

# INDY'S CHILD MEDIA KIT 2018



*2017 Proud Winner of 13 Parenting Media Association Awards*



**NEW: INDY'S CHILD MAGAZINE...HAMILTON COUNTY EDITION!**

# WHO WE ARE

## CONNECTING WITH FAMILIES FOR OVER THREE DECADES!

**Indy's Child** was launched in 1984 as a resource for parents in the Greater Indianapolis area. After **34 years** as one of the nation's oldest localized parenting magazines, we've become the "go to" publication for area families. From informative articles, education and childcare resources, seasonal activity guides and our ever-popular calendar of local events, readers know they can count on *Indy's Child* to deliver a magazine that speaks to their interests and needs each and every month.

Today's parents are savvy consumers and we have kept up our pace by connecting with them across every platform possible – through our web site, print publication, Facebook and Twitter, e-newsletters and face-to-face events. In our current advertising culture, the opportunities for marketing are endless. Our team specializes in learning your needs and designing a sales package that is ideal for your unique requirements. We offer many different options and will work with you to personalize a plan that suits your specific business or organization.

PROUD MEMBER



## MEET THE STAFF:

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# THE *INDY'S CHILD* BRAND

*Indy's Child* is a **free, monthly magazine** and proud member of the Parenting Media Association (PMA), an organization dedicated to providing quality parenting publications to families. We were honored to be the recipient of **5 awards** for outstanding achievement for our **editorial, design and digital media** in the most recent PMA competition – with four awards achieving gold status.

Our primary objective is to **connect** with parents throughout Central Indiana by providing engaging content. We have many avenues to achieve this goal through our various marketing platforms. Our sales team will collaborate with you to build a package that best fits your needs.

## PRINT

Over 46,000 copies of *Indy's Child* are printed monthly and distributed to 500+ locations throughout the Greater Indianapolis area, including every Marsh and Kroger in Central Indiana. The oversized style of our magazine, with its eye-catching glossy cover photo, encourages readers to pick us up each month.

**PRINT OPPORTUNITIES:** Advertising, Sponsored Content, Directory Listings

## INDY'S CHILD -- HAMILTON COUNTY EDITION

Beginning January 2018, *Indy's Child* Magazine will publish a zoned edition for Hamilton County families. 13,000+ zoned copies will be delivered each month throughout Hamilton County.

## DIGITAL

### [WEB SITE]

IndysChild.com has an average of 75,000 monthly visitors. We offer a comprehensive searchable calendar with hundreds of local events, guides, directories, a popular blogger network, up-to-date informative articles, contests and much more.

**WEB SITE OPPORTUNITIES:** Banner Ads, Sponsored Content, Online Spotlight, Contests



### [E-NEWSLETTERS]

Our weekly e-newsletter has 9,500 subscribers and is sent out every Wednesday with top picks for the upcoming weekend.

### E-NEWSLETTER OPPORTUNITIES:

Weekly Sponsor, Leaderboard Ad, Intro (this is at the top of the e-newsletter and is approximately 100 words with an image or logo), Contests, Dedicated E-Blasts



### [SOCIAL MEDIA]

Facebook and Twitter connect us to our target audience in an almost immediate fashion. We've developed a consistent following and help businesses take advantage of the rapport we've developed with our readers. Our current Facebook Fans number 32,000 and we have 3,600 followers on Twitter.

**SOCIAL MEDIA OPPORTUNITIES:** Sponsored Shout-Outs, Contests



# DEMOGRAPHICS

## PURCHASING HABITS

51% of respondents said advertisements are important to them. 87% use ads in PMA magazines to make purchasing decisions in some form.

77% are the primary shopper for their children, 74% for the home and 43% for their spouse.

79% said they would attend a PMA members' kids expo, followed, in preference, by a health & fitness expo, an education fair, parenting series, camp fair and baby fair.

40% of readers are planning to send their child to a day camp in the next 12 months, followed by community programs, specialty camps, overnight camps and travel camp.

46% said they definitely would consider sending their child to an independent/private school, and 35% possibly would consider it.

HAVING THIS EXCLUSIVE TARGET MARKET AT YOUR FINGERTIPS IS WHAT MAKES US A VALUABLE RESOURCE FOR THOUSANDS OF LOCAL BUSINESSES.

## READER DEMOGRAPHICS

91% of respondents are females. 42% of them are between ages 35-44, and 37% are between ages 25-34 (median age is 38).

41% of them are college graduates and 19% have a post-graduate degree, while 31% have some college. 43% are employed full time outside the home, 31% are not.

22% earned \$50,000-\$74,999, 21% earned \$75,000-\$99,999, and 38% earned \$100,000-\$149,999 in total household income before taxes in 2012 (median income is \$109,446).

66% of respondents have children under age 5, 49% have children ages 5-12 and 28% ages 13 and up. 45% are a stay-at-home parents, while 34% use child care.

Almost all readers (96%) indicated their PMA magazine helps them identify service providers for their family. Family entertainment was No.1 (90%), followed closely by classes, camps, travel, schools, sports, doctors/dentists, health specialists, tutors and professional services.

95% say the calendar of events is vital, followed by articles on education (88%), health-related articles (87%), arts/entertainment (83%), home life (79%), travel (63%), books/video reviews (56%), summer camps (53%) and birthday planning (49%).

Team sports, swimming and music were close in ranking as popular after-school activities, followed by dance, academics, gymnastics, after-school programs, art, martial arts, fitness and others.

# DISTRIBUTION

**125,000 READERS**  
**8 SEPARATE COUNTIES**  
**500+ LOCATIONS**  
**61 ZIP CODES**

**Our goal** is to make our publication available at any location with a parent-base or family-friendly clientele, which ensures superb pick-up rates with a less than 5% return every month.

Each month we print approximately 46,000 copies and deliver to hundreds of locations throughout the following cities and areas:

- Greater Indianapolis
- Greenwood
- Southport
- Franklin
- Carmel
- Zionsville
- Westfield
- Fishers
- Pendleton
- Mooresville
- Avon
- Plainfield
- Speedway
- Noblesville
- Greenfield
- Beech Grove

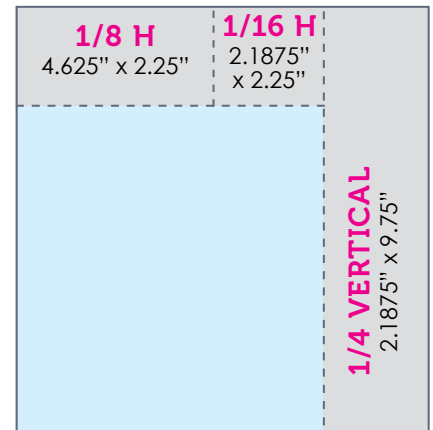
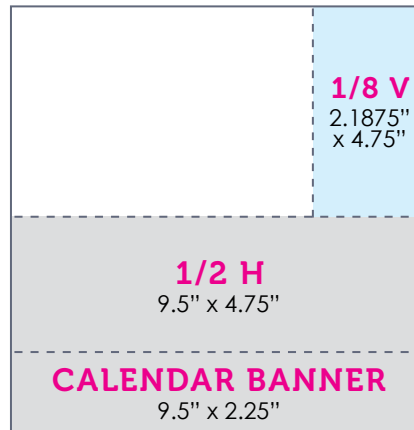
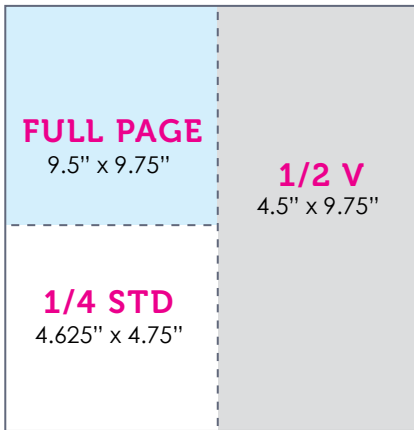
MAGAZINES CAN BE  
**FOUND** AT...

Kroger  
Supermarkets, St. Vincent Hospitals, St. Francis Hospitals, IU Health Hospitals, Methodist Hospitals, Community Hospitals, Riley at IU Health Hospital, Kindercares, YMCAs, Indianapolis Zoo, Boys & Girls Clubs, Head Starts, Goddard Schools, Indy Parks, Greenwood Parks, Carmel Parks, Puccini's, La Petite, Cardinal Fitness, Eli Lilly, K-Marts, Ivy Tech, IUPUI, Children's Museum, Eiteljorg, IMA, Gymboree, Curves, Barnes & Noble, Borders, Great Clips, most township schools, Heritage Christian, Early Learning Centers, Indy's Incredible Pizza, Beth-El Zedeck, all Central Indiana Libraries, Purdue University, Wellspring Pharmacy, United Art & Education, United Artists, Regal Cinemas, and much, much more!

# 2018 EDITORIAL CALENDAR

ISSUE	ADVERTISING SECTIONS	SPACE RESERVATION	AD COPY DUE
<b>JANUARY</b>	Education Issue, Indoor Playgrounds, 2nd Semester Enrichment	<b>December 5</b>	<b>December 7</b>
<b>FEBRUARY</b>	Baby & Maternity, Summer Program & Camp Guide, Wellness & Fitness	<b>January 5</b>	<b>January 8</b>
<b>MARCH</b>	Travel Planning, Camps, Consignment Sales, Preschool	<b>February 2</b>	<b>February 6</b>
<b>APRIL</b>	Women's Health, Autism, Camp, Campsites Within 90 Miles, Rainy Day Fun	<b>March 5</b>	<b>March 7</b>
<b>MAY</b>	Children's Mental Health, Travel, Foster Families, Students Who Shine, Camps, Summer Learning	<b>April 5</b>	<b>April 9</b>
<b>JUNE</b>	Amusement Parks, Water Parks, Train Trips, Summer Fun, Camps, Birthday Parties	<b>May 4</b>	<b>May 7</b>
<b>JULY</b>	Baby & Maternity, Summer Fun Without the Sun, Small Town Festivals, Gymnastics & Dance	<b>June 4</b>	<b>June 6</b>
<b>AUGUST</b>	Back-To-School, Kids Eat Free Guide, Homeschooling, After School Activities	<b>July 2</b>	<b>July 6</b>
<b>SEPTEMBER</b>	Private Schools, Fall Travel, Fall Fun	<b>August 3</b>	<b>August 7</b>
<b>OCTOBER</b>	Preschool Enrichment, Breast Cancer, Private School Open House Guide, Fall Fun	<b>September 5</b>	<b>September 7</b>
<b>NOVEMBER</b>	Volunteer Opportunities, Private School Open House	<b>October 5</b>	<b>October 8</b>
<b>DECEMBER</b>	Holiday Fun, College Savings Programs, 12 Days of Holiday Giveaway, Unique Places to Find Santa, Gifts of Experiences and Classes	<b>November 2</b>	<b>November 6</b>

# DISPLAY AD RATES



## FULL COLOR RATES

## AD SIZES

Ad Size	1x	6x	12x
Full	2595	2455	2295
1/2	1645	1535	1375
1/4	895	855	795
1/8	575	545	495
1/16	345	325	295
Page 3	3185	2965	2705
Inside Front	3595	3375	3075
Ctr Spread	3975	3800	3580
Back Cover	3995	3795	3565
Calendar Banner	895	855	795

Full Page	9.5" x 9.75"
1/2 Horizontal	9.5" x 4.75"
1/2 Vertical	4.5" x 9.75"
1/4 Standard	4.625" x 4.75"
1/4 Horizontal/Calendar Banner	9.5" x 2.25"
1/4 Vertical	2.1875" x 9.75"
1/8 Horizontal	4.625" x 2.25"
1/8 Vertical	2.1875" x 4.75"
1/16 Standard	2.1875" x 2.25"

Directories/Editorial Guides 75 per listing

All dimensions are **WIDTH X HEIGHT** and are in **INCHES**.

## AGENCY RATES:

Rates shown here are **NET**. Agencies **MUST** add their commissions to the above rates before presenting to clients as "gross" price.

### Center Spread/ Double Truck:

Bleeds: 21.5"W x 11.5"H  
Trim: 21"W x 11"H  
Safe Area: 20.5"W x 10.5"H

### Cute Calendar Ad Specs:

9.5"W x 1.3"H

## OTHER SPECS:

### Full Page Bleed Specs:

11"W x 11.5"H  
Trim: 10.5"W x 11"H

### Front Cover Ad Specs:

Bleeds: 11"W x 1.5"H  
*\*Must include for the left and right sides and bottom of ad.*  
Trim: 10.5"W x 1.25"H  
Safe Area: 10"W x 1"H

**BLEED:** refers to printing that goes beyond the edge of the sheet before trimming. \*Must include for all center spreads or double truck ads, and must include for front cover ads.

**TRIM:** indicates where the magazine is cut off by the printer. \*Please do not include any type of border around the outside of your ad.

**SAFE AREA:** also known as the live area, or the area where all text/images/logos should stay within and are not in risk of being cut off.

LOOKING FOR A **PACKAGE?**  
WE CAN WORK WITH YOU TO CREATE  
A VARIETY OF COMBINATIONS AT ONE  
FLAT PRICE. **JUST ASK!**

# AD REQUIREMENTS

## ACCEPTABLE FORMATS

We accept ads electronically via **email**. We support only the following applications: InDesign CS, Illustrator CS and Photoshop CS. Files are accepted as high-resolution press-ready PDF format only.

All **PDF** formats must be in one of these three formats and resolutions: CMYK - 300 dpi @ 100%, Grayscale - 300 dpi @ 100%, or Bitmap - 600 dpi @ 100%. It is the advertiser's sole responsibility to provide a usable file. Questions about formats and specifications should be directed to Katie Clark at [katie@indyschild.com](mailto:katie@indyschild.com).

## REVERSE PRINT

Because we are printed on a form of **newsprint**, type that is white or lighter than the background may bleed the darker background into the type. We do not recommend doing this unless the type is large & sans serif. If the ad copy is received from your art department in this form we will assume you understand the risk involved. The publisher will **not be held liable** if the reverse print issue becomes a problem.

## CANCELLATIONS & BILLING

**Cancellations are not accepted** after closing date.

All clients **must prepay** with a credit card on file. Invoiced clients must remit payment within 30 business days to avoid 15% late fees each month.

## PROOFS

We do not provide proofs to businesses that submit their own advertisements. If we create your advertisement you will receive **two complimentary proofs**: An initial proof to make any changes to and a final proof to verify. Changes after the second proof will result in a \$25 design fee.

## PRICES

Prices are **NET**, not gross. Agencies must add on their own fees when selling ads. We will not give price deductions to account for agency commissions. Any fees that you charge your client must be added to the price of the advertisement.