

2013 media kit



Today's mom is modern, hip and fashion forward. She wants the best for her family in everything, and she's looking for information that can help her achieve that dream. Our readers are looking for your products and services.

Don't miss the opportunity to present yourself to a targeted, hot market. Parents in and around Charlotte.

Reach the moms in
your market ... today.

little ones®

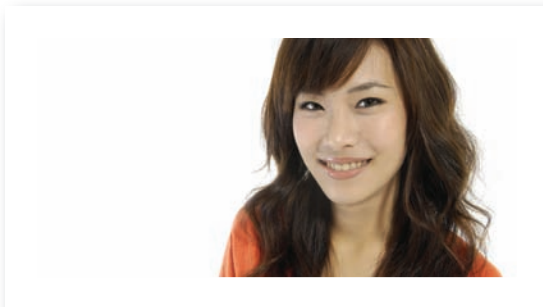
for local moms ... by local moms®

reach
• your •
market!

moms

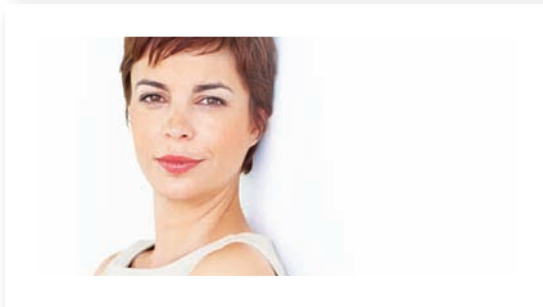
Little Ones Magazine has been part of my marketing plan since their first issue. The demographics of their readers are right on target for the market we want to reach. Having little ones myself, I look forward to reading every issue and often use their website as a resource.

*Kerri Robusto
Marketing Director - Baxter Village and Baxter Town Center*



the place to raise a family

U.S. Census figures show that Charlotte is one of the fastest growing cities in the United States. It's the 17th largest city in the U.S., the second largest banking center in the country, home to major league sports teams, and 264 of the Fortune 500 companies are represented right here in Charlotte. With a median age of 32.7 and the cost of living below the national average, there couldn't be a better time to showcase all that you have to offer to the parents who call Charlotte home.



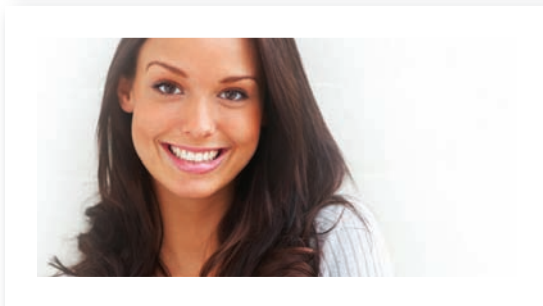
a baby boom

More than 20,000 babies were born in Mecklenburg County and the surrounding areas in 2010. Mothers of babies and small children are looking for advice on maternity wear, children's fashion and activities, medical care, home décor, automobiles and more. They are the main decision makers in the household. *Little Ones Magazine* is the place they look for the answers they need.



affluent market

If your marketing plans include targeting our readers – women aged 25-45, 58% of whom have an annual household income of over \$75,000 – read on.



high-quality image

Our **targeted** publication provides parents and parents-to-be with information on the finest products and services available in the Charlotte Metro and surrounding areas. In our **nine years of business**, we've quickly become the "go to" publication for discerning moms and dads. They look for us and respect us; it's a magazine they seek out for information on where to go and what to do.

You've already established your business or organization as one of the best. Now let us be the medium to get your message to over **55,000 targeted** readers every other month. Because why would you want to be in front of someone who won't realize the benefits of your business?

Sources: Charlotte Chamber Info; N.C. State Center for Health; cityratings.com and Little Ones' Reader Surveys



2013 • editorial calendar

charlotte area...



Ask about
editorial
exposure
with your
ad!

One of the things that sets us apart from our competitors is that we understand our readers want to read about people and events right here in Charlotte. Our specialized editorial coverage focuses on local information written by local writers. Our readers enjoy picking up our publication every other month and reading about their community leaders, friends and neighbors.

February/March

Camp Central • The lowdown on camps
Parties with Pizazz • Our annual party issue
We Go to School • Preschool & childcare options

April/May

School Rules • Our private school issue
Family Fitness • Fun ways to stay in shape
Breathe Easy • Asthma Awareness Month

June/July

Amazing Animals • Fun with family pets
Shining Stars • Children in the arts
The Road Ahead • Local day trips

August/September

Savvy Students • Heading back to school
Mommy Makeovers • Taking time for you
Frugal Fashion • Area consignment sales

October/November

Tricks and Treats • Fun with Halloween
All I Want • Gifts for everyone on your list
Unconditional Love • Children with special needs

December/January

'Tis the Season – Happenings around town
It's Cold Outside – Indoor crafts and activities
New Life – All about maternity

In Every Issue:

Carolina Cuties
Featuring local kids' pictures, creating community awareness and readership.

Parent Pointers
Local moms, dads and area professionals share their wisdom, humor and creative ideas with fresh content in each issue.

Products & Fashion
Every issue we offer a value added feature of your best products and fashion for the season. Our moms are always looking for the newest things out there!



Features:

Fitness, Illness and Wellness
With fun physical activity ideas, nutritional advice and helpful medical information, we cover the issues that are top-of-mind for our readers.

Organizing, Budgeting and Finances
Practical tips every parent can use.

Local Stories
With our service articles, recreational information, education coverage, nearby travel destinations and compelling human-interest stories, we are committed to covering local events and featuring the people who call Charlotte home.



rates & dates

2013 rates

Frequency:	Full page	1/2 page	1/4 page	1/8 page
Open rate per issue:	color: 1700 • b/w: 1550	color: 1150 • b/w: 900	color: 850 • b/w: 650	color: 425 • b/w: 350
4X contract per issue:	color: 1400 • b/w: 1200	color: 950 • b/w: 725	color: 675 • b/w: 475	color: 325 • b/w: 250
6X contract per issue:	color: 1150 • b/w: 1000	color: 800 • b/w: 600	color: 575 • b/w: 375	color: 275 • b/w: 175

25% additional charge for premium placement

ad production:

ads@littleonesmagazine.com

Complimentary ad production is included in the purchase of ad space. All photos/images you want included **MUST be provided 300 dpi** (see "Format" below).

Design time requiring extensive proofs (this will be determined by your sales representative) will be billed at \$65.00 per hour. Ads produced through Little Ones are copyrighted by Media Adventure, LLC, and are for use in Little Ones only. (To use graphic design elsewhere please contact your sales representative)

PRESS READY DIGITAL ADS:

Resolution:

All elements must be provided in high resolution (**300 dpi or greater at 100%**)

Color:

Your ad will be printed in CMYK. No spot colors.
Color match: Exact color reproduction is subject to the limitation in the full-color printing process. Some deviations must be expected and must be accepted by the advertiser.

Formats:

PDF, EPS, JPG, TIFF, PSD: **Must be high resolution** (300 dpi or greater at 100%), Files should be converted to CMYK, flattened (where applicable) and fonts must be embedded.

FULL PAGE BLEED ADS:

Full page ad with a **BLEED** will trim to 8 3/8" x 10 7/8". You must allow **1/8"** overlap **PAST trim**. Keep important elements (type, etc.) 1/2" from trim.

Email art to: ads@littleonesmagazine.com

sizes	Full Page	8.375 X 10.875**
	Half Page	7.375 X 4.75
	Quarter Page	3.5 X 4.75
	Eighth Page	3.5 X 2

Full Page**
trim:
8.375 x 10.875

live area:
.5 in. inside trim

BLEED:
.125 inch past trim

Half Page
7.375 X 4.75

Quarter Page	Quarter Page
3.5 X 4.75	3.5 X 4.75

*Any guaranteed position, add 10% *15% Agency Discount for electronic artwork supplied. Material must be received before deadline.

Agency Ads or Customer Provided Ads

Ads provided by Agency or Customer will not receive a proof. Your ad will appear as it is submitted to Little Ones. Accuracy and quality are not guaranteed.

Ad Placement

Position requests will be given full consideration, but placement cannot be guaranteed. The Publisher cannot be held liable for failure to accommodate requests.

2013 deadline dates

Pub Date	Ad Deadline
Feb. 1 (Feb/March issue).....	January 4
April 2 (April/May issue)	March 6
June 3 (June/July issue)	May 6
August 1 (August/Sept issue)	July 5
Oct. 1 (Oct/Nov. issue)	September 6
Dec. 3 (Dec/Jan issue)	November 6

It's All In The Family

Refine your marketing by joining Venture Magazines' family of advertisers.

Your advertising representative can advise you on how to save by advertising in two or more of our products. We make advertising easy!

Reach Charlotte's Professional Women



Reach Modern Moms

Reach the Desirable Lake Norman Market



VENTURE MAGAZINES
P.O. BOX 1676 • CORNELIUS, NC 28031
704.612.4109

