



**F**amily **Source**  
& AmeriKidz Magazine

**Media Kit**

# Well Rounded Marketing Approach



## Online

[www.AmeriKidzca.com](http://www.AmeriKidzca.com)

**Visitors: 10,000** Per Month



## Email Blast

**Readers: 8,000** Subscribers



## Social Media

facebook



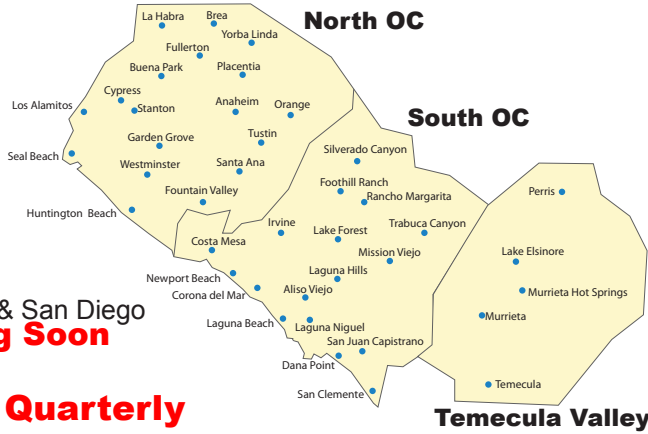
twitter



# Print

AmeriKidz Magazine and Family Source are available in over **1,800 locations** throughout Southern California

Los Angeles County & San Diego County **Coming Soon**



**Frequency - Quarterly**

**Circulation - 80, 000** Copies per Quarter

- Average Household Income target.....\$100,000 Annually
- Own a Home.....61.4%

Source: [www.quickfacts.census.gov/qfd/states/06/06059.html](http://www.quickfacts.census.gov/qfd/states/06/06059.html)



# Newspaper Insertion

AmeriKidz Magazine is inserted into the OC Register to subscribers in selected cities.



# Rack Distribution

**Distribution Locations:**

**1,800 +**

- |                        |                         |                              |
|------------------------|-------------------------|------------------------------|
| ● Pediatricians/OB-GYN | ● Retail locations      | ● Day care centers           |
| ● Recreation Centers   | ● Youth centers         | ● Physician offices          |
| ● Tutoring Centers     | ● Restaurants           | ● Medical centers            |
| ● Dance Studios        | ● Libraries/Book Stores | ● Major hospitals            |
| ● Private schools      | ● Family fun center     | ● Grocery Stores & Many More |

# Rate Card

## 80,000 Copies Per Quarter

### Ad Rates

### Quarter

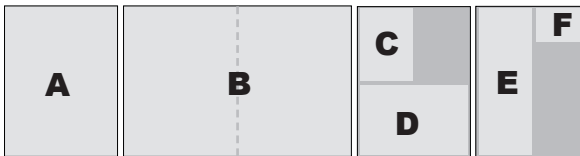
<b>EIGHTH PAGE</b>	\$360
<b>QUARTER PAGE</b>	\$510
<b>HALF PAGE</b>	\$897
<b>FULL PAGE</b>	\$2,100

### Prime Positions

### Quarter

<b>SPREAD</b>	\$4,999
<b>BACK COVER</b>	\$3,000
<b>INSIDE BACK COVER</b>	\$2,700
<b>INSIDE FRONT COVER</b>	\$2,700
<b>THIRD PAGE</b>	\$2,500

### Dimensions In Inches



<b>A</b> Full	5	x	8
Trim	5.375	x	8.375
Bleed	5.875	x	8.875
<b>B</b> Spread	10	x	16
<b>C</b> Quarter	2.375	x	3.75
<b>D</b> Half (H)	5	x	3.75
<b>E</b> Half (V)	2.375	x	7.625
<b>F</b> Eighth	2.375	x	1.75