



2025 COAST-TO-COAST MEDIA KIT

For national brands, online educators, and others seeking to leverage our coast-to-coast network of parent readers

SALES REPRESENTATIVE:

Debra Ross | 585-633-8400 x 700
deb@kidsoutandabout.com

**KIDS OUT
and ABOUT**
com

 BeyondtheNest.com

 **ENTERTAINMENTCALENDAR.COM**

KidsOutAndAbout Reader

Demographics



Unique Visitors

12 million unique visitors / year



Pageviews

30 million pageviews / year



Newsletter

800,000 receive weekly e-newsletters



Demographics

85% parents

15% grandparents

82% women



Where Readers Live

[Albany / Capital District, NY](#)

[Albuquerque, NM](#)

[Anchorage, AK](#)

[Ann Arbor / Detroit Metro](#)

[Atlanta, GA](#)

[Austin, TX](#)

[Boston, MA](#)

[Brooklyn, NY](#)

[Buffalo, NY](#)

[Charlotte, NC](#)

[Chicago, IL](#)

[Dallas, TX](#)

[Denver, CO](#)

[D.C. Metro Area](#)

[Fairfield County, CT](#)

[Ft Worth, TX](#)

[Hartford, CT](#)

[Houston, TX](#)

[Hudson Valley, NY](#)

[Indianapolis, IN](#)

[Inland Empire, CA](#)

[Jacksonville, FL](#)

[Kansas City](#)

[Los Angeles, CA](#)

[Long Island, NY](#)

[Memphis, TN](#)

[Miami, FL](#)

[Mid-Cities, TX](#)

[Milwaukee, WI](#)

[Minneapolis / St. Paul, MN](#)

[Nashville, TN](#)

[Orange County, CA](#)

[Philadelphia, PA](#)

[Phoenix, AZ](#)

[Pittsburgh, PA](#)

[Portland, OR](#)

[Providence, RI](#)

[Queens, NY](#)

[Research Triangle, NC](#)

[Rochester, NY](#)

[Salt Lake City, UT](#)

[San Antonio, TX](#)

[San Diego, CA](#)

[San Fernando Valley, CA](#)

[San Francisco, CA](#)

[San Jose, CA](#)

[Seattle, WA](#)

[St. Louis, MO](#)

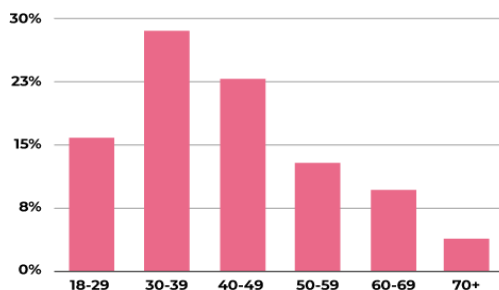
[Tampa, FL](#)

[Toronto, ON](#)

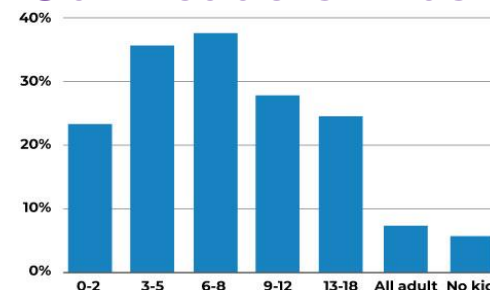
[Vancouver, BC](#)

[Westchester County NY](#)

Ages of Our Readers



Our Readers' Kids



KidsOutAndAbout.com: North America's online local resource for parents

What makes KidsOutAndAbout Unique

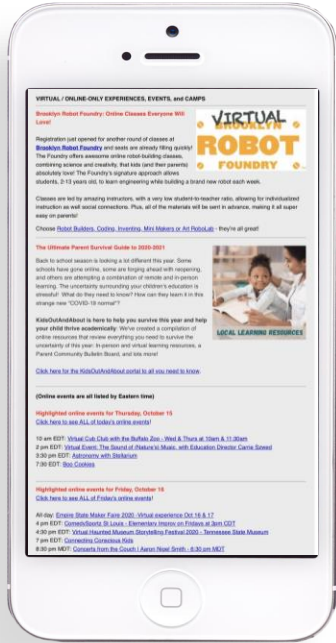
- Launched in 2001
- Mission: To elevate local communities by celebrating their opportunities, activities, resources, and events for kids, teens, and families.
- 52 regional sites coast-to-coast in the U.S. and Canada
- 12 million unique annual visitors; 800,000 weekly e-newsletter subscribers
- Organizations access our audience through both paid and unpaid outreach on our site and e-newsletter



Share your story With Our Audience



Most popular advertising options for National Brands & Virtual Experiences



SAMPLE NEWSLETTER



PARAGRAPH in NEWSLETTER

Up to 110 words plus a graphic and link in one edition of our weekly e-newsletter: \$100/single region or \$1000 for all editions. Paragraphs in 5 or more editions coast-to-coast: \$500/newsletter.



IMAGE AD in NEWSLETTER

250 x 250 or 728 x 90: In one edition of our weekly newsletter \$200/region or \$1000 for all newsletters coast-to-coast (pending availability)



E-BLASTS to REGIONAL LISTS

E-blast exclusively about your company, event, or services: \$600/region, which includes paragraphs in 2 adjacent Thursday newsletters; discounts available for multiple regions: 5 regions for the price of 4; 15 regions for the price of 10.

See the following two pages for ad details, circulation, and typical click-through rates

National brands have easy access to our North American audience of parents.



SQUARE IMAGE ADS on KOAA SITE (250 X 250 PIXELS):

\$100 for square ad on one regional site (choose region): 20,000 impressions / month. \$1000 for square ad on ALL regional sites (450,000+ impressions / month)



CONTENT AD on KOAA's ONLINE RESOURCE PAGES for VIRTUAL EXPERIENCES

Content ads appear at the top of Virtual Experience pages: Up to 110 words + graphic on one of these national pages accessed by readers in all regions: \$600 for 12 months

- [Virtual Camps page](#)
- [Virtual / Online Classes page](#)

PACKAGE DISCOUNT!

- Paragraph in two Thursday e-newsletters to all regions
- 12-month content ad on virtual camp page or 12-month image or content ad on virtual class page
- 2 months of square ad displayed in all regions

Retail price: ~~\$4600~~ Package price: **\$2600**

CONTACT : Debra Ross | 585-633-8400 x700 | deb@kidsoutandabout.com



National Advertising Options:

Newsletter Advertising: 800,000 opt-in subscribers

A weekly e-newsletter is sent to local readers every Thursday morning at 6am.

Average open rate is 35% and average click-through rate is 8.3%.



PARAGRAPH in NEWSLETTER

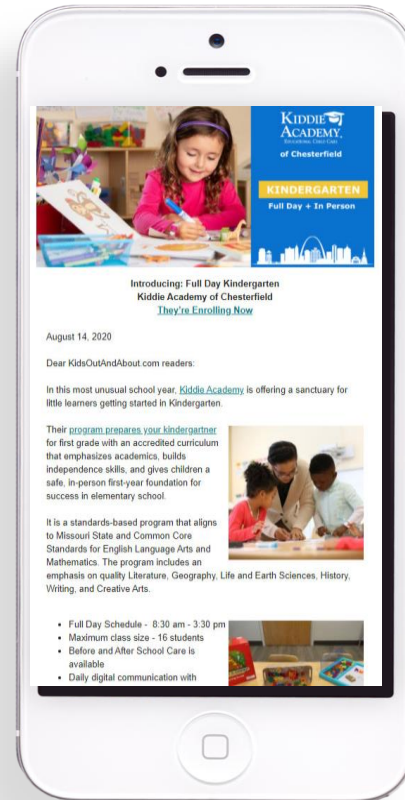
Up to 110 words plus a graphic and link to your site: \$100/region, \$1000 for all regional newsletters



IMAGE AD IN NEWSLETTER

250 x 250 or 728 x 90:
\$200/region or \$1000 for entire list

SAMPLE NEWSLETTER



Our average weekly e-newsletter read rate is 35%, with a click-through rate of 8.3%.

EXCLUSIVE E-BLAST

E-blast exclusively about your company, event, or services: Up to 8 paragraphs plus several graphics. (Note: We are unable to offer e-blasts to our entire coast-to-coast list at one time due to regional scheduling conflicts. Instead, we help you select 10 ideal regions.)

- \$600 per eblast, which includes paragraphs in two adjacent Thursday newsletters: 52 North American regions available.
- Discounts are available for multiple regions: Five regions for the price of four; 15 regions for the price of ten.

SAMPLE E-BLASTS



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Advertising Options

Videos

VIDEO AD

- \$600/month/region, non-exclusive (max of four clients' video ads will share that space at any time). Subject to availability.
- Discounts for multi-region video ads: \$480/month/region for 5 regions, \$400/month/region for 10 regions, \$275/month/region for 20+ regions

Average CTR for image ads ranges from .06% to 2.8% depending on relevance and interest.



The screenshot shows the Kids Out and About website interface. At the top, there is a navigation bar with links for Home, Change Region, and FOR ORGANIZATIONS. Below the navigation bar is a search bar and a menu with options like FREE, LOCAL EVENTS, LOCAL LISTS, LEARNING & PLAYING DURING COVID, ROC FAVS, and WEEKLY E-NEWSLETTER. The main content area is divided into several sections:

- LEADERBOARD AD:** A large green banner at the top with the text "LEADERBOARD AD" and "Rochester's online guide to everything for kids, teens, & families!"
- TOP AD:** A yellow banner with the text "TOP AD" and "CLICK HERE FOR OUR CALENDAR OF VIRTUAL / ONLINE EVENTS".
- VIDEO AD:** A blue banner with the text "VIDEO AD" and "Supply YouTube / Vimeo embed code or MP4 / MOV file".
- SQUARE AD:** A purple banner with the text "SQUARE AD" and "THE ULTIMATE PARENT SURVIVAL GUIDE TO 2020 - 2021".
- CALENDAR:** A calendar for September 2020 with the date 14 highlighted.
- FEATURED EVENTS:** A section with a purple header and a list of events, including "VIRTUAL CAMP IN A BOX: SLIMETASTIC SCIENCE at the DoSeum Ages 5-11" and "Horsin' Around at Lollypop Farm".
- TODAY'S EVENTS:** A section with a purple header and a list of events, including "Free Online Yoga Classes", "FIRST DAY OF BROADWAY TEACHES KIDS! Fall Semester", "Teen 'Zine: A Call for Submissions!", "Teen 'Zine: A Call for Submissions!", "Pack 48, Lego Pinewood Derby Races", "Keegan PLAY-RAH-KA Virtual Theatre Program", and "Auditions for Halloween".

National Image ads

SQUARE ADS

(250 X 250 PIXELS):

\$100 for square ad on one regional site:
20,000 impressions/month

\$1000 for square ad on ALL regional sites (450,000+ impressions/month)

CTR ranges from .03% to 1.5%.

Regional Image ads

LEADERBOARD AD

(728 X 90 PIXELS):

\$1200 or \$2500/month/region depending on region's average pageviews, pending availability. Multi-region discounts. Typical CTR is .09% - 2.0%.

TOP AD

(450 X 150 PIXELS):

\$1200 or \$2500/month/region depending on region's average pageviews, pending availability. Multi-region discounts. Typical CTR .13%-2.1%.

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THANK YOU



Connect with us
to get started or continue
working with
[KidsOutAndAbout.com!](https://www.KidsOutAndAbout.com)

CONTACT :

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585-633-8400 x700
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“We're 100% confident that our campaign was successful, driving new awareness, registrations, & subscriptions through your trusted channels.”

— *Written Out Loud*

