

DISTRIBUTION

DISTRIBUTION OUTLINE

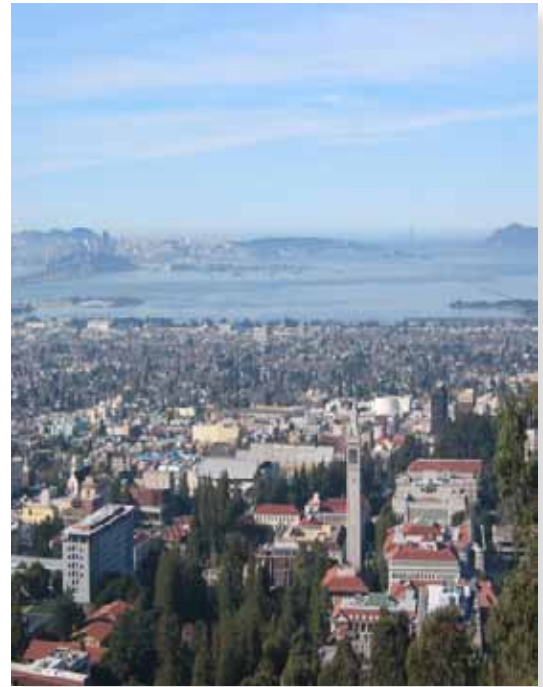
FREQUENCY 10X per year

CIRCULATION/ISSUE 20,000

READERSHIP/ISSUE 54,000 (based on magazine industry standards)

DISTRIBUTION BREAKDOWN:

| | |
|---|--------|
| Copies reaching homes of affluent families | 13,500 |
| Copies reaching parents at schools, day care, pediatric, and other family-friendly businesses | 2,000 |
| Copies made available at select high-traffic locations including hospitals, boutiques, restaurants, and family-friendly retailers | 4,000 |
| Promotional/In-house copies | 500 |



MAJOR DISTRIBUTION ZONES

List Includes copies mailed to schools, medical and dental health-care facilities, boutiques, government officials (city, county, and state), restaurants, local attractions and cultural centers, media outlets, and other kid-friendly locations.

ZONE 1

OAKLAND / ALAMEDA / BERKELEY / EMERYVILLE**

94502, 94705*, 94706, 94707*, 94708*, 94539*, 94611*, 94661*, 94618*, 94620*, 94610

TOTAL ZONE DISTRIBUTION: 7,200

ZONE 2

LAMORINDA / WALNUT CREEK / PLEASANT HILL / CONCORD / CLAYTON

94518, 94521, 94517, 94524*, 94549*, 94563*, 94523, 94556, 94596*, 94597, 94563, 94598*, 94610, 94611, 94618

TOTAL ZONE DISTRIBUTION: 6460

ZONE 3

TRI-VALLEY REGION

94507*, 94506*, 94552*, 94526*, 94507*, 94528*, 94550, 94551, 94552, 94566*, 94568, 94588*, 04582, 94583*

TOTAL ZONE DISTRIBUTION: 6,340

*Listed as one of the top 200 wealthiest zip codes in California, according to the IRS, based on tax returns.

**Focus on Emeryville's retail centers and Emeryville Mall



UNTOUNCHED ACTUAL PHOTO



WHERE WOULD YOU RATHER HAVE YOUR MESSAGE SEEN?

THE BAY AREA KIDS DISTRIBUTION DIFFERENCE

Bay Area Kids offers advertisers something no other local parenting magazine can provide: a sophisticated lifestyle publication for parents that delivers your message straight into the mailboxes — and kitchen tables — of your target demographic: families looking for products and services our advertisers offer to make their busy lives easier.

How do we do it? Controlled circulation. You won't find *Bay Area Kids* in random supermarkets, local gas stations, or convenience stores. Instead of wasting copies (and trees) in the hopes of bumping into a potential customer, we focus our primary delivery on households with children under 12 with an income over \$120,000 who are located in the East Bay's primary market areas: Tri-Valley (680 corridor), Lamorinda (24 corridor) and Alameda/Berkeley/Oakland. In addition, copies are mailed to local news reporters, government employees, medical/dental offices, hospitals, pre-schools, day cares, boutiques, restaurants, and other key businesses within a geographic target area.

As one wise man once said, "We go where the money is." We make sure your advertisement is seen by a targeted demographic that is most likely to respond to your message and increase your bottom line.

Bay Area Kids is the only publication that penetrates the affluent family market in the East Bay area.