

# WINTER 2025 MEDIA KIT

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**KIDS OUT  
and ABOUT**.com  
DFW AREA

 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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# DALLAS – FT WORTH – MID-CITIES

## Composite Demographics



### Unique Visitors

700,000 unique visitors / year



### Pageviews

2.7 million pageviews / year



### Newsletter

52,000 opt-in subscribers in three regions receive weekly e-newsletters



### Demographics

85% parents

15% grandparents

82% women



DFW AREA



Newsletter reader distribution

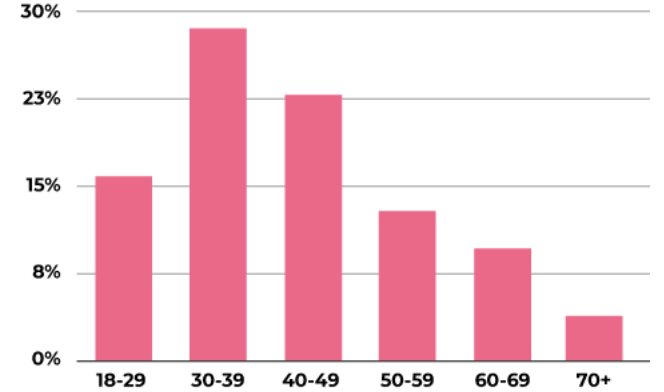
### DFW readers:

Dallas newsletter: 50%

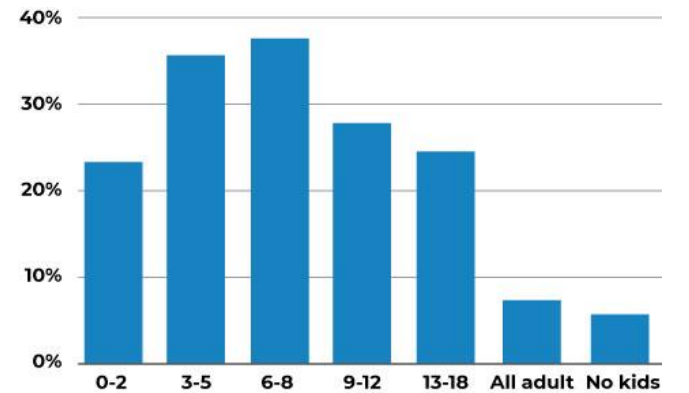
Fort Worth newsletter: 36%

Mid-Cities newsletter: 14%

### Ages of Our Readers



### Our Readers' Kids



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# Advertising Option Videos

## VIDEO AD

- \$600/month/site, non-exclusive (max of four clients' video ads will share that space at any time)
- \$1000/month/all three sites
- \$200/week/site, non-exclusive

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



DFW AREA

The screenshot shows the website layout with several ad spots:

- LEADERBOARD AD:** Located at the top right, above the calendar.
- VIDEO AD:** A large blue box on the left side of the page.
- TOP AD:** A yellow box at the top right, containing a link to a virtual calendar and a parent survival guide.
- SQUARE AD:** A purple box on the right side of the page, below the calendar.
- ZIP AD:** A green box on the left side of the page, below the video ad.
- FEATURED EVENTS:** A section below the main content area with a "Learn More" button.
- TODAY'S EVENTS:** A list of events on the right side of the page.
- SQUARE AD:** A purple box at the bottom right of the page.

# Advertising Option Images

## LEADERBOARD AD (728 X 90 PIXELS):

Exclusive space: \$1200/region or \$2500/month for all three regions (assuming availability)

Shared space: \$600/region or \$1250/month for all three regions

## TOP AD (450 X 150 PIXELS):

Exclusive space: \$1500/region or \$3000/month for all three regions

Shared space: \$750/region or \$1500/month for all three regions

## 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/region



## 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](#)



The screenshot shows the website interface with a navigation bar at the top. Below the navigation, there are several organization listings. Each listing includes a title, a description, a logo, and contact information. The listings are: Long Acre Farms, Stokoe Farms, Wickham Farms, Bauman's Farm Market, Chase Farms, Long Acre Farms, and Pully's Farm Market. A green callout box points to the Stokoe Farms listing with the text: "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)

### ✓ PARAGRAPH

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

### ✓ SPECIAL-EDITION PARAGRAPH

\$150 per annual edition



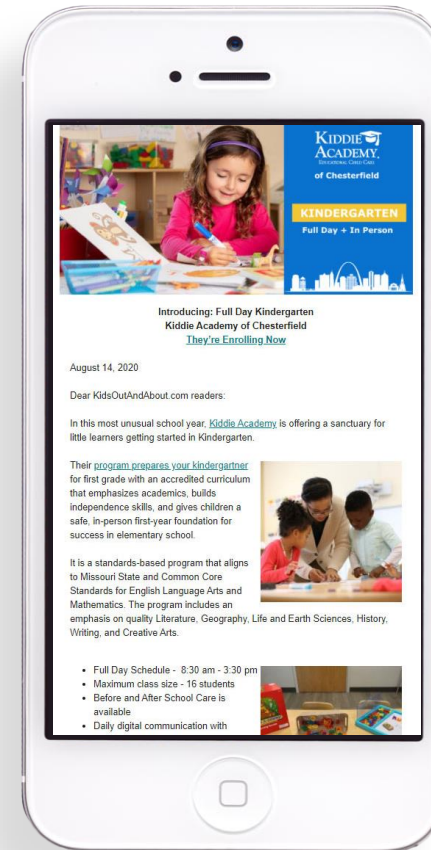
### ✓ SAVE THE DATE

Link to your event on  
KOOA calendar:  
\$40/week

### ✓ IMAGE AD

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

[SAMPLE NEWSLETTER](#)



Our average weekly e-newsletter read rate is 35%-37%, with a click-through rate of 8.3%.

## 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.



The screenshot shows the website's interface with a navigation bar at the top. The main content area is titled 'Top 20 Places to Take Kids in Greater Rochester' and lists '2020's list...as voted by Rochester-area parents!'. It features several promotional banners and a list of ranked locations. The first location is '1: The Strong Museum', which is ranked #1 by FamilyFun magazine. The second location is '2: Seneca Park Zoo', which is ranked #2. The page also includes a 'KIDS OUT and ABOUT ROCHESTER FAVORITE' badge and a 'Visit Website' button for the top-ranked location.

# Maximize Your Advertising

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



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

\$1200/year/region for ~100,000 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

”