions of the Agreement.

Please charge my card one time in the amount of \$ _____.

Please charge my credit card automatically each month or issue, in the amount of _____ per this signed contract.

Date _____ Signature _____ Title _____

For Credit Card Payments:

Name on card _____

Billing address on credit card statement _____

MC/Visa? _____ Expiration Date _____ CVS _____ Amount to be charged? _____

Card Number _____

Mail to: What's Up For Kids, LLC, P.O. Box 3893, Palos Verdes, CA 90274, or fax to (310) 544-1042.