Kids' Pages

The **Complete** Community Resource for Parents and Families

Priceless

Our Readers are YOUR Customers

We have fostered a strong loyalty with our readers. Reader affinity translates into a more receptive audience for your advertising message.

Kids' Pages is the ONLY publication that appeals to both parents and children!

ADULT READERS

Kids' Pages directly targets parents who want to make informed decisions regarding how they spend their time and family budgets.

General
- 83% are women
- 36.5 years old is the average age of our adult readers

Income & Education
- 50% have incomes over $75,000
- 86% are homeowners
- 65% have college degrees

Number of children per household
- 26% have one child
- 42% have two children
- 21% have three children

Ages of children per family
- 37% age birth-2
- 42% age 3-5
- 33% age 6-8
- 40% age 9-11
- 27% 12 years or older

CHILD READERS

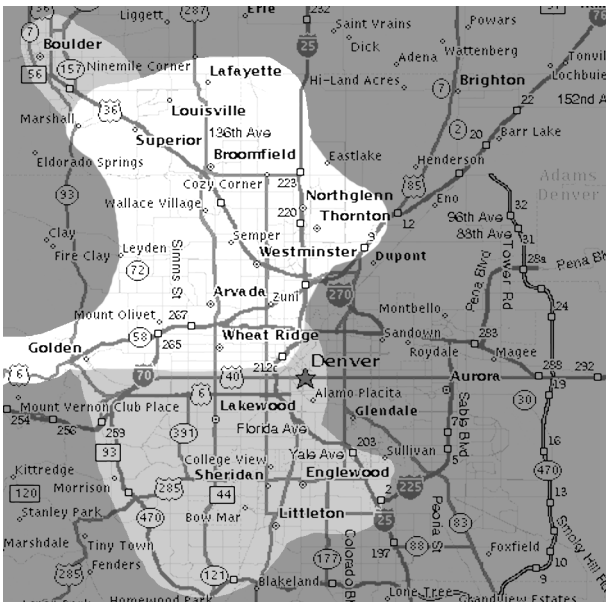
Kids' Pages reaches children who heavily influence family purchases from toothpaste to automobiles.

General
- 54% are girls
- 46% are boys
- 10 years old is the average age of our child readers

- 89% of our child readers say they help their parents shop and choose restaurants
- 86% of our young readers say they read every issue of *Kids' Pages*

Kids' Pages Businesses Enjoy Excellent Marketing Results!

Arvada
Westminster
Broomfield
Golden
Thornton
Northglenn
Wheat Ridge
Federal Heights
Louisville
Lafayette
Superior
Lakewood
Boulder
Littleton
Denver
Englewood
Evergreen
and MORE!



☐ concentrated ☐ limited

Kids' Pages **reaches** families in this coverage area.

Our distribution is **concentrated**.

Similar publications distribute 55,000 copies throughout **all** of Metro Denver.

MAXIMIZE the impact of your advertising resources!

Well-Read & Travelled

- We work harder at **quality distribution** than any other parenting publication: Libraries, Recreation Centers, Hospitals & Medical Centers, Bookstores and Restaurants. **Over 400 locations distribute *Kids' Pages*.** Saturated, Targeted and Effective.
- School Distribution—*Kids' Pages* is available and distributed in over 125 local Elementary schools and Day Care Centers. **85 schools send *Kids' Pages* home with EVERY student!**
- Parents and kids read *Kids' Pages*. **Each issue is read by more than one person.**
- Families save *Kids' Pages* and refer to them again and again.

Convenience & Quality

- *Kids' Pages* convenient size and easy to read format.
- Outstanding Reproduction Quality. Your ads are printed on high-quality glossy paper, not newsprint.

Content That Delivers

- Exciting editorial content that appeals to readers EVERY month.
- The most easy to use and comprehensive Community Calendar of Family Events ANYWHERE! Both online and in print.
- **Kidspages.org**—our website, gets thousands of hits every month!

Community Focus

- *Kids' Pages Cares* is a non-profit 501(c)(3) that assisted over 800 disadvantaged and neglected children in 2003!

Kids' Pages provides integrated, multi-platform marketing solutions to fulfill our advertisers' specific marketing objectives. Customized programs are developed to meet your unique business objectives, complement an advertising campaign and extend reach across a targeted demographic—families with spending power! Your Account Manager will personally work with you to deliver your message.

Rates

Lowest Rates Around! High Circulation! Directly Targets Families!

Ad Size	Color/b&w	Four month contract	Eight month contract
		Prices are per month	
Mini Square (2" x 2")	b&w	$90.00	$80.00
	color	$105.00	$90.00
Business Card (3.5" x 2")	b&w	$175.00	$155.00
	color	$198.00	$178.00
Big Business Card (4.5" x 2.25")	b&w	$198.00	$178.00
	color	$225.00	$205.00
Quarter Page (3.5" x 4.5")	b&w	$334.00	$299.00
	color	$385.00	$340.00
Super Square (4.5" x 4.5")	b&w	$398.00	$374.00
	color	$455.00	$430.00
Half Page (7" x 4.5")	b&w	$525.00	$490.00
	color	$598.00	$565.00
Full Page (Size Below *)	b&w	$770.00	$690.00
	color	$865.00	$785.00
Back Page (Size Below *)	b&w	$800.00	$750.00
	color	$905.00	$855.00

***Full Pages Specs:** Trim: 8.25" x 10.75" • Bleed: 8.375" x 11" • Live Area: 8.125" x 10.5"

Free Web Exposure and Ad Layout!

Eight-month contracts receive exposure and links on our website, **kidspages.org**. Traffic is driven to our website by activities, articles and the Community Calendar in *Kids' Pages* Magazine. Our website gets thousands of hits every month. Eight-month contracts also include free ad layout and design.

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