SUMMER 2025
MEDIA KIT

SALES REPRESENTATIVE:
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KIDS OUT and ABOUT .com
ST. LOUIS

BeyondtheNest.com

ENTERTAINMENTCALENDAR.COM

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**

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ST. LOUIS
Demographics

Unique Visitors
450,000 unique visitors / year

Pageviews
1.2 million pageviews / year

Newsletter
30,000 opt-in subscribers receive weekly e-newsletters

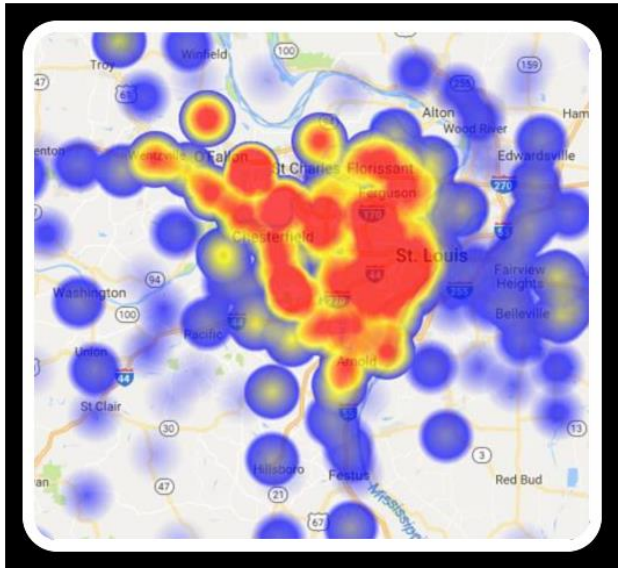
Demographics
85% parents

15% grandparents

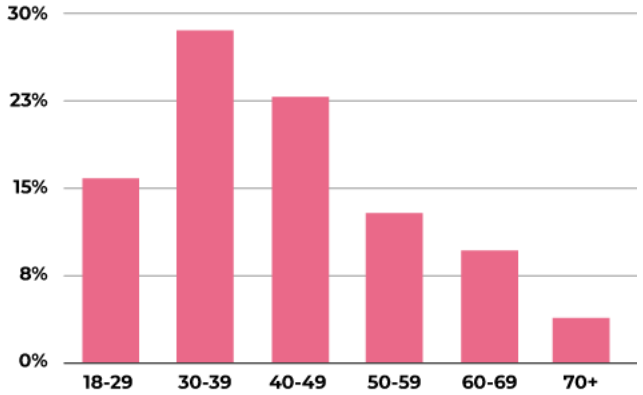
82% women

> *KOAA is the only tried and tested paid advertising that we do anymore!*
>
> *— Sensei Rob Kruchten*
> *Eastside Martial Arts, Victor, NY*

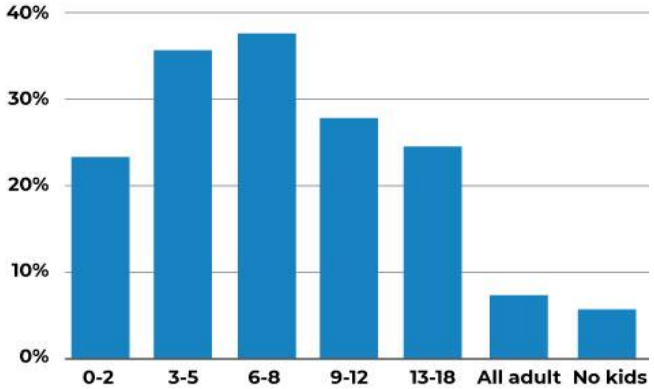
Where
Readers Live



Ages of
Our Readers



Our Readers' Kids



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Advertising Option
Videos

VIDEO AD

- $600/month, non-exclusive (max of four clients' video ads will share that space at any time)
- $1000/month, exclusive (must reserve significantly in advance of time slot)
- $200/week, non-exclusive

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

Advertising Option
Images

LEADERBOARD AD
(728 X 90 PIXELS):

Exclusive space: $1200 or $2500/month depending on region's average pageviews

Shared space: $600 or $1250/month

TOP AD
(450 X 150 PIXELS):

Exclusive space: $1500 or $3000/month

Shared space: $750 or $1500/month

SQUARE ADS
(250 X 250 PIXELS):

$100/20,000 impressions. Typical is 40,000; max 60,000.

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Advertising Option

Content Advertising

CONTENT AD

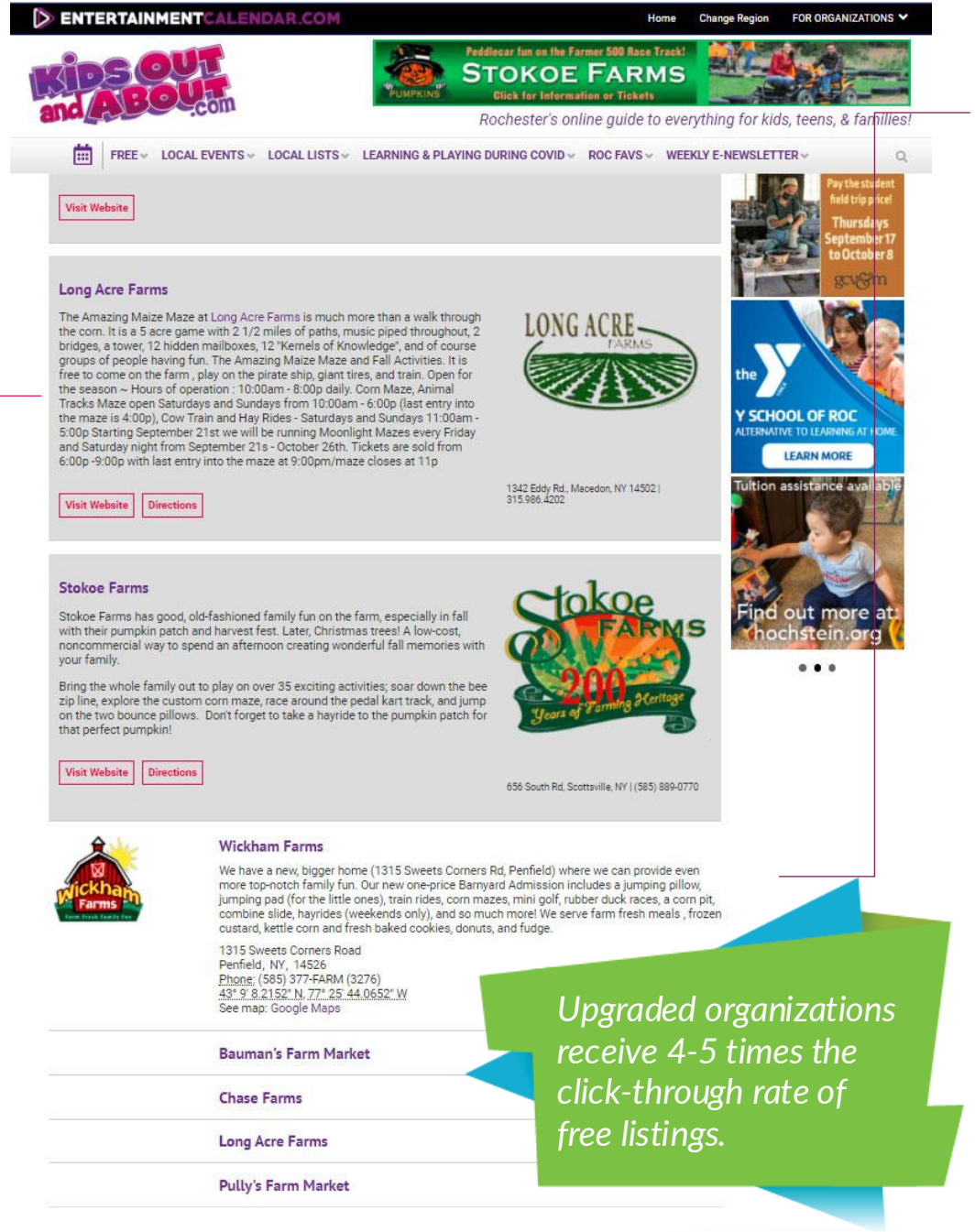
Get up to 110 words plus a square graphic and links (e.g., private schools, indoor play centers, etc.): $480/year

Content ad on subject search results page.

ORGANIZATION ARTICLE

Article by or about your organization: $1000 to $1500, depending on whether article is written by you or by us. Includes $1200 worth of visibility for 6 months following publication.

SAMPLE ARTICLE



Upgraded organizations receive 4-5 times the click-through rate of free listings.

UPGRADE LISTING

Upgrade organization listing on our site from free to paid: $100/month

- Appear at the top of the calendar, highlighted with graphics. They will be clicked on 4-5 times more than those of non-upgraded organizations underneath.
- Appear at the top of relevant organization lists on special pages for the time they are upgraded.
- Upgraded listing with data entry
- Have a dedicated page on which to promote the organization's information including descriptions, details and links.
- Your events are featured frequently on our social media postings.
- Upgraded organizations are more likely to be chosen in the Editor's Choice day-by-day events list in our weekly e-newsletter.

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Advertising Option

Newsletter Advertising

A weekly e-newsletter is sent to local readers every Thursday morning at 6am. Special annual editions are sent for Preschool (Jan); Camp (Feb, Mar & Apr); Birthday (May & Oct); After-school programs (Aug); Private Schools (Nov).

Our average weekly e-newsletter read rate is 31%-35%, with a click-through rate of 8.3%.

PARAGRAPH

Up to 110 words plus a graphic and link: $100/week.

SPECIAL-EDITION PARAGRAPH

$150 per annual edition

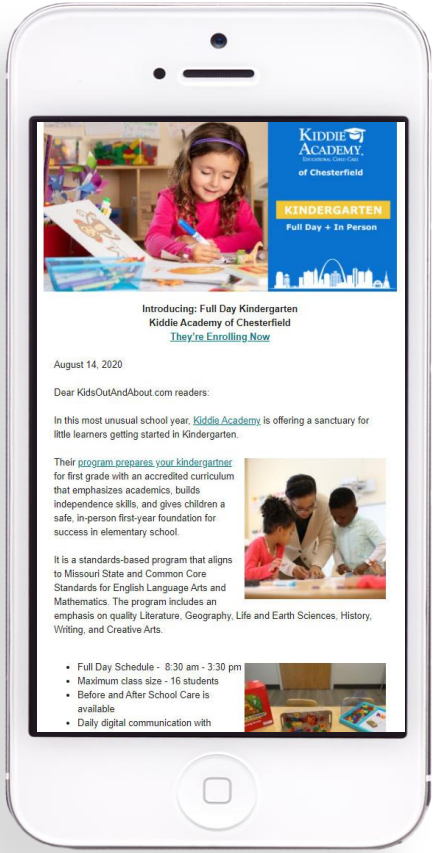
SAVE THE DATE

Link to your event on KOAA calendar: $40/week

IMAGE AD

Square ad (250 x 250) or leaderboard-sized ad (728 x 90): $200/week

[SAMPLE NEWSLETTER]



EXCLUSIVE E-BLAST

E-blast exclusively about your company, event, or services to *one* local region: Up to 8 paragraphs plus several graphics

- $600 - Includes paragraphs in two adjacent Thursday newsletters
- Discounts are available when sending to multiple regions

[SAMPLE E-BLAST]

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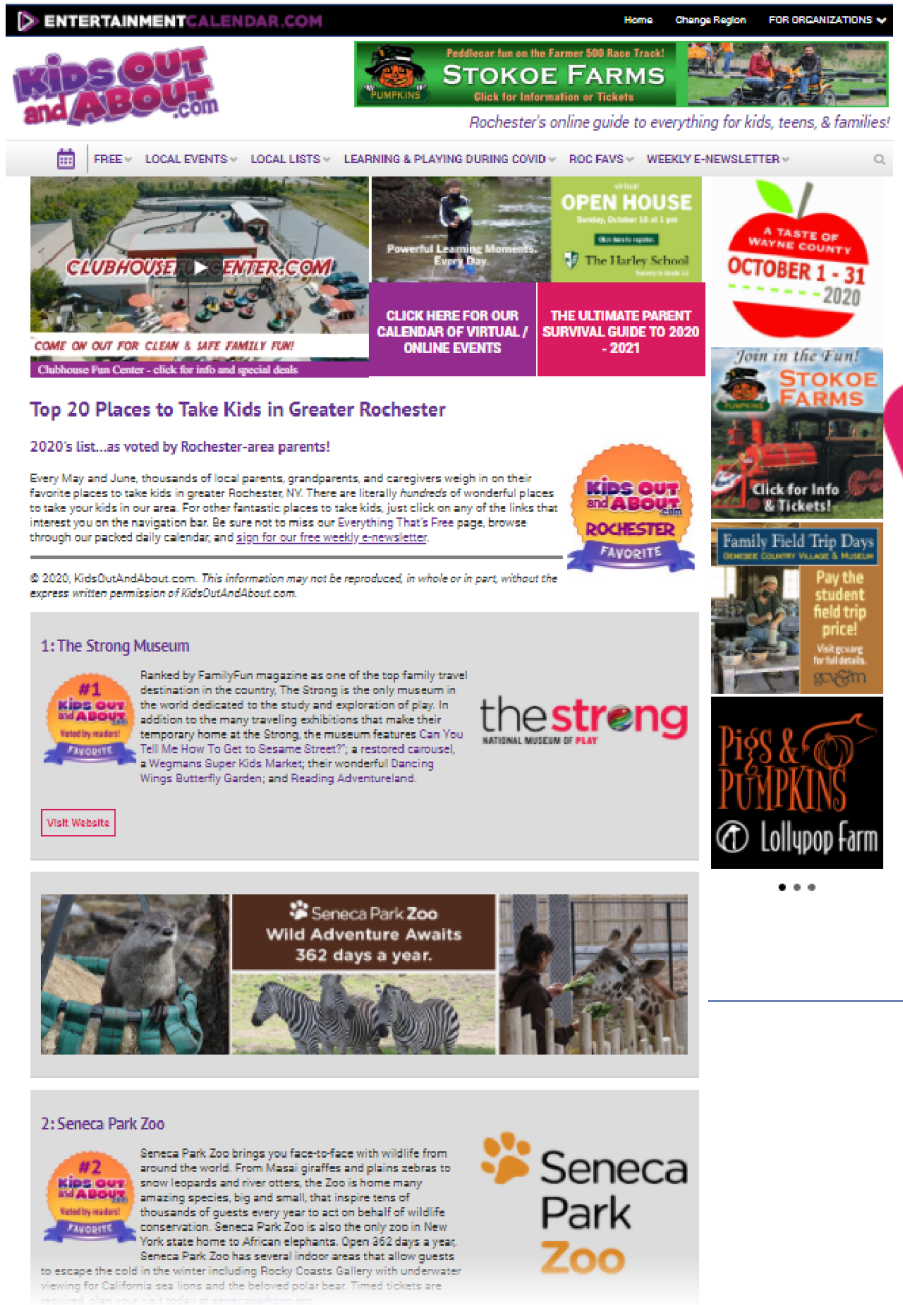
Advertising Option

Top 20 Page image ad

- Each year from mid-May to mid-June, KidsOutAndAbout surveys local parents to determine the new Top 20 Places to Take Kids ranking plus winners in special categories.
- The Top 20 page listing winners is consistently the highest-ranked individual page on KOAA.
- Organizations alert their fans to vote to help secure their rank in the list.
- Placement in page rank is driven purely by votes, not by paid contract.
- Both winners and non-winners can purchase an annual image ad on our Top 20 page for extra visibility. Ads appear between the ranks.



Maximize

Your Advertising

Google *places to take kids in St. Louis* and you'll find our Top 20 page.

TOP 20 PLACES TO TAKE KIDS IMAGE AD
(690 x UP TO 170 PIXELS)

$1200/year for ~300,000 views

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THANK YOU

Connect with us

to get started!

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> In our top traffic months — September & October — KOAA sent us 73% of the traffic we received from referring websites!
>
> *— Stokoe Farms, Scottsville, NY*

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