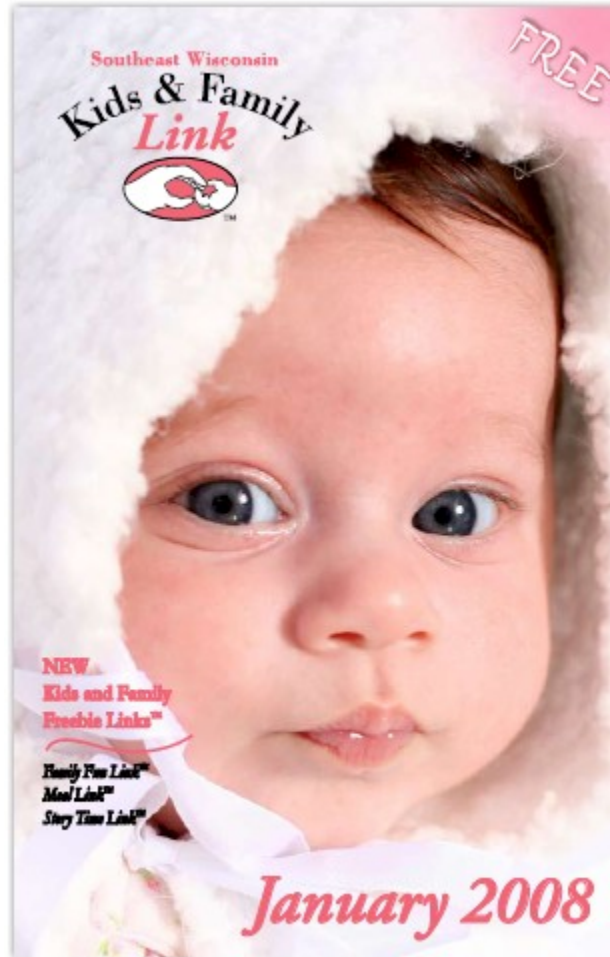


**Sample of our Cover**  
(Actual size 5.25" x 8.25")



**NEW!**

**Kids and Family Freebie Links™**

***Kids and Family Meal Deal Link™***

Meal deals for the whole family

***Kids and Family Fun Link™***

Events and activities for free

***Kids and Family Story Time Link™***

Free stories and reading for kids

**PLUS**

***Kids and Family Health and Safety Link™***

Article of the Month

Kids and Family Link™ has the information readers really want—no more, no less. What do parents/caregivers want? They want to take their kids to places that cultivate and inspire young minds, that are kid-friendly and safe, and that offer genuine value and *great bargains*. That's what they find in Kids and Family Link™, and that's why you get the customers you need!

**We look forward to working with you and helping you  
build your business!**

Thank you for your interest in Kids and Family Link™.

Enclosed is a copy of the current price sheet and information you need to place your ad.

Please visit our web site [www.KidsAndFamilyLink.com](http://www.KidsAndFamilyLink.com) for more information and forms to download.

We distribute 120,000 copies of Kids and Family Link™ per year to over 300 highly targeted locations throughout Southeast Wisconsin. With multiple boutiques and activity centers distributing at the point of purchase and to participants, your ad is seen by customers with disposable income already making purchases and looking for new options. Because over 40% of our distributors are medical offices (family practices, OB/GYN, family and pediatric dentists, and pediatricians), every month new patients read the guide while waiting for the doctor. They take Kids and Family Link™ home because the resources are essential and your ad creates interest.

As a result, you reach your target audience, gain maximum exposure for your advertising dollars, and get new customers.

Your Kids and Family Link™ ad will also appear on our interactive web site, [www.KidsAndFamilyLink.com](http://www.KidsAndFamilyLink.com), where we link our readers to your web site, your advertisement, and additional resources and prizes for kids and parents. This gives our readers access to your message 24 hours a day, which means you double your exposure and increase your customer base.

Kimberly Eisner  
Publisher  
262.995.7189  
[info@kidsandfamilylink.com](mailto:info@kidsandfamilylink.com)

## Information Sheet

### Who are we?

#### Product Description

Kids and Family Link™ is a full-color, high-quality, monthly guide to resources for parents, expectant parents, grandparents, caregivers, and kids. It has articles with useful, updated information that consumers will be certain to use every month. The special Freebie Links™ are indispensable resources for our readers, adding value and significance to advertisers.

Our conveniently sized and “purse friendly” directory is easy for readers to take home, reference it as needed, and share it with family and friends. That means our advertisers get new customers, more exposure, and a greater return on their investment. Our concept and distribution program of targeted marketing builds advertisers’ business with new customers every month.

Kids and Family Link™ is a part of ETC Link™ with a successful history in advertising and marketing.

### What do you get?

#### Investment Value

Target your sales message, double your exposure, and maximize your advertising and marketing dollars!

- Directory ad tailored to fit your needs
  - Web site\* addition for more connections
  - Targeted distribution to your future clients
- \* Kids and Family Web Link™ benefits
    - Free listing by category
    - Free ad appearance
    - Free web site link

### Where do you find us?

#### Distribution Information

We circulate 120,000 copies per year to active mid- to high-income buyers at

- Current Advertiser Locations
- Pediatricians’ & Family Doctors’ Offices
- Daycare/Childcare/Learning Centers
- Pediatric & Family Dentists’ Offices
- Libraries & Bookstores
- OB/GYN Offices
- Indoor Activity Centers
- Children’s Clothing Stores, Maternity Stores, etc.
- Many more high-traffic locations

**With an average income level of \$67,000.00,**  
*95% of our readers are female.*  
*94% are 25-45 years old.*  
**65% have a household income over \$51,000.**  
*85% are homeowners.*  
*70% are college-educated.*  
*61% use daycare.*

Survey by Publishers Information Bureau

### When do we print?

#### Production Schedule

**We print 12 monthly issues with only 6 deadlines per year.**

<u>Closing Dates</u>	<u>Issues</u>
December 10	January & February
February 10	March & April
April 10	May & June
June 10	July & August
August 10	September & October
October 10	November & December

### Why does it work?

#### Marketing Advantages

- Targeted to buyers with needs (moms-to-be, parents, caregivers, and grandparents)
- Wide distribution, reaching new customers every month
- Attractive with an easy-to-use format
- Hand-delivered for maximum results
- Long “use” life, digest size, easy to carry
- Shared with family and friends
- It works! See below for just a sample.

### How do you get results?

#### Trade Testimonials

-“I am so pleased with my ad response. ROI was way above expectations!”

*K. Jinmee E., Artist, Milwaukee*

-“I love free anything, especially food!”

*Laurie, West Bend*

-“A local magazine with ideas for fun family activities is really a valuable resource. I love taking the kids out for a fun day, especially when I get to spend time with other moms.”

*Denise, mom of 3, Racine*

-“Tips on safety and first aid is an added bonus for any parent with young children.”




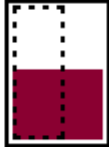

*Janna, mom of 2, Franklin*

-“Freebies? I need this guide.”

*Ken, dad of 1, Oak Creek*

## Ad Specifications

### Sizes

				
<b>1/8 Page</b> 2.25" x 1.875"	<b>1/6 Page</b> 2.25" x 2.5"	<b>1/4 Page</b> 4.75" x 1.875" or 2.3125" x 3.75"	<b>1/2 Page</b> 4.75" x 3.75" or 2.375" x 7.625"	<b>Full Page</b> 4.75" x 7.625"

### Imprint areas based on 5.25" x 8.25" pages

### Artwork

Camera-ready artwork is not necessary. Our Art Department can design your custom, business-building ad for the following fees:

Graphic Fees					
1/8 Page	1/6 Page	1/4 Page	1/2 Page	Full Page	Copy Changes / Placement / Resizing
<b>\$15</b>	<b>\$35</b>	<b>\$35</b>	<b>\$35</b>	<b>\$50</b>	<b>\$15</b>

Logos, pictures, and copy may be provided with information your ad should feature. If you provide camera-ready artwork, a placement fee of \$15 applies. Prepared ads can be e-mailed or sent on disk or drive in acceptable file formats of high-resolution PDF, Photoshop, Quark (include fonts), tiff, eps, or jpg at 300dpi or higher. Ads must be provided at size specifications of exact physical ad (resizing \$15).

The publisher of Kids and Family Link™ reserves the right to approve all ads and copy, rejecting any advertising not deemed in the best interest of Kids and Family Link™.