

“This is my new favorite magazine!”
— Katy, mother of three

2011 **Media Kit**

PRINT AND ONLINE



BayArea **Kids**

BAY AREA KID'S MISSION

Bay Area Kids provides discerning East Bay parents with an engaging, enlightening, entertaining, and educational lifestyle guide.

With each issue of *Bay Area Kids* magazine, our goal has remained the same: to give parents a resource guide covering the best for their children: from fashion to health and nutrition, travel, culture, entertainment, education, and the environment. All written with a focus on how these topics impact—and are impacted by—our neighborhood, our cities, our state, our world, and most important, our children.

Bay Area parents want to provide the best — and only the best — for their children and their families.

Bay Area Kids magazine provides the resources for these parents to do so.

WHY WE'RE DIFFERENT

Bay Area Kids' readers are parents who spare no expense when it comes to their family's needs and well-being.

Unlike any other local publication, *Bay Area Kids* direct mails our magazine into homes of affluent families. By directly targeting and engaging this market, *Bay Area Kids* offers an unmatched opportunity for advertisers to connect with this hard-to-reach group of active mothers and fathers eagerly seeking out the quality products and services to make life easier and more enjoyable for them and their children.

Advertise in the only publication that targets the affluent family market in the East Bay and beyond.



Bay Area Kids' parents are looking for the best childcare, medical care, education, transportation, fashion, leisure activities, entertainment, interaction, and environment for their children.



BAY AREA KIDS' READERS

Bay Area Kids is a lifestyle guide for the modern family, featuring a sophisticated mix of fashion, health, food, travel, health, local entertainment, interesting neighbors, and culture. *Bay Area Kids* believes that being a good parent and maintaining a sense of style are not mutually exclusive.

CHILDREN IN HOUSEHOLD (100%)

1	41%	3	12%
2	42%	4 +	5%

CHILDREN IN HOUSEHOLD 12 AND UNDER (100%)

0-3	23%	9-12	31%
4-8	46%		

ANNUAL HOUSEHOLD INCOME (MEDIAN: \$146,000)

\$100-\$130K.....	19%	\$160-\$175K.....	24%
\$130-\$160K.....	26%	> \$175K.....	31%

OWN/RENT

Own	70%	Rent	30%
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HOME VALUE

\$550-\$650K.....	16%	\$850-\$950K.....	14%
\$650-\$750K.....	17%	\$950-\$1.5M.....	22%
\$750-\$850K.....	18%	> \$1.5M.....	13%

LEISURE ACTIVITIES AND SPENDING HABITS

Family vacations per year	at least two
Local cultural outings per year (museums, exhibits, zoos)	three or more
Children's clothes per year.....	\$1,650+

EDUCATION

Child attends day-care or preschool (5 and under)	68%
Child attends private school	84%
Child attends extracurricular activities (camps, classes)	81%



Bay Area Kids targets — and reaches — parents who can and will invest in quality goods, services, and educational opportunities for their children. Advertise with *Bay Area Kids* and have unparalleled access to this hard-to-reach demographic.



COMMUNITY INVOLVEMENT



Bay Area Kids doesn't just write about the our communities — we follow up with action. **In 2010 we donated over \$15,000 in advertising space and editorial** to the Taylor Family Foundation's Camp Arroyo (find out more about the camp online at www.ttff.org) and other local organizations. We are looking to double that number in 2011 and expand our involvement to include other local child-centered organizations and causes.

REACHING THE LEADERS

Copies of *Bay Area Kids* are direct mailed to government leaders on the city, county, and state level, keeping these leaders in the loop about the issues that are important to families in their areas. These are people who can directly influence the lives of parents and children, and we provide the information they need to help make these hard decisions.



Times have changed.

The Bay Area has changed.

The environment has changed.

The very definition of family has changed.

The challenges facing these families have changed.

It's time for a magazine to address these changing times.

It's time for *Bay Area Kids* magazine, a modern magazine for today's modern families.

EDITORIAL OVERVIEW

FOOD AND DINING

Whether it's reviews of local kid-friendly restaurants (Lark Creek, Yoshi's Pizza, Yankee Pier Lafayette), projects to get kids growing their own vegetables, or fun, healthy, family-friendly recipes, we realize how important food is to the family. We will be increasing this focus on food — and its importance — in 2011.

HEALTH AND FITNESS

Mental, physical, and spiritual well-being are essential for a child's development and a family's well being. Stories about autism, selective mutism, and other special needs; articles about the importance of sleep in toddlers; advice on water safety; how to help a child understand the true meaning of the Holiday spirit — *Bay Area Kids* strives to educate and enlighten our readers on topics that matter.

LOCAL PERSONALITIES

Susan Junfish looks to protect our parks and school yards from pesticides. Elaine Taylor's Camp Arroyo is an oasis of fun for children with disabilities; authors Amy Nobile and Trisha Ashworth write about marriage and children; the Juicebox Heroes rock out. We bring local notables to our readers with insightful questions and beautiful photos.

COMMUNITY TOPICS

Teaching your child to "go green," finding help for your family, what's new with newborns, searching for the perfect family doctor, and how local politics affect your child — these are all topics we've covered, and will continue to cover in 2011 and beyond.

FASHIONS

From funky Halloween costume ideas to Easter dresses, to cute outfits for an outing to the zoo, or fun rain gear, our lush fashion pictorials feature the latest trends in colors and styles, all photographed by our professional staff.

PRODUCT REVIEWS

Books by local authors, CDs, online sites, electronic games, mobile phone apps, fashion accessories, toys, educational gadgets, furniture, and more to make their lives happier ... and a parent's life easier.

DESTINATIONS

San Diego's Legoland, a houseboat adventure on Lake Oroville, an overnight stay at a wild safari, a mother-daughter shopping trip, kid-friendly ski destinations, water parks, and spotlights on local parks, getaways for adults only — our readers like to travel, and we like to give them unique and fun destination ideas.

EDUCATION

What school is best for your child; home-schooling or private schooling; field trip ideas for classes; how to prepare your child for school; summer camps and extended learning opportunities — *Bay Area Kids* takes a child's education seriously.

FAMILY FUN

Backyard gardening projects; fun nature walks and discoveries; trips to local cultural centers; recipes that are fun for everyone; birthday party planning ideas — a family is the central unit in a child's life, *Bay Area Kids* looks at ways to strengthen that bond.

EVENT CALENDAR

The Wiggles are in town; the local museum is hosting a special Dr. Seuss' retrospective; tonight is free movie night down at the central park; Yo Gabba Gabba is playing the Coliseum; the local library is hosting a live performance by a book author. If it's worth going to, it's in *Bay Area Kids*.



EDITORIAL CALENDAR

2010

ISSUE	SPACE CLOSE	MATERIAL CLOSE	EDITORIAL FEATURES	ADVERTISING SPECIAL SECTION
October/ November 2010	Sept 6	Sept 9	Tricks and Turkey 25 Field Trip Destinations Fashion: Costume ideas	Home Buyer's Guide Back to School Guide,
December 2010	Nov 3	Nov 5	Holidays at Home Best family-friendly businesses in the East Bay Fashions: Holiday Best	Holiday Gift Guide Bay Area Dog Special Supplement

2011

ISSUE	SPACE CLOSE	MATERIAL CLOSE	EDITORIAL FEATURES	ADVERTISING SPECIAL SECTION
January/ February	Dec 5	Dec 8	Maternity/Newborns Love in the Kitchen Fashions: Strolling Along	For Mommy & Daddy: Beauty and Fitness for the New Year
March	Jan 24	Jan 26	Extracurricular Activities Home and Garden School Lunch Menus Fashions: Rainy Days	Summer Camp Guide, Part 1
April	Feb 22	Feb 25	Green Days Family Finances Spring travel destinations Fashion: Easter Best	Summer Camp Guide, Part 2
May	Mar 23	Mar 25	Celebrate Mom Kid-friendly San Francisco Local children's boutiques Fashion: Summer Trends	Mommy Gift Guide Birthday Party Guide
June	Apr 26	Apr 28	Celebrate Dad Summer Outdoors Guide Family Nutrition Fashion: Flying High	New Homebuyer's Guide
July/August	May 25	May 27	Family Travel Overnight destinations Family-friendly resorts Fashion: The Eyes Have It	Photographer's Guide
September	July 26	July 28	School Daze? Special Education Family-friendly gyms Fashion: Fall Trends	Back to School Guide, Part 1 Local Health Professionals Guide
October	Aug 25	Aug 29	Spooky Spectacular Best neighborhoods Healthy tricks and treats Fashion: Costume ideas	Back to School Guide, Part 2
November	Sep 27	Sep 30	Essential East Bay for Kids Arts and Culture Guide Fashion: Sole Styles	After School Activities
December	Oct 26	Oct 28	Memorable Holidays Notable Neighbors Volunteering Opportunities Fashion: New Year's Wardrobe	Holiday Gift Guide Holiday Church Service Guide

Bay Area Kids strives to keep to an editorial schedule as much as possible. However, editorial may occasionally change without notice.



Dear Editor:

I just got done reading "Boys will not be Boys," (April 2010). The article really touched me. I have two boys that are 8 and 10 and they have both been labeled with ADD or ADHD.

Most teachers just want their kids medicated so they don't have to deal with any normal grammar school behavior. I think the author of this piece did a terrific job! I am going to make copies of this article and give it to all of my girlfriends with boys and both of my sons' teachers. I think everyone can learn from this article.

Great magazine!

Sincerely,
Angie S.

DISTRIBUTION

DISTRIBUTION OUTLINE

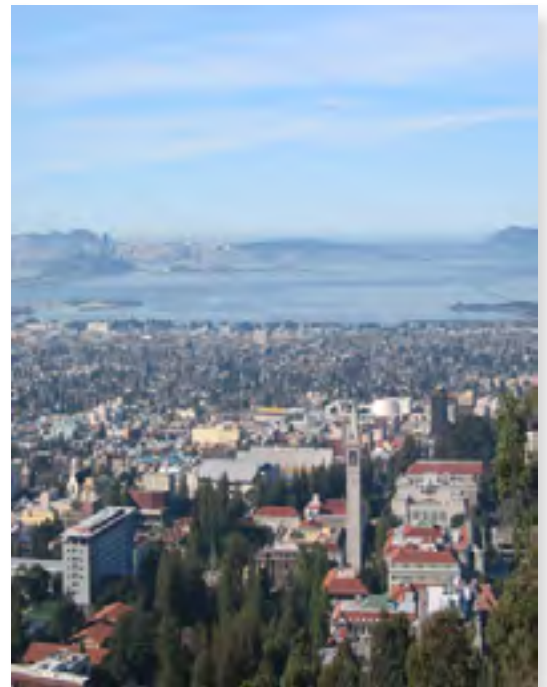
FREQUENCY 10X per year

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

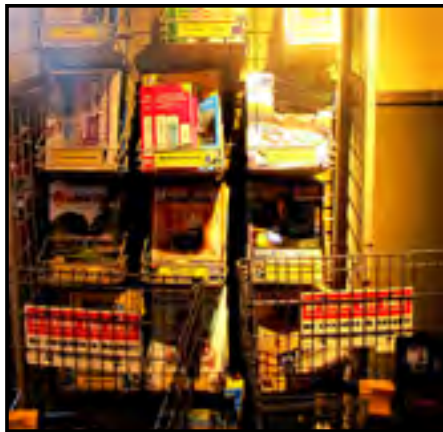
TRI-VALLEY REGION

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.

ADVERTISING RATES

READER BASE 20,000 copies / 57,000 readership

COLOR All ads are four color

ADVERTISING RATES

	1X	3X	4-6X	7-9x	10x+
PREMIUM PAGES					
Back Cover	\$2,595	\$2,465	\$2,342	\$2,224	\$2,113
IFC/IBC	2,195	2,085	1,981	1,883	1,787
First five pages	2,045	1,942	1,841	1,753	1,665
2-pg Spread	2,975	2,828	2,687	2,552	2,425

INSIDE PAGES

Full Page	\$1,985	\$1,885	\$1,791	\$1,698	\$1,616
1/2	1,145	1,084	1,030	978	929
1/3	695	660	627	595	566
1/4	585	555	527	501	476
1/6	385	365	347	330	313

SIX MONTH FLEX CONTRACT: Sign up for a six-time contract and fulfill for any six months within a nine-month period!

AGENCIES AND NON PROFITS All rates are net and non-commissionable to advertising agencies. A 15% discount is available to non-profit organizations.

FREE BANNER ADS All full page advertisers with a contract of 3X or more get a free banner ad on www.bakidsmagazine.com for the length of their contract! Contact your sales representative for more details.

- One-time advertising is recommended for events or limited engagements only.
- All advertising includes a link to your site from www.bakidsmagazine.com and in the downloadable PDF version of the magazine.

SINGLE ZONE ADVERTISING RATES

	1X	3X	4-6X	7-9x	10x+
PREMIUM PAGES					
First five pages	1,535	1,488	1,444	1,398	1,359
2-pg Spread	2,385	2,308	2,237	2,172	2,107

INSIDE PAGES

Full Page	\$1,588	\$1,540	\$1,494	\$1,449	\$1,405
1/2	916	888	861	836	810
1/3	556	539	523	507	492
1/4	468	453	440	427	414
1/6	308	298	289	281	272

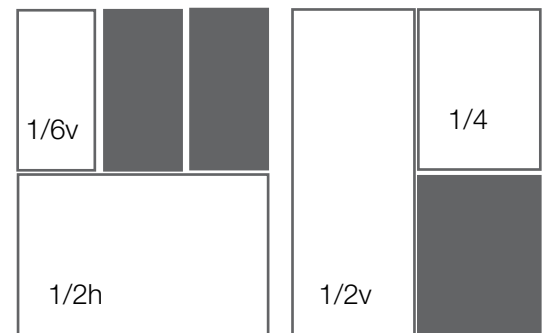
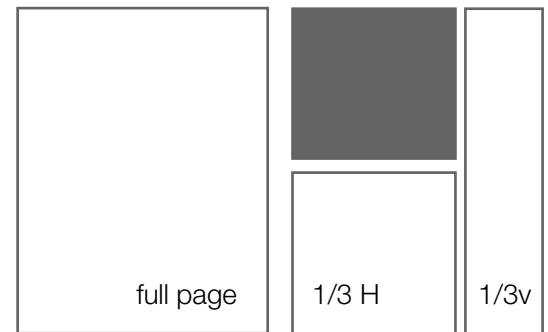
TWO ZONE PRICING: Advertise in any two zones for an extra 5%.

SIX MONTH FLEX CONTRACT: Sign up for a six-time contract and fulfill for any six months within a nine-month period!

- Zone rates available only to businesses dependent on limited geographic coverage (schools, learning programs and after school activities). Zone rates not available to national corporations, large businesses that provide products or services to the whole East Bay or Bay Area markets, online retailers, brand name manufacturers, mass consumer destinations (malls), and major chains or franchises. Contact your advertising representative for more specific details.
- Single zone advertisers are not eligible for non-profit discounts.

ADVERTISING SIZES

AD SIZES	W	H
Trim Size	8.375	10.875
Full page/bleed	8.625	11.125
Spread	17	11.125
Full page	7.375	9.875
2/3 V	5.1925	9.875
1/2 H	7.375	4.85
1/2 V	3.625	9.875
1/3 H	4.875	4.85
1/3 V	2.375	9.875
1/4	3.625	4.85
1/6	2.375	4.85



TECHNICAL SPECS

All art materials must be submitted as a PDF file (sent either via e-mail, downloadable from an FTP site, or on CD-ROM). Ensure that ALL fonts are embedded, colors are converted to CMYK, and overprinting is turned off. Bleeds must include .125" minimum bleed on all sides and registration marks placed at least .25" outside the trim edge. For best results, save PDF with presets set to "Press Quality" and "PDF/X-1a:2001." All ad materials must conform to SWOP standards. (see www.swop.org). Contact sales@bakidsmagazine.com for more information or with any questions.

FAMILY MARKETPLACE

Our Family Marketplace allows businesses an elegant, efficient, and affordable marketing vehicle that connects their brand or product with our affluent market. A budget-conscious avenue to reach and engage our readers with this in-print catalog layout. Reach over 50,000 readers at very low rates.

NET MARKETPLACE RATES (includes typesetting)

	1X	3X	4-6X	7-9x	10x+
1/4 page	n/a	\$465	\$441	\$419	\$398
1/8 page	n/a	267	253	240	228

SINGLE ZONE MARKETPLACE RATES (includes typesetting)

	1X	3X	4-6X	7-9x	10x+
1/4 page	n/a	\$375	\$365	\$354	\$343
1/8 page	n/a	218	212	206	198

TWO ZONE PRICING: Advertise in any two zones for an extra 5%.

AD AGENCIES AND NON PROFITS No discounts available for Marketplace ads.

PREPAYMENT All Marketplace advertisers must prepay before each ad insertion.

- All advertising includes a link to your site from www.bakidsmagazine.com and in the downloadable PDF version of the magazine.

MARKETPLACE SIZES



AD SPECS

1/4
1/8

WORD COUNT

85
35

PHOTO SIZE

3.5 x 2
2 x 2

TECHNICAL SPECS: Photos should be 300 DPI, cropped to fit size shown. No image will be enlarged beyond dimensions shown. Word count shown is maximum allowed. Text and photos can be e-mailed to sales@bakidsmagazine.com. You will receive a PDF proof of your ad. Illustrations and logos should be in EPS or AI format, preferably, or 300 DPI tiff.

NOTE: Please do not construct the ad. We follow templates for each ad - all we need are photos and text.

ONLINE MARKETING

Through our Web site, www.bakidsmagazine.com, and our access to the top social networking sites (Facebook, Twitter, our blog, and our monthly e-newsletter), we can spread the word about your event, product, or special offer. We utilize the magazine as an avenue to push web visitors to our site, increasing their exposure to your banner ads and online messages.



BENEFITS OF ONLINE ADVERTISING

Increasingly popular online destination.
Content-rich Web site invites return visitors.
Pair your marketing efforts with exposure and mentions through Facebook, Twitter, and our blogs.
Online-only version of the magazine features extra content and web-only features.

ONLINE BANNER ADS

	3X	4-6X	7-9x	10x+
728 x 90*	\$125	\$105	\$85	\$65
468 x 60**	75	65	55	45
160 x 600*	105	95	85	75
160 x 300*	60	50	40	30

*FREE for full page advertisers for length of contract. Choose one size.

**FREE for half page advertisers for length of contract. Choose one size.

SOCIAL NETWORKING AND E-NEWSLETTER

We offer select online marketing opportunities at no cost to advertisers based on ad size and length of contract. Ask your sales representative for more information and details.



GENERAL CONTACT INFORMATION

sales@bakidsmagazine.com

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F: 925 262 4621

www.bakidsmagazine.com

Bay Area Kids magazine

P.O. Box 30442

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MARKET RESEARCH

TOP REASONS WHY YOU NEED TO ADVERTISE IN MAGAZINES

MAGAZINE ADVERTISING ENGAGES Studies have shown that consumers are more likely to find magazine advertising acceptable and enjoyable compared to advertising in other media. In addition, they find magazine advertising less interruptive.

MAGAZINE ADVERTISING IS CONSIDERED VALUABLE CONTENT Consumers value magazine advertising. Starcom found that when readers were asked to pull 10 pages that best demonstrate the essence of their favorite magazines, 3 out of 10 pulled out ad pages. MRI data shows that consumers trust and value magazine advertising.

MAGAZINE ADVERTISING MOVES READERS TO TAKE ACTION, INCLUDING VISITING AND SEARCHING ONLINE More than half of readers took action or had a more favorable opinion about the advertiser in response to magazine ads, according to research conducted by Affinity Research. Numerous studies prove that magazine advertising drives Web visits and searches more than other media.

MAGAZINE ADVERTISING IMPROVES ADVERTISING ROI Multiple studies have demonstrated that allocating more money to magazine advertising in the media mix improves marketing and advertising ROI across a broad range of product categories

MAGAZINE ADVERTISING SELLS — AND IT DELIVERS CONSISTENT RESULTS Several studies show that magazines are the strongest driver of purchase intent and boost other media's effectiveness. What's more, magazines deliver results more consistently throughout the purchase funnel than TV or the Internet.

MAGAZINE ADVERTISING IS RELEVANT AND TARGETED Consumers consider magazine advertising more relevant than advertising in any other media.

MAGAZINE AUDIENCES ACCUMULATE FASTER AND WITH LASTING IMPACT Consumers refer to magazines multiple times, even saving them, giving advertisers the opportunity for multiple exposures.

MAGAZINE SUPPLY CREDIBILITY Consumers trust and believe magazine advertising more than advertising in other media. In addition, consumers turn to magazines as a source for information on new products.

Reprinted from the *Magazine Handbook*, 2007/2008. Sources: Starcom, Northwestern University Magazine Reader Experience Study, Affinity Research, How Media Measure Up; Documenting the Role of Magazines in the Mix; ROI for Kraft; Measuring the Mix; What Drives Automotive Sales; American Advertising Federation (AAF) Study; Retail Advertising and Marketing Association (RAMA) Study; Measuring Media Effectiveness; Dynamic Logic; Ephron on Media; Initiative; MRI Fall 206; Roper; Hearst Engagement Factor Study.



PERSONAL CONTACT INFORMATION

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Bay Area Kids magazine

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FEEDBACK / SUGGESTIONS?

We value your comments - let us know how we can make *Bay Area Kids* magazine better serve you.

Send comments to editor@bakidsmagazine.com

