



NJKIDS on the Go!

**DIGITAL / PRINT / SOCIAL
MEDIA INFORMATION**

**NJ Kids Media Group
njkidsonline.com**



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WHY YOU SHOULD CHOOSE NJ KIDS AS YOUR MARKETING PARTNER

10. We have a history. We began publishing NJ KIDS since 2004 - that's over 10 years of experience serving the local NJ community and establishing our network of partners. NJ KIDS has become a trusted brand in our space.

9. We are focused. Our focus has been and continues to be the same. If you "Got Kids", we do our best to answer the question - What to do? ... from kids' activities, camps, parties, classes, education, family getaways, healthcare resources, and childcare, we try our best to connect.

8. We are parents too! ... so our knowledge of the kid market comes to us naturally! We have the same questions and are looking for answers too!

7. Our marketing philosophy is simple and effective. Simple because we are a niche resource. Effective because we have multiple channels of targeting our audience of families who have toddlers, school aged, tweens, and teens.

6. Marketing channels galore! Our multimedia channels include web, print, e-newsletters, e-blasts, events, social media, digital content, blogs, and calendars. We integrate all our media channels so that we communicate with our audience in many ways. That's important among today's "on the go" parents. Our multimedia marketing approach works!

5. We're the publication that people actually hold on to. That's rare in today's norm of swirling information overload. Why? It's simple. NJ Kids On the Go! is a colorful, attractive, digest size resource, that's easy to carry in a purse or car, and referred to throughout the month. It is a quick reference and loaded with calendar of events, activities and local resources. Moms tell us that NJ Kids is their "bible".

4. We cater to ALL parents who are seriously looking for things to do with their kids - from ages 0 to teenage and everything in between.

3. You CALL US, you GET us! Since day one, we've kept all of our operations in house. So when you call NJ Kids, you will speak with an actual staff person. We don't rely on outside agencies to handle our business. When you email us, we actually prefer to talk to you so we can better understand your business needs.

2. We're really good at orchestration. We create a customized marketing plan that achieves your goals while working with your budget. See #6 above.

1. We're looking for a serious relationship. When you do business with NJ KIDS, we're in it for the long term. We don't want to sell you one big ad. We want to build a successful marketing campaign for you. After all, if your business grows, ours will too! We look forward to partnering with you!

Sincerely,

Sandra Leu, Founder and Publisher



OUR MARKETING PROGRAM

NJ KIDS' colorful digest size publications, geotargeted website, along with our e-marketing campaigns, social media, community events and collaborative partnerships all help in getting your message out. This multi-prong marketing has helped establish our brand, maintain a loyal reader and expand our web presence. We are always in front of our audience, whether moms are flipping through our monthly mags, clicking through our website, receiving our quick weekend newsletter, trying to win tickets from our Facebook or web contests or at our tables at events, asking us questions. Most important, NJ Kids' platform of products are integrated, each piece of media works together. We believe in this multi-media approach because we feel that is the most effective and efficient means of communicating with today's super busy parents.

OUR PRINT MAGAZINES: "THE LITTLE BOOK" WITH THE BIG RESOURCES:

A consistent presence in our monthly resource publication is the most effective form of advertising in the local communities as each edition serves a local area. Every issue features kids' programming, schools, special needs, party ideas and a full calendar. It's portable (our biggest advantage and the only mag that is carried around), full color and a quick resource! 900,000 are printed each year, 75,000 published monthly with an estimated 150,000 readers per issue each month. Our print distribution is county based in most of Northern and Central NJ and distributed wherever moms frequent.

OUR E-BOOKS / DIGITAL PUB (and SPECIALTY PUBLICATIONS):

Every print edition turns into a digital e-book that gets circulated online. Behind your ad is a live link that connects to your website / URL. Aside from our monthly e-books, we issue other specialty publications such as our Camp e-Books, Party Guide e-books, and Field Trip e-books. We email all e-books to our subscriber base and keep them accessible on our website.

OUR WEB:

Our website is powered with full SEO and search capabilities allowing parents to find calendars and special events, kids programs and classes, summer camps, education and enrichment, childcare, party ideas among other important resources. Our website serves the entire NJ state and is searchable by region, categories or key words. About 75% frequent our site weekly as a trusted online source for kids' programs, activities and answers to "What To Do" questions. We have over 800 referring sites. Furthermore, our almost 1MM books in circulation point to our website, along with our e-books with live links, all giving NJ Kids a leading edge over other websites. Plus, our website is now responsive, which means it can be viewed on any smart device.

OUR E-MARKETING CAMPAIGNS:

We engage in all sorts of e-marketing, from our weekly E-Newsletters, specialty eblasts (ie: Camp Spotlights, Special Needs), as well as dedicated e-blasts that focuses on our clients. Our email lists are home grown (not bought). We know who wants stuff from us. Again, all of our eblasts point to our website and our e-publications.

OUR SOCIAL MEDIA POSTS:

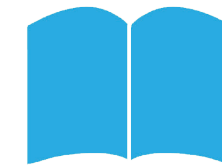
Our goal is to connect with our audience via Facebook, Twitter, Pintrest, and our community Blog posts which are open to the community. Every Friday, we have fun with our Freebie Friday Facebook contests. Weekly we give away tickets to great shows, destinations and events. We often link to our clients and post their specials.

GRASSROOTS MARKETING / COMMUNITY EVENTS:

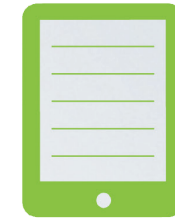
We partner with numerous channels to host, sponsor or collaborate on events throughout the NJ communities. Last year, we were engaged in over 30 events. Our key focus is to meet parents and know first hand what they want, to survey how we can better serve them, to distribute our NJ Kids pubs, and to help our clients gain optimal exposure. Many times, our clients participate with us in these events. We thank our partners throughout NJ for inviting us.



SPECIAL PUBLICATIONS



PRINT Magazines



E-BOOKS Digital Pub



EVENTS



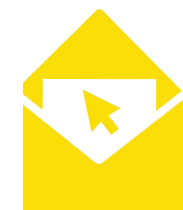
INTEGRATED. EFFECTIVE. SMART ... MARKETING



WEBSITE



VIDEO



EBLASTS & E-Newsletters



SOCIAL MEDIA & BLOG POSTS

WHO WE ARE

We are Targeted. Informative. ON THE GO!

NJ Kids' goal is to connect families to the wonderful programs and products available. Our mission: to be that 'go to' resource for today's busy parents who are always "on the go". We want to answer their main question, "What to do with the kids?" If you are a business offering kids programs, products and services, we can help you reach thousands of our qualified readers.



WHAT TO DO WITH THE KIDS

Family Fun | Events | Activities | Weekend Ideas



ONLINE DIRECTORY OF RESOURCES

Education | Activities & Classes | Attractions | Camps
Special Needs | Party Ideas | Field Trips | Travel



DIGEST SIZE MONTHLY PRINT PUBLICATIONS

Local Resource Guide | Local Programs & More



COMMUNITY REVIEWS AND BLOG

Things To Do | Places To Go | Tips | Reviews | Parenting



EXPERIENCE NEW JERSEY

Searchable by County Region | Topic | Key Words



EVERYTHING FOR KIDS

Tots | Kids | Tweens | Teens | Families

WHERE WE REACH

NJ Kids reaches families throughout New Jersey.





MEET NJ KIDS' AUDIENCE

Advertising with NJ KIDS ensures your message reaches a highly desirable audience

95% "love" or "like" njkidsonline

77% visited njkidsonline.com weekly (According to surveys, approximately 56% log on 1x, 2x, 3x per week, while 21% link in everyday)

75% are female, 25% are male (internet); 95% moms (publications)

78% are between 24-54 yrs (29% betw 24-34 yrs; 42% bet 35-44yrs)

\$85K average annual household income

83% own homes

60%/40% Working vs Stay At Home

50% from North Jersey, 30% Central Jersey, 20% South Jersey **

* source: online surveys December 2014

** NJ Kids originated from North, with our publications targeted at mainly the North and Central Regions, and now current site is reaching the entire state.



AT-A-GLANCE STATS



PUBLICATIONS

NJ KIDS ON THE GO! monthly	900K	PRINTED ANNUALLY
DIGITAL EDITIONS	156K	IMPRESSIONS ANNUALLY
NJ FIELD TRIP & ASSEMBLIES GUIDE	60K	PRINTED ANNUALLY

WEBSITE

NJKIDSONLINE.COM	200K	PAGE VIEWS
Average monthly traffic	50K	UNIQUE VISITORS
	4 - 5	AVG PAGES PER SESSION
	4	AVG MINUTES SPENT ON SITE
	800+	REFERRING LINKS / SITES

EMAIL LIST

	13K+	SENT WEEKLY
EMAIL SUBSCRIBERS:	52K	SENT MONTHLY
	20%	OPEN RATE

SOCIAL STATS



	10K+	FACEBOOK LIKES
	500	TWITTER FOLLOWERS
	100+	PINTREST FOLLOWERS
		GROWING BLOGGER LIST

Web Monthly Data: as of DECEMBER 2014

PRINT PUBLICATIONS

Published By
NJ Kids Media Group

“THE LITTLE BOOK” WITH THE BIG RESOURCES:

A TARGETED COMPREHENSIVE FULL-COLOR MONTHLY RESOURCE

Our simple resource guide is the most pinpoint targeted marketing reaching parents with children from infants to 15 years, and who are looking for educational programs, fun activities, and other ‘what to do’ ideas. Every issue features kids’ programming, schools, special needs, party ideas and a full calendar. It’s portable, full color and easy! Our books are portable (our biggest advantage). Our print pubs are distributed throughout Northern and Central NJ and targeted to wherever moms frequent. A consistent presence in our monthly resource publication is the most effective form of advertising.



E-BOOKS: ONLINE
VARIOUS SPECIALTY
DIGITAL GUIDES ARE
EMAILED REGULARLY

MONTHLY - 12X
(ZONES IN NORTH & CENTRAL JERSEY)
PLUS E-BOOK

BI-ANNUAL - 2X
2 ISSUES
(COVERS NEW JERSEY
STATE)
PLUS E-BOOK

DISTRIBUTION & REACH



4 TARGETED EDITIONS:
 North Jersey (Bergen, Passaic) Essex County Morris County Central Jersey (Union, Middlesex, & Somerset)

3,000+
TARGETED LOCATIONS

75,000
COPIES DISTRIBUTED MONTHLY

840,000
READERS PICK UP ANNUALLY

4 ZONES
TARGETED DISTRIBUTION SITES (NORTHERN/CENTRAL)

A TARGETED COMPREHENSIVE FULL-COLOR MONTHLY RESOURCE

DIGEST SIZE AND GETS CARRIED THROUGHOUT THE MONTH

Our digest size is our top advantage resulting in a portable, handy and simple resource... Referred to as the little book; our colorful pickup guide is found everywhere because it simply fits everywhere!

FREQUENCY IS KEY!

In front of ACTIVE PARENTS month after month!

GREAT RESOURCE: Each issue includes a Monthly Calendar and Activities, Educational and Enrichment Programs, Parties, Marketplace, Healthcare

DIGITAL E-BOOK INCLUDED! Every issue becomes a digital e-book displayed online and emailed to our subscribers!

TARGETED DISTRIBUTION!

75,000 copies distributed monthly, 900,000 annually to over 3,000 locations.

NJ KIDS READERS

94%
FEMALE

70%
AGES 24-55

77%
MARRIED

85% COLLEGE EDUCATED

94% HOME OWNERS

60%/40%
WORKING/
STAY AT HOME

AGES OF CHILDREN:
 0-2 Years....**25%**
 2-5 Years....**42%**
 5-10 Years....**41%**
 10-15 Years..**19%**

NJ Kids' help connect local businesses to local consumers. We reach a well qualified audience.



SUMMER CAMPS & PROGRAMS

Camp Guide in NJ Kids On the Go! print editions come with print listing and digital ad in camp e-book. * Sponsor the camp pages in our online camp directory. **SUMMER CAMP CAMPAIGN: JANUARY THRU JULY**



BACK TO SCHOOL ISSUES - START EARLY! Gear up and start planning for the big school year enrollment. Broadcast your open house schedules, premarket your new programs and early bird specials. It's the start of a new school year, and the start of new programs. **STARTS - AUG - OCT**



PARTY SECTION

Our party and entertainers are in every issue! Plus your ad goes into our Party Guide e-book! **EVERY ISSUE PLUS A DIGITAL E-BOOK**



SPECIAL NEEDS RESOURCE PAGES

Professional Services * Programs * Schools * Events * Classes. This is a Digital and Print combo! **ONGOING - ASK ABOUT OUR SPECIAL NEEDS PACKAGE AND SPECIAL NEEDS NEWSLETTER.**



HOLIDAY GIFTING

November and December! Announce your special gifting ideas and promotions. **SPONSOR OUR HOLIDAY GIFTING PAGES.**



FIELD TRIPS & ASSEMBLIES GUIDE

Get in front of all sorts of groups, from school groups, scout groups to camps and recreation groups. Don't miss this opportunity to get in front of the new budget and planning cycle and focus on Group Sales. NJ Field Trip & Enrichment Guide is only published 2x (Fall and Spring). **ANNUAL CAMPAIGN includes print and digital. SEPARATE ISSUE**



SUMMER SURVIVAL - SUMMER FUN From Memorial Day to Labor Day

Family Day Trips * Summer Fun Activities * Special Events & Attractions * Shore Destinations * Excursions **SUMMER FUN SECTION**



WINTER FUN

Family Day Trips * Winter Fun Activities * Special Events & Attractions * Getaways / Vacations **WINTER FUN SECTION**



TRAVEL

Getaways * Resorts * Mini Vacations * Holiday Specials **BE ON OUR TRAVEL PAGES**



EVENTS

Market your special events all throughout the year. Market your OPEN HOUSES. **SPONSOR OUR CALENDAR AND THINGS TO DO PAGES**, our most popular pages.

THEMES, CLOSING DATES WHERE TO FIND US

{In Every Issue - monthly themes}

Enrichment and Education

What To Do

Party Guide

Calendar of Events

Special Needs

Marketplace

{find us in}

Our distribution is targeted to where Moms will find us:

- Community Centers
- Libraries
- Recreation Centers
- YMCAs
- Children's programs/afterschool (ie: martial arts, tutoring, music, dance, enrichment, arts, sports)
- Private Schools / Preschools/ Childcare
- Select Supermarkets
- Hospitals / Pediatricians / OB-GYN
- Maternity Stores, Baby Furniture Shops
- Local Moms Networks
- Real Estate Offices (for newcomers)
- NJ Kids sponsored events

{Special Sections - seasonal themes}

Camp Guide (January - July)

Back To School Guide (August - October)

Field Trips & Family Travel {Fall and Spring}

Holiday Gifting {November and December}

Holiday Parties and Entertainment {November and December}

{closing dates}

12 Issues Per Year, 6 Closing Dates

January & February.....	December 10
March & April.....	February 10
May & June.....	April 10
July & August.....	June 10
September & October.....	August 10
November & December.....	October 10

SPECIFICATIONS

NJ Kids 'On The Go' is a DIGEST SIZED publication with a finished trim size of 5.25"W X 8.25"H.

Full Page
4.6"w x 7.5"h

Full Page w/bleed Trim Size:
5.25"w x 8.25"h

Bleed Size:
5.5"w x 8.5"h

Half Page Horizontal
4.6"w x 3.6"h

1/2 Page Vertical
2.2"w x 7.5"h

1/10 Page party section only

1/4 Page Horizontal
4.6"w x 1.75"h

1/3 Page Horizontal
4.6"w x 2.4"h

1/4 Page Horizontal
4.6"w x 1.75"h

1/3 Page Horizontal
4.6"w x 2.4"h

1/4 Page Vertical
2.2w x 3.7h

1/4 Page Vertical
2.2w x 3.7h

1/6 Page Vertical
2.2w x 2.3h

1/6 Page Vertical
2.2w x 2.3h

Artwork: Please submit high resolution logo, photo and text. Ad Creation fee apply. Customer provided ad must meet our specifications, minimum 300 dpi PDF or JPEG files. Covers are available and must be reserved. Premium pages: Cover, Back Cover, Inside Front/Back, Centerfold

ASK FOR OUR PRINT RATE SHEET

MONTH & THEME	Advertising Opportunities	DEADLINES
JANUARY & FEBRUARY Getting Ready for 2015! Winter Programs	Early Camp Guide Winter Programs Winter Fun Calendar Field Trip Guide	Print: 12/10, 1/10 Web: 12/23, 1/30 Eblast: 1/10 Field Trip: 1/24
MARCH & APRIL What To Do - Spring! Spring Programs	Camp Guide Summer Programs Day Trips / Getaways Spring Fun Calendar	Print: 2/10 Web: 2/21, 3/28 Camp Eblasts: 2/28
MAY & JUNE Getting Ready for Summer!	Camp Guide Healthcare & Special Needs Fabulous Summer	Print: 4/10 Web: 4/28, 5/28 Eblasts: Special Needs 5/9 Summer Getaways 6/9
JULY & AUGUST Summer Fun! Back To School Planning	Summer Programs Back To School Summer Fun Calendar Field Trip Guide	Print: 6/10 Web: 6/27, 7/28 Eblast: Back to School 8/8 Field Trip: 8/15
SEPTEMBER & OCTOBER Back To School Halloween & Fall Festivities	Back To School Afterschool Programs Farm & Halloween Events Fall Fun Calendar	Print: 8/10 Web: 8/28, 9/29 Eblast: Back To School 9/2
NOVEMBER & DECEMBER Let's Celebrate!	Education & Schools Party & Entertainment Holiday Gifting Guide Winter Programs Holiday Calendar	Print: 10/10 Web: 10/28, 11/28 Eblasts: Mini Camps 10/28 Gifting Guide: 10/28 Holiday Events 11/7

INTERNET

www.njkidsonline.com

You are clicks away from NJ Kids' Resources

- Got Kids? What to Do...
- Classes & Enrichment
- School Guide
- Party Guide
- Camp Guide
- Shopping Guide
- Family Fun Guide
- Childcare
- Special Needs
- Blogs & Articles



BANNER ADS & HOME / COUNTY PAGE SPONSORSHIP

Banners are an effective and affordable way to generate traffic to your site. Our premium pages include the Home pages of the chosen NJ Region (select NJ County). Banners will rotate with those of other advertisers.

	1 mth	3 mth	6 mth
Choose NJ County Page & Banner Ad	ASK FOR RATE SHEET		
Leaderboard (Run of Site) Ad			

Ad Size	Description
Spotlight	Front and Center Slider Ad Slides with other images in rotation.
Big Box	Right column ad (300 x 250px) Ad will rotate as page is reloaded.
Leaderboard	Run of Site Ad, Rotates as page is reloaded, throughout site. Top Ad on Page (728 x 90px)

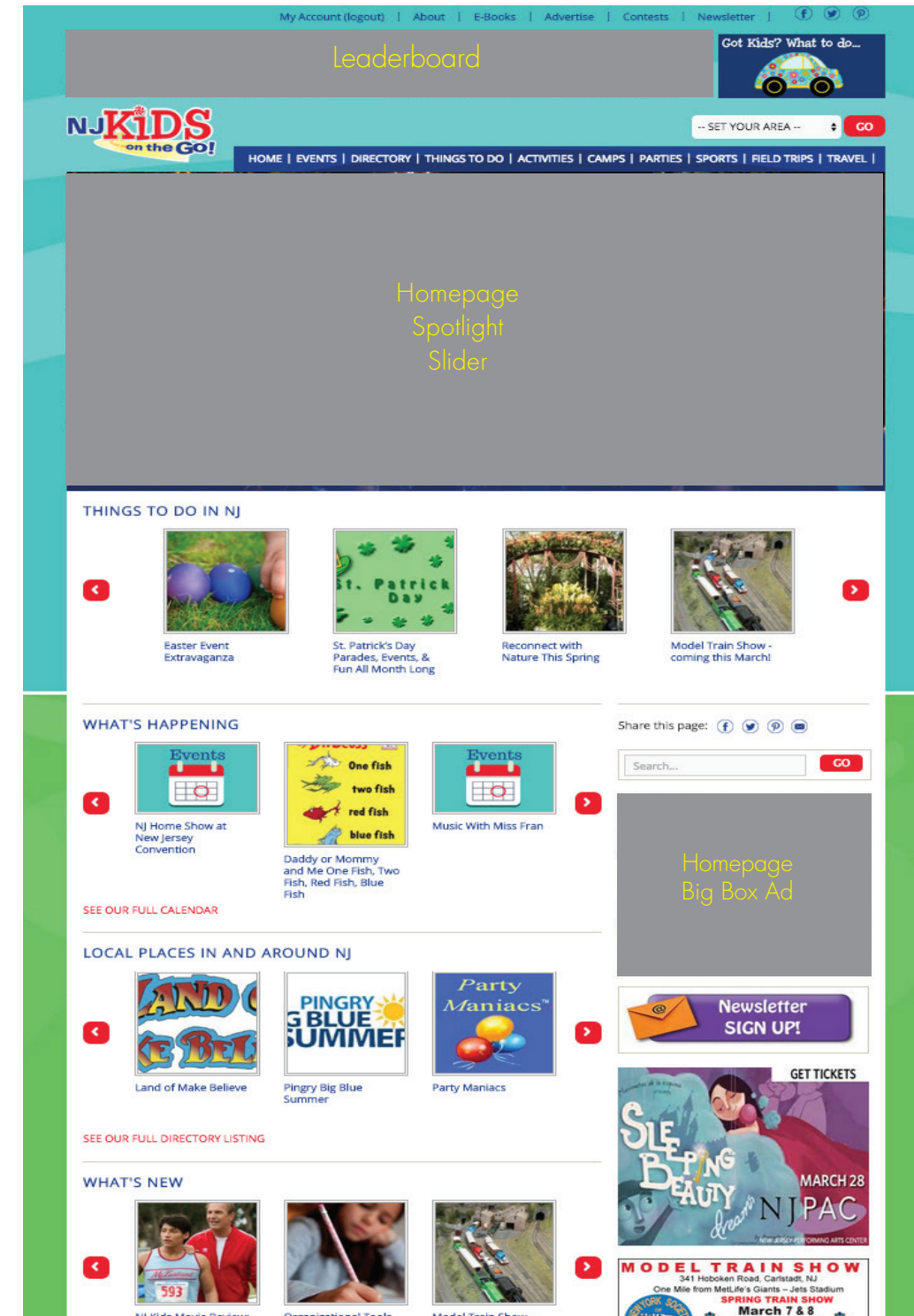
Targeted banner placement includes a featured article and link. Great way to include a press release, announce a new program offering, open house or special event. You may include a youtube video clip, photo or image along with text.

CORPORATE SPONSORSHIP: Great Corporate Branding Opportunity

Build your brand via this home page presence and your brand will be on all of the main landing pages, on the home page and all applicable county regions of NJ. This great placement allows for an advertiser to be one of the main sponsors to benefit from the high volume of traffic throughout NJ.

Receive multiple opportunities with Leaderboard (top of site) PLUS Big Box Ad (right column) and Spotlight Slider and Article Posts throughout selected time period. You give us your monthly content, and we will post it!

Rates (Net)	1 mth	3 mths	6 mths	12 mths
MAIN	ASK FOR RATE SHEET			



Set Your Area:
geotargets site to
NJ County Home
Pages

Many Branding Opportunities.
Site is searchable by Regions, Counties, Categories,
Key Words and Zip Code.

SPONSOR THE DIRECTORY PAGES - TARGET YOUR MESSAGE

By sponsoring one of the Directory Sections on njkidsonline.com, you will extend your marketing reach and target your campaign to families seeking specific services. As a sponsor, you will have access to all ad spaces on that section's pages, and your logo button will appear on the column of every page in the section. Your brand will be linked to our valued, informative content and we will announce your sponsorship via our various channels.

Choose a Directory Section	3 mth	6 mth
	(ASK FOR RATE SHEET)	

Rates include a large banner ad (Slider Ad, Big Box Ad and Links) and featured spotlight article located on the Directory Main Page. Big Box Ad and Link will rotate throughout ALL pages within that section.

DIRECTORY PAGES:



Activities



Camps



Attractions



Sports Guide



Field Trip Guide



Shopping Guide



Party Guide



Travel Guide



Healthcare Guide



School Guide



Special Needs



Child Care Guide

Directory Page View:

The screenshot shows the 'NJ Kids on the Go!' website's 'CAMP GUIDE' page. At the top, there's a navigation bar with 'HOME | EVENTS | DIRECTORY | THINGS TO DO | CAMPS | PARTIES | SPORTS'. Below this, a search bar is set to 'CAMP GUIDE'. The main content area displays a list of camps, including 'Kids U', 'PowerZone Volleyball', 'The Willow School', 'Peaceful Valley Orchards', 'Basking Ridge Country Club Golf Academy', and 'Camp Deeny Riback'. Each listing includes a logo, name, address, phone number, and an 'Email me' or 'Full Details' link. On the right sidebar, there's a 'Spotlight' section with featured articles like 'Elisabeth Morrow Camp Open House March 8' and 'Summer Theatre Camp of Montclair in 25th Year! Early Bird Camp Promo!'. Below that is a 'CAMP GUIDE' section with a list of categories like 'Academic Camps NJ', 'Art / Art & Craft Camps NJ', etc. A large 'BIG BOX AD' placeholder is positioned below the sidebar, with dimensions '300 x 250 jpg - horizontal only'. At the bottom of the sidebar, there's a 'CAMP ARTICLES' section with titles like 'Gesher Summer Camp' and 'The Ultimate 21st Century Skills Learning Environment'.

ONLINE LISTING AND PROFILE PAGE: simple to create!

Our online marketing package is a great start to joining our marketing program. Having a listing and profile page located on our Directory Pages will help NJ families find you. Backed by full SEO, your listing will benefit from our rankings and be found by search engines. We will deliver a Listing clickable to a customized 'Online Business Profile Page.

Online Full Year Listing and Profile Page Includes:

- LOGO and Web Link
- CONTACT INFORMATION
- BUSINESS DESCRIPTION AND OFFERINGS
- PHOTO Gallery
- Youtube VIDEO provided by you
- GOOGLE Map
- Downloadable PDF of marketing brochure
- COUPONS
- FULL SEO. We set up the key words behind your profile page
- SEARCHABLE DIRECTORY listings and profile page will appear in the appropriate searchable categories. Search by category, search words and by area.
- 24/7 ACCESS allows you to self maintain anytime, and as often as you like
- INITIAL SETUP - Our web team can set up your page. No set up fees! Then we hand it back to you for review and approval.

Create your business listing and profile page!
 Listed under many categories. Many ways to search. Full SEO.
 Simple and quick set up. Update 24/7.

Directory Listing Page and Profile Page Views:

The screenshot shows the NJ Kids on the Go! website interface. At the top, there are navigation links for 'My Account (logout)', 'About', 'E-Books', 'Advertise', 'Contests', and 'Newsletter'. A search bar is present with the text 'Got Kids? What to do...'. Below the navigation, there are several featured listings. The main section is titled 'Directory: Amusement Parks' and includes a search filter for 'Area' (set to 'ALL AREAS') and 'Category' (set to 'Amusement Parks'). A search bar with a 'GO' button is also visible. Below the search, there are several listing cards for amusement parks, including 'Ocean City Water Park & Boardwalk Bounce', 'Casino Pier & Breakwater Beach', 'iPlay America', and 'Sahara Sam's Oasis Indoor & Outdoor Water Park'. The 'Sahara Sam's Oasis' listing is highlighted, showing its address, phone number, and a 'Full Details' link. To the right of the listings, there is a 'Directory Guide' section with links to 'ACTIVITIES & CLASS GUIDE', 'ATTRACTIONS', 'CAMP GUIDE', 'CHILDCARE', 'FIELD TRIPS & ASSEMBLIES GUIDE', and 'HEALTHCARE GUIDE'. Below the listings, there is a 'LISTING' section with the text 'One Click to your online Profile Page!' and '(with full text, contact, photos, video and link)'. To the right of the listings, there is a 'PROFILE PAGE' section for 'Sahara Sam's Oasis Indoor & Outdoor Water Park', featuring a photo of a child on a water slide and detailed text about the park's features and location.

DIGITAL PACKAGES & RATES

CHOOSE OUR WEB COMBO PACKAGES: Easy to set up, schedule and forget about! Our bundles are our Best value! **ASK FOR RATE SHEET**

These packages provide multiple opportunities to Link back to your site. We schedule out each piece of media and program your page with search words based on best SEO practices. Packages include Listing and Profile Page, Banner Ads, Spotlight Slider Link, Content/Article posts and facebook posts. All listings and profile page are listed under applicable Directory categories. All content/articles are posted on Directory Page and geotargeted to the County Pages. Simply select your frequency of exposure 3, 6, or 12 months. Or start with our Starter Package.

FOUR ways to get involved with www.njkidsonline.com

1. Create your online business listing and profile page. Add logo, contact information, detailed description, photo gallery, you-tube video, and direct links.
2. Sponsor our site with banner ads, photo image in slider.
3. Post content! Calendar of events, articles, reviews, press releases.
4. Facebook it! Participate in our Freebie Friday contests.

Then add in other media....

ASK US TO SCHEDULE OUT AN INTEGRATED MEDIA PLAN FOR YOUR BUSINESS. ADD IN PRINT, AN EBLAST, SOCIAL POSTS, LOGO BUTTONS AND LINKS.

GOLD	12 MONTH PKG + ENHANCED PROFILE PAGE Includes TWELVE (12) months web banner ad, mix of Leaderboard, Big Box Ads with links, Spotlight Slider Link on Directory page, PLUS monthly Social Media posts. Includes Annual Enhanced Profile Page & Listing. <i>Great for corporate exposure and branding throughout the year!</i>
SILVER	6 MONTH PKG + ENHANCED PROFILE PAGE Includes SIX (6) months web banner ad, Big Box Ads with links, Spotlight Slider with Link on Directory page, PLUS monthly Social Media posts. Includes Annual Enhanced Profile Page & Listing. <i>Great for corporate branding presence fo 6 months!</i>
BRONZE	3 MONTH PKG + ENHANCED PROFILE PAGE Includes THREE (3) months web banner ad, Big Box Ads with links, Spotlight Slider with Link on Directory page, PLUS monthly Social Media posts. Includes Annual Enhanced Profile Page & Listing. <i>Expose your business during those key times of the year! Seasonal exposure!</i>
STARTER	ENHANCED PROFILE PAGE & LISTING Includes Logo & Link, contact info, description, photos, you-tube video. Listed in applicable categories within search directories. Annual Listing. <i>Affordable way to start with an annual listing and profile page. Then upgrade later!</i>

Each additional listing/profile page is \$295/yr for businesses that want to promote multiple services ie: classes, camp, party, etc. or who have multiple locations. Each listing must have a unique address and unique SEO words.

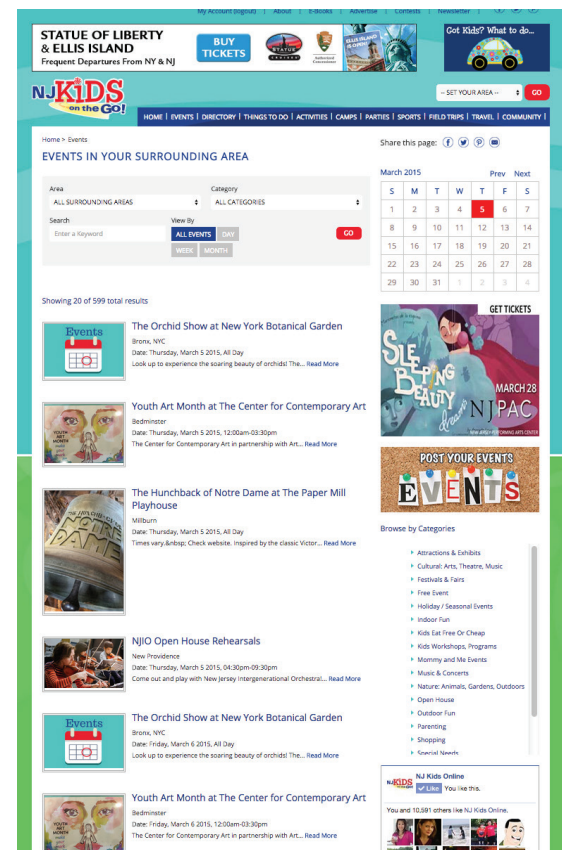
ANNOUNCE YOUR IMPORTANT EVENTS

This placement lands you on our Calendar and Things To Do pages and include a Banner ad, Facebook shout out, and Blog coverage. This great placement allows for an advertiser to be one of the main calendar sponsors to benefit from the high volume of traffic looking for events and things to do throughout NJ.

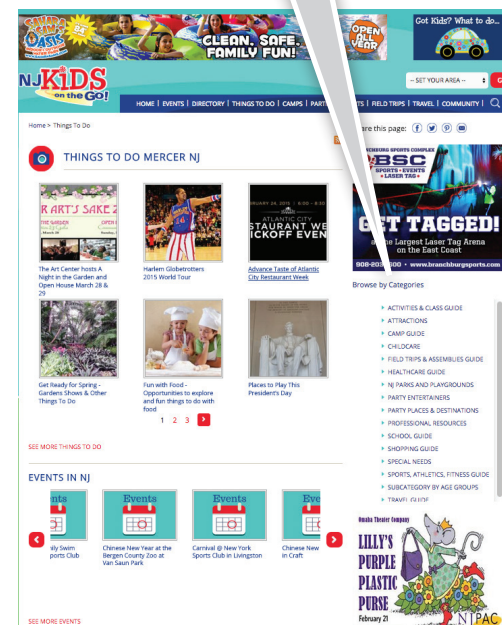
Monthly Rate ask for rate

Rate includes

- Featured Banner Ad on Calendar Pages
- Blog coverage
- Facebook Shout Out



Calendar Page



Things To Do Page

Big Box Ad
300 px w x 250 px h

Ad will rotate as page is reloaded and updated.

SPONSOR NJ KIDS ENEWSLETTER

(thursdays)

Our popular weekly, content-rich e-newsletter, delivered every Thursday, is sent to over 15,000 opt-in subscribers. Sponsoring our e-newsletter will allow you to deliver your message to thousands of qualified readers who are looking for things to do. As a sponsor, your brand will be coupled with our reputable content. Avg. open rate: 20%.

Ad Size	Rate per E-News	Description
Banner 728 x 90	ask for rate	Leaderboard ad plus writeup in featured event space or vertical column ad)
300 x 250	ask for rate	Big Box Ad (will remain for the month)



What To Do Kids: E-Newsletter

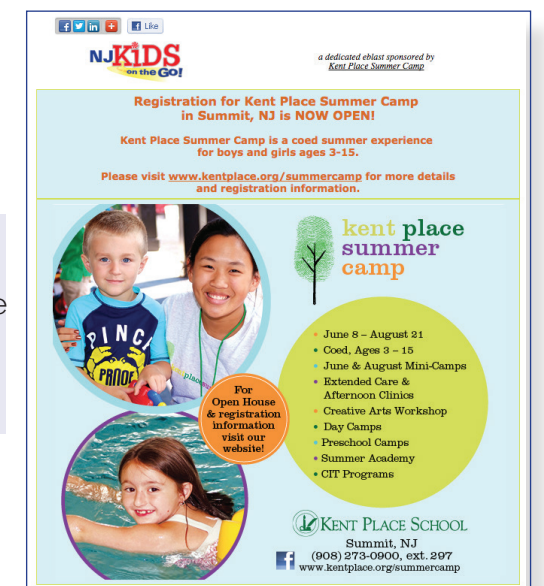
SCHEDULE YOUR DEDICATED E-BLAST

Customize your own! A dedicated e-blast is a one-to-one communication featuring your content only. E-blasts are non-competitive; you will be the only advertiser within the e-blast.

Ad Size	Rate Per Eblast	Description
Full Page	ask for rate	Provide a fully designed page and submit a html or JPG file. Design and code the email.

THEMED EBLASTS

March Madness Camp Blasts, Special Needs e-newsletters, Summer Fun, Holiday Gifting ... Ask For Rates



Sample of Client's Dedicated E-Blast

WE ARE SOCIAL

POST YOUR CONTENT

NJ Kids Media Group will actively promote our advertisers via our social media platforms, our web and our blog...along with NJ Kids' Suburban Mom and our network of Mom Squad Contributors.



SPONSORED EVENTS

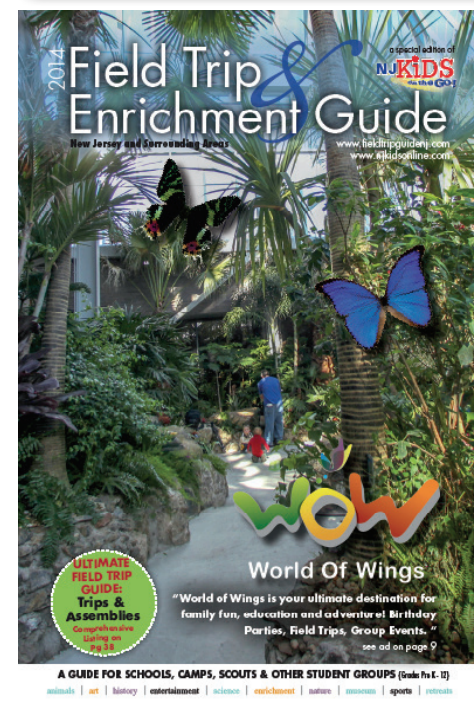
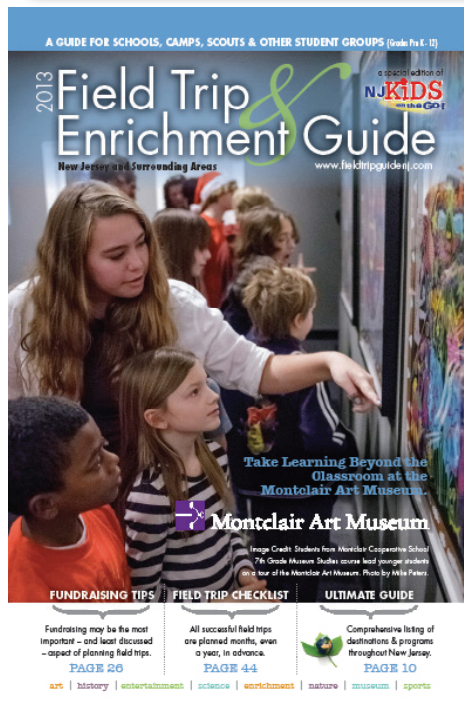
GRASS ROOTS! ON THE GO!

Our NJ Kids Team actively promotes our brand and our advertisers when we are on the road sponsoring events. We talk to our readers and learn first hand what they want. We connect with partners throughout NJ.

- * Bergen Town Center
- * Monmouth Mall
- * Street Fairs
- * Children's Interactive Museums
- * ACA Camp Fairs
- * Teacher's Conventions
- * Homeschool Convention
- * Sporting Events
- * Environmental Centers / Farms



If you want to target **GROUPS**.....



Field Trip & Enrichment Guide



2 ISSUES

SPRING & FALL

60,000

COPIES MAILED ANNUALLY

PLUS

DIGITAL VERSION, EMAIL
CAMPAIGN, SOCIAL MEDIA,
WEB PRESENCE AND
DISTRIBUTION AT KEY EVENTS

OUR ADVERTISERS INCLUDE:

- Discovery & Science Centers
- Museums & Aquariums
- Historical Destinations
- Fundraising Ideas
- Arts/Culture/Theater
- Outdoor/Nature/Farms
- Camps & Retreats
- Enrichment Programs
- Assemblies
- Traveling Programs / Edu-tainment
- Outreach Programs
- Transportation
- Sports Venues
- Entertainers
- Carnivals
- Educational Seminars
- Rentals & Resources

FIELD TRIP & ENRICHMENT GUIDE issued 2x / year!
Spring and Fall marketing - Annual one price

Reaches Educators, Principals, PTA, Camp Directors, Recreation Directors,
Scout Leaders, and others in charge of group trip and assemblies.

Get in front of the key budgeting and decision making process!

What our clients are saying....

I advertise with NJ Kids online and I am extremely happy with the results. I consistently ask my customers where they heard about my store and if they found it in print, it is usually NJ Kids magazine. If I have an event that I advertise in NJ Kids, I get many customers indicate that they found it on NJ Kids online or print calendar.

They are great to work with and always try to accommodate my requests to help promote my business.

I highly recommend them.

Thea Jackson

Owner of Just Bead Yourself, Westfield

We have been advertising with NJ Kids on the Go/NJ Kids Online for a number of years and they always deliver positive results. Their magazine is a must read for families in the area looking for fun activities to participate in, which brings us right to our target market. The staff is great to work with and they have no problem going the extra mile to make sure you get the most out of your advertising dollar.

Anthony Lugara

Associate Director of Operations, Discovery Inc.

“NJ Kids on the Go! has been a major crutch partner for 5 years plus as part of our baseline Marketing strategy to reach multicultural families all over Bergen County. We have always felt that consistency and fortitude pays dividends and goes a long way in spreading the news about what GainvilleUSA has to offer in terms of education enrichment and the importance of learning a second language in a child’s formative years.”

Hannibal S. Pharaon

Marketing & Multimedia

Gainville Learning Center, Rutherford

“Many years ago, a woman came into our business and asked that we advertise with her. I thought, “Another sales person, another kid’s magazine.” After several attempts to solicit our company’s business we certainly made the right decision and have been advertising with NJ Kids each month for ten consecutive years, never missing an issue. When Sandra came to us and indicated she was opening another territory with NJKIDSONLINE we knew that we should advertise in the additional territory. Their format is very unique in that parents can take this magazine and place it in their cars or totes and have it readily available to check out which events are happening. Additionally, the online presence of NJKIDSONLINE is awesome.

NJKIDS is more than a company that places an ad and advertising on the internet for your company. The personal follow up and care is genuine. Our company has been in business for almost 30 years and has never experienced such warmth and care towards our company which NJKids continuously provides. The support of NJ is constant with email blasts to events that are constantly being offered through NJKids. Our relationship with NJKids is more than a business relationship, it has become a friendship. Sandra and her staff are always available when our company needs an additional advertising “boost.” There are no other advertising venues that come close to what NJKIDSONLINE offers. They truly care!”

Thank you,

Deborah Bodnar, Owner, IMAGINE THAT!!!, Florham Park

“I have been working with NJ Kids Online for about 2 years now and they have given me the most leads and bookings for my program compared to the 5 other websites I advertise with in NJ. They are very easy to do business with, and are very responsive to my questions and requests.”

Keith Gold, Owner, Team Makers of North Jersey

We love your publication and always use it for various reasons. Thank you for providing such a great service to NJ families. It’s my Bible!

Martha of Kearny, Parent

TRUSTED SOURCE

NJ Kids is a Trusted Online Source

Families are “**ON THE GO**” and they follow NJ Kids



673

THOUSAND

average visitors annually

with

2.1MM page views



SEVENTY-FIVE PERCENT

own smart devices...
our readers are busy
and mobile and want
information quick



TOP 3

CONTENT PAGE VISITS
Events Calendar & Things To Do
Online Directories
Blog / Reviews

97%

SEVENTY-SEVEN PERCENT

give us a

HIGHLY SATISFIED rating

(‘4 - 5’ from a 1 - 5 scale)

with **77% visiting weekly**

* source: online surveys



CONTACT US

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