

Digest-sized Publication

- ▶ Packed with local resources for families
- ▶ The favorite resource of Charlotte moms
- ▶ 28,000+ copies hand-delivered each month to 1,400+ highly targeted locations in Charlotte and surrounding areas
- ▶ Focused on the advertisers, so parents can find your business – your ad is the content
- ▶ Special features throughout the year to keep readers engaged
- ▶ Print Package includes ad in print edition and online flip-page edition



Kids Eat Free! The Kids' Directory is Charlotte's Best resource for family friendly dining options.

Cover Sponsorship

Imagine your business on our front cover!

- ▶ Includes your logo and page number of your ad inside
- ▶ Cover also appears on our website, Facebook cover & e-newsletter
- ▶ This offer is available for current advertisers running 1/4 page ad or larger

Reaching families is easy with



Our Reader Profile

Our readers are Active & Educated Parents of Growing Families

- ▶ 89% are female.
- ▶ 69% are between the ages of 25 and 44.
- ▶ 55% are college graduates or post-graduates; add'l 24% have some college.
- ▶ 46% have children age 10 and up.
- ▶ 44% have children between ages 5 and 9 years old.
- ▶ 41% have children under 5 years of age.
- ▶ 34% use child care.
- ▶ 77% are the primary shoppers for their children.
- ▶ 74% are the primary shoppers for their home.
- ▶ 43% are employed outside of the home.
- ▶ 27% subscribe to the daily or weekly newspaper.

National Reader Profile Survey by Readex Research for Parenting Publications of America, Media Audit Release.



Distribution

Where can I find a Kids' Directory?

28,000 Printed copies of the Kids' Directory are hand-delivered to 1,400+ targeted locations each month. Any place parents go with their kids, you will find a Kids' Directory.

- ▶ All of our Advertisers' locations
- ▶ Pediatric and Family Dental Offices
- ▶ Food Lion and Harris Teeter Locations
- ▶ Recreation/Community Centers
- ▶ Pediatrician Offices
- ▶ Hospitals
- ▶ Babies R US
- ▶ Libraries
- ▶ Daycare, Childcare and Learning Centers
- ▶ Party Supply Stores
- ▶ OB/GYN Offices
- ▶ Schools and Pre-Schools
- ▶ Seasonal Events
- ▶ Children's Hair Salons
- ▶ Sports Centers
- ▶ Family Friendly Restaurants
- ▶ Amusement Centers
- ▶ Maternity, Infant, and Children's Retail Stores
- ▶ Dance, Gymnastics, Karate Studios
- ▶ And many, many others!



I came across the Kids' Directory in my doctor's office. This is a GREAT BLESSING!!! On saving money, as well as ideas to do with your kids. All mothers should know about the Kids' Directory!!! It's great!

Liz-Beth ~ Parent

Print Package

Print Package includes ad in print edition and online flip-page edition.

Ad Size	Open Rate	4 Month	6 Month	12 Month (BEST VALUE)
Double Full Page	\$1820	\$1460	\$1350	\$1150
Full Page	\$960	\$740	\$690	\$590
3/4 Page	\$805	\$660	\$580	\$475
1/2 Page	\$545	\$450	\$395	\$325
1/3 Page	\$395	\$330	\$275	\$235
1/4 Page	\$310	\$255	\$210	\$185
1/6 Page	\$240	\$195	\$165	\$135

Cover Sponsorship \$1000 in addition to your inside print ad.

Premium Placement available for additional 25% charge. All rates are net.

Online Package

Print Advertiser	Open Rate	4 Month	6 Month	12 Month (BEST VALUE)
Premium Banner (660 x 100)	\$250	\$200	\$175	\$150
Floating Banner (140 x 90)	\$75	\$50	\$40	\$30
Spot Light Advertiser	\$200	n/a	n/a	n/a
E-Mail Blast	\$75	\$75	\$75	\$75

Camp, Back-to-School, Kids Eat Free & Party Guide Classified Section only \$100 per month! The listing is Free with a paid display ad.

Size Matters!

Our easy-to-use format measures 5.25" W x 8.25" H.

Use the size chart to the right to select the appropriate size for your message.

<p>Full Page with .25 Bleed 5.75" x 8.75"</p> <p>Full Page without Bleed 4.75" x 7.625"</p>	<p>1/3 Pg Horizontal 4.75" x 2.46"</p> <p>1/3 Pg Vertical 2.25" x 5.04"</p> <p>1/6 Pg 2.25" x 2.46"</p>
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<p>1/4 Pg Horizontal 4.75" x 1.81"</p> <p>3/4 Page 4.75" x 5.69"</p>	<p>1/2 Pg Vertical 2.25" x 7.625"</p> <p>1/4 Pg Vertical 2.25" x 3.75"</p> <p>1/2 Pg Horizontal 4.75" x 3.75"</p>
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Working with Kids' Directory for over 4 yrs has been such a great experience. Many of our customers have found us through the publication because that is where all moms in the Charlotte area go to find out what great things are going on for kids and families. Thanks for helping make our business so visible.

Kisha Meekins
Game Truck Party

We will create your ad

- ▶ We will custom design a “business building” ad just for you! A production fee of \$50 includes an hour of design time and up to two proofs
- ▶ Additional work and extensive creation will be quoted prior to production based on time required, \$90/hour
- ▶ If you use a graphic designer, please request our Digital Specifications
- ▶ All copy is subject to approval of publisher. All ads remain the property of Kids’ Directory Charlotte, LLC and may not be reproduced without the publishers’ express permission.

Print Deadlines

The Kids’ Directory is a monthly publication.

The deadline to reserve your space is the 10th of the month, every other month:

Jan & Feb editions (Early Enrollment & Summer Camps) – Dec 10th

Mar & Apr editions (Summer Camps & Activities) – Feb 10th

May & June editions (Summer Camps & Activities) – Apr 10th

July & Aug editions (Summer Camps, Back to School & After School) – June 10th

Sept & Oct editions (Party Planning Guide) – Aug 10th

Nov & Dec editions (Holiday Gifts & Parties) – Oct 10th



Print deadline is the 10th of the month preceding publication. Print-ready ads are due the 12th of the month. Your ad will continue to the next month unless notice is given by email or mail by the 10th of the month prior to the ad run.

Financial Policy

Payment for the first month and the ad creation is due upon approval of proof. After the first month, invoices are sent on the first of the month. All payments are due on or before the 10th of the month prior to your ad running (i.e. Ad running in March, payment is due on or before the 10th of February). We accept Visa, Mastercard, Discover.

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Kids’
DIRECTORY
A Family Resource Guide