

# INDY'S CHILD

## MEDIA KIT 2016

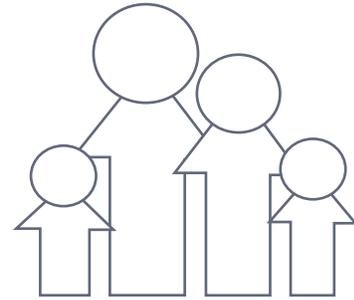


# WHO WE ARE

## 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 **32 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.



“ I can't thank you enough for the service you provide to the community. Your magazine is a staple in our family! ”  
— **Khristi C.**

“ We absolutely love your calendar of events and fun daily calendar. As a stay-at-home mom, it's hard to find things to keep the kids entertained but I know I can always rely on *Indy's Child*! ”  
— **Kelly H.**

“ We have advertised with *Indy's Child* for over 15 years and we consistently receive phone calls and inquiries from parents who said they heard about us in *Indy's Child* – that's proof enough! ”  
— **Sharon N.**

# THE *INDY'S CHILD* BRAND

## 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 14,500 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 19,000 and we have 3,000 followers on Twitter.

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



*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 **6 awards** for outstanding achievement for our **editorial** and **digital media** as well as a **general excellence** award in the most recent PMA competition. Nationally, *Indy's Child* is ranked as one of the top 3 parenting publications in the country (25,000-50,000 circulation).

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 50,000 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

## FACE-TO-FACE

*Indy's Child* meets parents at various events throughout the year. One of our most popular events is the Annual Camp Fair that we host at The Fashion Mall at Keystone at the Crossing. Last year almost 3,000 attendees participated.

### FACE-TO-FACE OPPORTUNITIES:

*Indy's Child* also hosts a Back2School Bash at the Monon Center every August. This event connects businesses with families in a fun festival atmosphere. All attendees can enjoy the popular Water Park for free after attending the Back2School Bash.

# DEMOGRAPHICS

Results based on 2013 survey of 8400 readers of Parenting Media Association performed by Readex Research of Stillwater, MN.

## 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.

26% 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

89% of respondents are females. 38% of them are between ages 35-44, and 31% are between ages 25-34 (median age is 37).

36% of them are college graduates and 19% have a post-graduate degree, while 24% have some college. 43% are employed full time outside the home, 31% are not.

18% earned \$50,000-\$69,999, 12% earned \$70,000-\$84,999, and 14% earned \$100,000-\$149,999 in total household income before taxes in 2012 (median income is \$64,300).

41% of respondents have children under age 5, and 44% have children ages 5-9. 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.

4% of readers visit member web sites at least once a week, 11% visit 2-3 times a month, and 16% visit once a month.

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 50,000 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...

Marsh Supermarkets, Kroger Supermarkets, St. Vincent Hospitals, St. Francis Hospitals, IU Health Hospitals, Methodist Hospitals, Community Hospitals, Riley at IU Health Hospital, Kindercare, 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!

# ONLINE ADVERTISING

Each month, over **75,000** people visit IndysChild.com, and that number is on the rise. With web-based publications becoming more popular, it is no surprise over 60% of the visitors to our website are new this year.

**27%** open-rate (high for industry standards)

**85%** of surveyed audience say they enter the contests

“ I love the weekly e-newsletter. It saves me tons of time to have suggestions, coupons, contests and info right in my inbox every week!

— **Tori H.** ”

The most visited page on our site is the **calendar page**

On average, each visitor views **3 pages** per visit

Each week, over 14,500 parents receive our e-newsletter. *Indy's Child's* e-newsletter keeps parents up to date on local events, community highlights and exclusive contests. The number of subscribers continues to grow at an upward trend.

“ I love the *Indy's Child* website! I cannot tell you how many times I have used resources listed. Thanks *Indy's Child!*

— **Sarah C.** ”

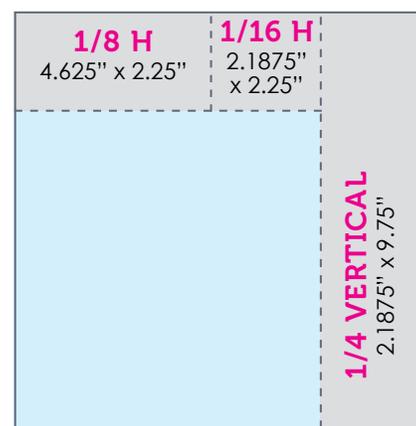
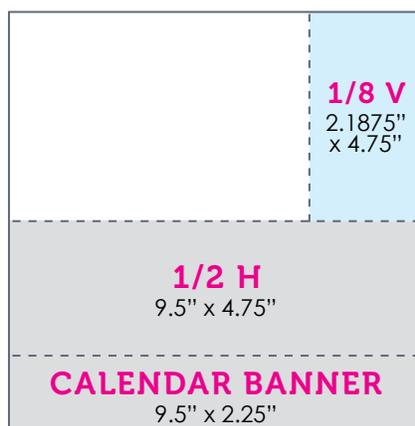
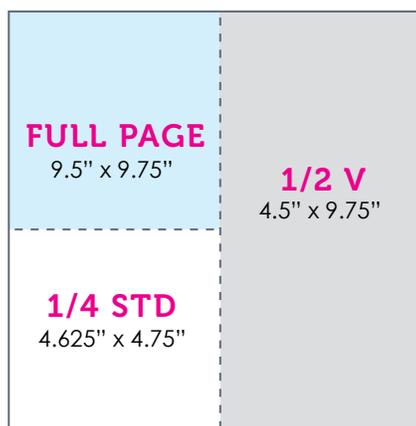
## AVAILABLE UPON REQUEST

INDY'S CHILD ONLINE MEDIA KIT WEBSITE  
AND E-NEWSLETTER ADVERTISING RATES

# 2016 EDITORIAL CALENDAR

ISSUE	ADVERTISING SECTIONS	SPACE RESERVATION	AD COPY DUE
<b>JANUARY</b>	Education Issue - Private, Public, Online, Charter, etc., Your Family's Health & A Guide to Central Indiana Hospitals, <i>Best Winter Sledding in Indy</i>	<b>December 2</b>	<b>December 4</b>
<b>FEBRUARY</b>	Maternity & Baby Issue #1, Summer Camps, Pediatric Dentistry, Montessori Schools, 27th Annual Camp Fair, Camp Directory, <i>Best Indoor Play Options in Indy</i>	<b>January 6</b>	<b>January 8</b>
<b>MARCH</b>	Family Travel, Summer Camps, Introducing Your Child to the Arts, Consignment Guide, Camp Directory, <i>Best Hidden Gems in Indy</i>	<b>February 3</b>	<b>February 5</b>
<b>APRIL</b>	Family Travel, Summer Camps, Special Autism Section, Women's Health, Camp Directory, <i>Best Rainy Day Outings in Indy</i>	<b>March 3</b>	<b>March 5</b>
<b>MAY</b>	Family Travel, Summer Camps, Foster Care, Students Who Shine, Children's Mental Health, Camp Directory, <i>Best One Tank Getaways in Indy</i>	<b>April 7</b>	<b>April 9</b>
<b>JUNE</b>	100 Days of Summer Fun, Summer Learning Loss, Summer Camps, Camp Directory, <i>Best Ice Cream Spots in Indy</i>	<b>May 5</b>	<b>May 7</b>
<b>JULY</b>	Baby & Maternity Issue #2, Pediatric Care, Online Academies, Summer Fun Without the Sun, <i>Best Burgers in Indy</i>	<b>June 2</b>	<b>June 4</b>
<b>AUGUST</b>	Back to School Issue, Preschools, After School Classes & Enrichment, 2nd Annual Back2School Bash, <i>Best Family Friendly Restaurants in Indy</i>	<b>July 7</b>	<b>July 9</b>
<b>SEPTEMBER</b>	Private School Issue, Fall Break Ideas, <i>Best Fall Fun Festivals in Indy</i>	<b>August 4</b>	<b>August 6</b>
<b>OCTOBER</b>	Private School Open House Guide, Preschool Enrichment Opportunities, Fall Fun and Festivals, Breast Cancer Awareness, <i>Best Pumpkin Patches in Indy</i>	<b>September 2</b>	<b>September 4</b>
<b>NOVEMBER</b>	Private School Open House Guide, Introducing Your Child to Music, Adoption Options, <i>Best Museums for Kids in Indy</i>	<b>October 6</b>	<b>October 8</b>
<b>DECEMBER</b>	Holiday Issue, School Director Profile, Preschools, Twelve Days of Holiday Giveaways, <i>Best Places to Visit Santa in Indy</i>	<b>November 3</b>	<b>November 5</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

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

**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.

# 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.

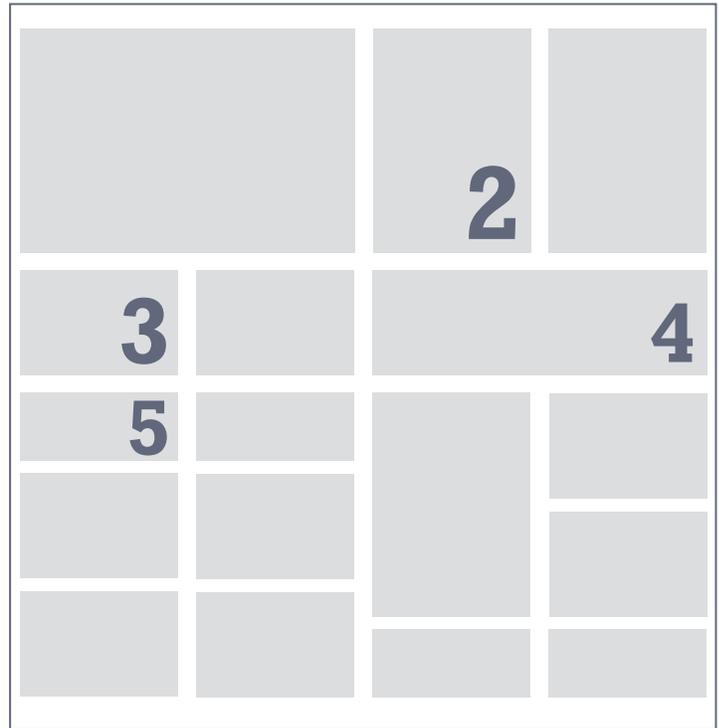
## PROOFS

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.

# MARKETPLACE AD RATES



## AD SIZES

## FULL COLOR RATES

<b>1</b>	4.625" x 2.825"
<b>2</b>	2.1875" x 2.825"
<b>3</b>	2.1875" x 1.2"
<b>4</b>	4.625" x 1.2"
<b>5</b>	2.1875" x .675"

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

	<b>MONTHS:</b>	<b>1X</b>	<b>3X</b>	<b>6X</b>	<b>12X</b>
<b>1</b>		225	220	215	210
<b>2</b>		160	155	150	145
<b>3</b>		95	90	85	80
<b>4</b>		125	120	115	110
<b>5</b>		65	60	55	50

## INDY'S CHILD MARKETPLACE

IS A GREAT PLACE TO ADVERTISE YOUR SPECIAL SERVICES AT AN **AFFORDABLE RATE** WITH EXCELLENT EXPOSURE.

# MEET THE STAFF

It is **our goal to serve you**, our advertisers, to the best of our abilities, while also reaching the parents of Central Indiana with quality content, events, news and more.

If you would like to reach us, please feel free to contact one of the individuals to the right.

## CORPORATE ADDRESS

Indy's Child Parenting Magazine  
6340 Westfield Blvd, Suite 200  
Indianapolis, IN 46220  
P: 317-722-8500  
F: 317-722-8510  
www.indyschild.com

For complete information on website and e-newsletter advertising opportunities, please ask about our 2016 **Online Media Kit**. Also, make sure to ask about 2016 Events!

Don't forget to browse our website at [www.indyschild.com](http://www.indyschild.com) for directories, contests, calendar of events, blogs, special needs resources, and more.

Also, connect with us in **social media**, "Like" us on Facebook @IndysChildParenting Magazine and Follow us on Twitter @IndysChild for more access to news, events and exclusive contests.

We are continuously looking for ways to assist you, so please feel free to ask us any questions you might have—we'll always work with you to find **what best suits your needs**.

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