

Life. Motherhood. Balance.

American Moms

the magazine

diverse



dynamite

Redefining Motherhood

MEDIA KIT CONTENT

1. CIRCULATION AND DISTRIBUTION
- 1-2. DEMOGRAPHICS
- 3. EDITORIAL PROFILE
- 3. READER PROFILE
- 3. WEBSITE
4. TARGET AUDIENCE
- 4. PUBLISHER
- 5. ADVERTISING INFORMATION
- 5. 2007 EDITORIAL CALENDAR
6. MECHANICAL REQUIREMENTS
- 6. 2007 MARKETING EVENTS
- 7. MISSION STATEMENT

circulation & distribution

In its first year, *American Moms the magazine* will have a controlled circulation of approximately 75,000 families and health-care providers throughout Tennessee with each issue. *American Moms* will be printed four times in its inaugural year, increasing to six times the following year.

Strategic distribution is important to us. *American Moms* will never be randomly dropped. Each of the 75,000 recipients will be hand-picked to ensure that our magazine is optimally distributed and reaches our intended audience quickly and effectively. This distribution strategy

means that your advertising dollars will begin working immediately.

Readers will choose *American Moms* for its name and its attractive, upscale design. More importantly, readers will choose it because the quality editorial will speak to their heart—mom to mom, sister to sister. As a result, your ads will directly reach our readers, a captive audience of potential customers who are interested in your product. Further, our website can compliment your print ads for consumers who want to learn more about your product offering.

Beyond being in the hands of over 75,000 moms and healthcare

providers, *American Moms* can be found where moms are found — local grocery retailers, prenatal classes, maternity and infant shops, local YMCAs and other sports facilities, bookstores, hair salons, and the offices of OB/GYNs, family care practitioners, pediatricians, pediatric and family dentists, health care providers and educators.

Circulation and distribution will also be achieved through online subscription, thereby reaching a wider audience. Consider optimizing your sales through online advertising with *American Moms* at www.americanmoms.com.

demographics

Estimated 2007
Spending by Tennesseans
Total Retail Sales

Tennesseans will spend an estimated 93,144,593 in retail sales in 2007.

Let *American Moms* help you capture your share of this ever growing consumer pie.

24,406,067	Motor Vehicles and Parts
2,836,847	Furniture
1692680	Electronics/ Appliances
10,886,560	Food/Beverages
5,030,788	Health/Personal Care
11,936,201	Gasoline
4,316,235	Clothing/ Accessories
14,336,210	General Merchandise

See next page for full Tennessee Demographic Report.

buying power OF WOMEN

Did you know that women:

- ✓ Influence 80% of all sales
- ✓ Account for 85% of spending on household goods and personal items
- ✓ Influence 80% of home buying decisions
- ✓ Make 2/3 of all health care decisions
- ✓ Handle 65 – 80% of auto repair and service shop visits
- ✓ Have the power to “veto” an automobile purchase 95% of the time
- ✓ Out spend men on sports shoes and apparel
- ✓ Make up 38% to 72% of fans at sporting events
- ✓ Control most spending on décor, linens, and kitchen gadgets
- ✓ Control most spending on furniture, cabinetry, carpeting, lighting, and more
- ✓ Play a major role in the purchase of real estate
- ✓ Hold more than half of all stocks
- ✓ Keep the economy from becoming stagnant during times of stability
- ✓ Keep the economy from collapsing during a recession

— Excerpted with permission from an article researched and written by Kimberly Blaker.

demographics continued...

American Moms the magazine will connect with its target market by adopting and embodying the tagline, "Life. Motherhood. Balance." Because *American Moms the magazine* will target Tennesseans initially, the most useful information to consider is a demographic report of that region. The following table – showing data obtained from the Census Bureau – outlines the population data for the state of Tennessee.

TENNESSEE DEMOGRAPHIC REPORT

Population

2000 Population	5,689,283
2007 Estimated Population	6,059,081
2012 Estimated Population	6,340,391

Households

Population in Households	5,541,337
Avg. Household Size	2.48

Total Families

Population in Families	4,620,837
Children in Family Household - natural born or adopted	1,611,789
Average Family Size	2.99

Family Households - HH with People Under 18 777,311

Married Couple Family - HHs with People Under 18	532,234
Other Families	245,077
Male Householder, no wife present	49,521
Female Householder, no husband present	195,556

Family Households - With No People Under 18 770,524

Married Couple Family - HHs with No People Under 18	641,726
Other Families	128,798
Male Householder, no wife present	36,455
Female Householder, no husband present	92,343

Median Household Income

Median Household Income 2004/2005	38,550
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Median Age

Both Sexes	35.9
Men Only	34.5
Female	37.2

2006 Households by Income

\$10,000-\$19,999	13.17%
\$20,000-\$34,999	22.28%
\$35,000-\$49,000	19.28%
\$50,000-\$74,999	18.42%
\$75,000-\$99,999	
\$100,000-\$124,999	9.32%
\$125,000+	3.10%
	4.12%

2006 Population by Age

Under 18	1,542,558
18-34	1,256,113
35-44	884,365
45-64	1,602,612
65+	773,432

2006 Population by Race/Ethnicity

White	79.60%
Black	17.00%
American Indian	0.20%
Asian	1.00%
Hispanic Origin	2.20%

2000 Education Attainment for Population 25+

Less than 9th Grade	6.80%
9th - 12th Grade, No Degree	12.90%
High School Graduate	28.80%
Some College, No Degree	20.90%
Associate Degree	5.00%
Bachelor Degree	17.40%
Graduate or Professional Degree	8.30%

Source: Claritas, Inc. 2006; Census 2000 Summary File

editorial

American Moms is a lifestyle magazine for women embracing the joys and challenges of motherhood. Because we are mothers, wives and lovers, we understand the delicate balancing act moms face – meeting the demands of their family while fulfilling their own emotional, physical, spiritual, and mental needs. *American Moms* will offer solutions to today's parenting and relationship issues by featuring relevant content on relationships, health and beauty for mom and child, fashion, blended families, finance, vacations, books, family activities, recipes, and motivational and spiritual topics. We will speak to the hearts of moms, while informing them, entertaining them, persuading them, and exciting them into action!

reader profile

A typical reader of *American Moms* is 22-44 years old. She is married, has at least one child at home and has a household income in excess of \$50,000, and enjoys reading, working out, and shopping. She is educated and worldly and passionate about her family and her community. The *American Moms* reader dines out, attends performances, movies, shows, and sporting events with and without her children. She is young, fashionable, wants to stay on top of her game, and treats herself to the spa on a regular basis. Our reader travels, makes purchasing decisions on investments, homes, furniture, computers, cars, and more. She is your sister, your best friend, your neighbor, your employee, your customer.

Audit Bureau of Circulations (ABC)
American Moms the magazine will apply for ABC memberships in 2007.

profile

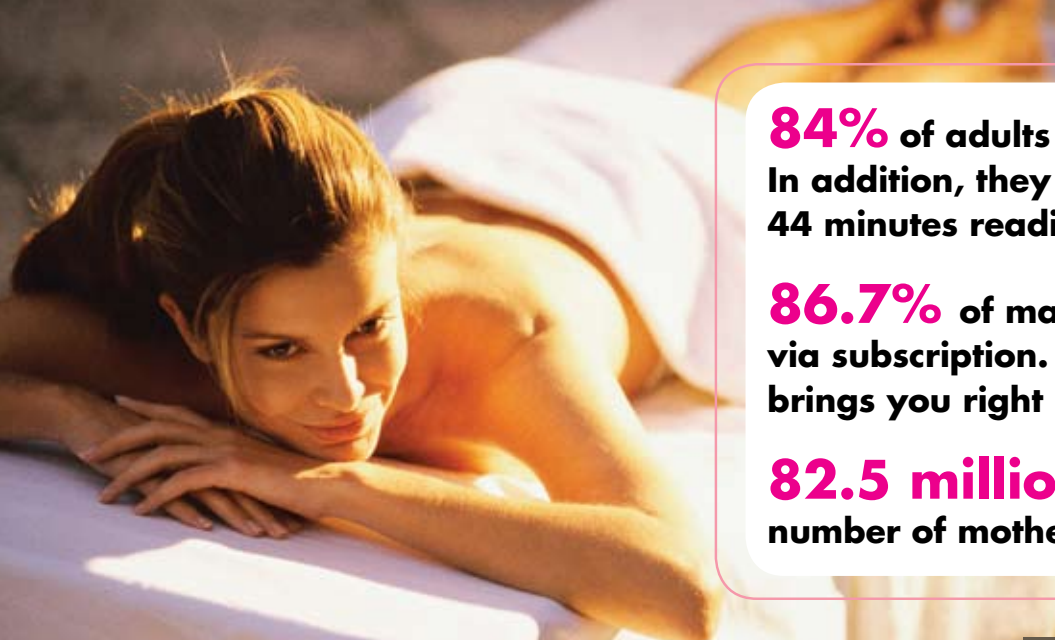


The typical reader of *American Moms* is between 22-44 years old, has at least one child at home, has a household income in excess of \$40,000, and enjoys reading, working out, and shopping.

website

www.americanmoms.com

Our website, www.americanmoms.com, compliments our magazine with in-depth articles addressing the emotional, physical, mental, and spiritual well-being of moms. The *American Moms* website will be used for advertising, selling subscriptions, and surveying subscribers about their relationship and parenting issues. We will also provide links to other on-line resources available to help them become the very best moms to their loved ones. Americanmoms.com will highlight our commercial partners and their products as we promote the very best in the latest health and beauty, healthcare, fashion, nutrition, fitness, travel, toys, baby gear, technology, books, and games.



84% of adults 18+ read magazines. In addition, they spend an average of **44 minutes** reading each issue.

86.7% of magazines are purchased via subscription. Advertising in magazines brings you right into consumers' homes.

82.5 million this is the approximate number of mothers in the United States.

target audience

American Moms will first target Tennessee moms, particularly those with children infants to early teens, living in metropolitan areas, as well as to health care professionals, care givers, family experts, and educators. Our readership will be in excess 100,000 families.

Through market research, industry experience, and efforts to gauge the typical readership statistics of competing magazines, *American Moms the magazine* has determined that our prospective subscribers (and newsstand readers) adhere to most of the following characteristics:

- ✓ Married, single, or blended family
- ✓ New moms or mature moms
- ✓ Primarily married moms with at least one small child at home
- ✓ Either a "stay at home mom" or a "career mom"
- ✓ Educated, having completed at least four years of college
- ✓ Worldly and travel savvy
- ✓ Keeps up with politics and current social concerns
- ✓ Household income of at least \$40,000
- ✓ Lives in the suburbs or close to a metropolitan area
- ✓ Subscribes to at least one other parenting magazine
- ✓ Enjoys reading, working out, and shopping
- ✓ Young, fashionable and wants to stay on top of her game
- ✓ Wants to get more out of life for herself and her family
- ✓ Keeps up with the latest entertainment
- ✓ Currently lives in the Southeastern part of the United States
- ✓ Belongs to a support group (book club, "moms' day out," wine tasting divas, etc.)

publisher

Passionate. Driven. Committed. Those words barely scratch the surface in describing **Sonja Mallery**, publisher of *American Moms the magazine*.



With an MBA from Middle Tennessee State University, Sonja was employed for over 11 years at two Fortune 100 companies. During her tenure, she held several sales management positions and won numerous sales and leadership awards, culminating with the prestigious 2007 CEO ACE Award.

In 2003, Sonja took on her most distinguished role yet — Mommy! She and her husband are parents to two children. Being a working mom isn't easy, but Sonja rose to the challenge, combining her business experience and her passion for family to ultimately create *American Moms the magazine*.

In her words: "I want to put my professional skills and energy into something I am truly passionate about — raising my kids and being a mom. The magazine does this by allowing me to provide helpful information and advice, and reaching out to ALL moms. I truly believe we are here to be supportive to other people. What better forum than *American Moms*?"

2007 EDITORIAL CALENDAR

ISSUE	THEME	HIGHLIGHTS
Fall 2007	Premier Issue	Truth About Great Marriages • Stepmom Forecast • Best Jeans for Your Body Type • Nurturing Friendships • Finding Time for Great Sex
Winter 2008	Relationships	Dr. Laura's Proper Care and Feeding of Marriages • Loving His Mom • Loving Your Difficult Child • Work and Sick Children • Transcending Resentment • Raising Daughters • Raising Sons • Overbearing Moms
Spring 2008	Style	Cosmetic Surgery • Great Spas • Spring Fashion For You and the Kids • Celebrity Designers • All Your Health Questions Answered • Welcome Baby Home in Style • Post Partum Depression • Colicky Babies • The Private School Debate • The Best Gifts for Mom
Summer 2008	10 Most Beautiful Moms	10 Most Beautiful Moms • Buddha Never Raised Kids • New Moms Guide to Parenting • Special Kids, Special Moms • The Big Debate – To Work or Not to Work
Coming in the Fall 2008	Passion	

Subject to Change

IN EVERY ISSUE

Beauty
 Fashion
 Health
 Parenting
 Relationships
 Travel & Leisure
 Question of the Month
 Surviving Parenthood

NEW COLUMNS

Relationship Therapy
 Q&A with local psychologists and therapists

Child Behavior
 Q&A with national and local experts

Surviving Parenthood
 Humorous take on adventures in parenting

Moms the Word
 Cartoon Strip featuring moms/parenting/relationship issues

Village Voice
 Inspiration from moms to moms

ADVERTISING RATES

	10%	15%	18%	
	1 ti	2 ti	3 ti	4 ti
Spread	7095	6386	6031	5818
Full Page	4150	3735	3528	3403
Two-thirds page (vertical)	3705	3335	3149	3038
One-half page (vertical)	3600	3240	3060	2952
One-half page (horizontal)	3500	3150	2975	2870
Digest	3100	2790	2635	2542
One-third page (vertical column)	2675	2408	2274	2194
One-third page (square)	2565	2309	2180	2103
One-fourth page	2030	1827	1726	1665
One-sixth page (vertical column)	1805	1625	1534	1480

Covers

2nd Cover	5300
Third Cover	4800
Fourth Cover	6600

ANTICIPATED ADVERTISING CLOSING DATES*

Issue	On Sale	CLOSING	
		(+)	(-)
Fall 07 - Premier	10/01/07	08/15/07	08/20/07
Winter 08	01/01/08	11/01/07	11/05/07
Spring 08	04/01/08	02/01/08	02/05/08
Summer 08	07/01/08	05/01/08	05/05/08

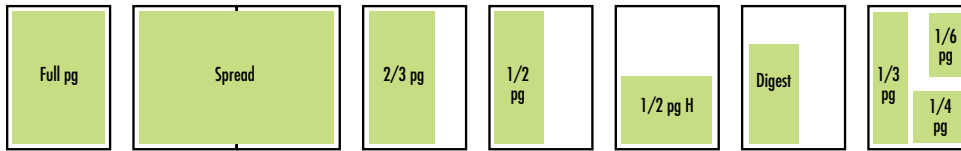
Material Closing 5 days after space closing.
 (+) Space (-) Material

*Closing dates based upon financing.

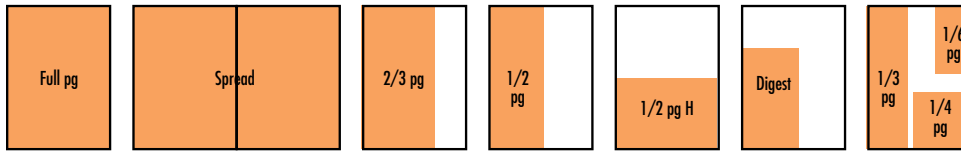
MECHANICAL REQUIREMENTS

SIZES	Live matter/ Non-bleed	TRIM	BLEED
Full Page	8 1/2" x 10"	9" x 10 7/8"	9 1/4" x 11 1/8"
Spread-2 pages	17" x 10"	18 x 10 7/8"	18 1/2 x 11 1/8"
Two-thirds page (vertical)	5" x 10"	6" x 10 7/8"	6 1/4" x 11 1/8"
One-half page (vertical)	4" x 10"	4 1/2" x 10 7/8"	4 3/4" x 11 1/8"
One-half page (horizontal)	8 1/2" x 5"	9" x 5 7/16"	9 1/4" x 5 11/16"
Digest	5" x 7 1/4"	5 5/8" x 7 3/4"	5 7/8" x 8"
One-third page (vertical column)	2 1/2" x 10"	3" x 10 7/8"	3 1/4" x 11 1/8"
One-third page (square)	5" x 5"	5 3/4" x 5 7/16"	6" x 5 11/16"
One-fourth page	4" x 4 7/8"	4 1/2" x 5 7/16"	4 3/4" x 5 11/16"
One-sixth page (vertical column)	2 1/2 x 5"	3" x 5 7/16"	3 1/4" x 5 11/16"

Non-bleed



Bleed



PRINTING SPECIFICATIONS

- Ads that require adjustments may incur a production charge of \$75 per hour.
- High-resolution PDFs are the preferred file format. Please download PDF settings at americanmoms.com/advertisers.html. Make sure the files are at a minimum of 600dpi with all fonts and images embedded. Bleed should be included to all ads that bleed. Please call us for further instructions at 1.877.296.3181 if you're not able to set up ad as a High-resolution PDF.
- All graphics should be created in CMYK build. No PMS colors (these will be processed out and will not look the same as the PMS color) and no RGB colors. Do not set black areas as CMYK — must be black only at 100% unless large areas of solid. All black type needs to be set as black only. Gradients cannot go below 7%.
- All fonts and images (links) will be accepted in the original files or embedded in the PDF (there can be no color corrections made to PDFs).
- The resolution of all images (photos) should be a minimum of 300dpi at final reproduction size. Images must be saved either as TIFF or EPS files only. No BMPs, GIFs, JPGs or other formats.
- Include both screen and printer fonts. Any fonts that are used in graphics (Illustrator or Freehand files) should be converted to outlines.
- Any reversed-out type will need to be fat enough not to plug up on the press.
- Hairlines need to be at least 1pt or larger.

- Please include a 100% size color laser or matchprint proof of your ad. Lo res PDF files can be used only as "soft proofs."

Delivery by mail:

Please send your Mac-formatted CD/DVD and be sure to include a printout of your disk directory. Also, please make sure your filename clearly identifies the ad. Please call us at 1.877.296.3181 for mailing address or with any questions. You may also email questions to americanmoms@picantecreative.com.

Delivery by FTP:

Alternatively, you may upload your files to the following FTP server (case sensitive):

Host: 64.128.80.11

Username: ftp2@parrisprinting.com

Password: milli5

Please include a PDF "soft proof" with your FTP files so we can see the desired appearance of your ad. Make sure you label the files with your company name and what issue the ad is to appear in. **Also, it is very important that you email us to let us know your files are on the FTP server** — we will not be checking the site each day, and files will automatically be deleted after a certain number of days.



2007/2008 MARKETING EVENTS

LAUNCH PARTY

American Moms the magazine will host an official launch party during the fall of 2007. Local celebrities, the press, media professionals, local businesspeople, and supporters of the magazine will all be invited to this summer feast that will celebrate Nashville's newest publication.

COVER MOM SEARCH

American Moms the magazine will host a Cover Mom Search in 2008 for its Summer 2008 10 Most Beautiful Moms issue. The selected mom will be treated to a day of glitz and glamour as she prepares for a professional photo shoot. Her picture will grace the cover of the Summer issue of *American Moms the magazine*. Look for details in upcoming issues and at our website, www.americanmoms.com.

DIRECT MARKETING CAMPAIGN

American Moms the magazine will utilize two direct marketing campaigns to build its subscriber base.



mission statement

Our mission is to offer **wisdom, advice, perspective, and support** to today's modern mom as she balances family, career, and her personal well-being. We will provide mothers from all walks of life candid advice on the life-changing journey of motherhood while we inform you, inspire you, comfort you, and excite you — all while making you smile. We will always challenge you to embrace the fullness of motherhood while staying true to family, and most importantly, staying true to yourself. We are **American Moms the magazine** — inspiring you to live a balanced life!

American Moms
the magazine