

# GET CLOSER TO YOUR AUDIENCE

with **EverydayFamily.com**



- ▶ Advertising
- ▶ Events
- ▶ Sampling
- ▶ Custom Integrated Marketing
- ▶ Video
- ▶ Lead Generation

# WELCOME to EverydayFamily.com

► We are Parents, Families, Powerful Consumers, Travelers, Home Owners, Moms!



## Meet the EverydayFamily.com community...

We provide new and growing families with the exact information, inspiration, and ideas they demand. Our communities are active, affluent, and educated.

EverydayFamily.com gets to the heart of what it really means to be a parent, a mom, a dad, and a family; we aren't just talking about it, we're living it. EverydayFamily.com attracts more than 1.3 million unique visitors monthly with

Our fully integrated, multi-media packages are scalable and customized easily, meeting the unique needs of your business and help you achieve your marketing goals.

our fresh, honest, relevant, and engaging content, designed to help families excel in their daily lives. Our editors are dedicated to providing daily content for families seeking advice, information, and support... and to giving back to the communities supporting us.

Families connect with EverydayFamily.com because we provide up-to-date information from leading experts and blend it with personal perspectives from other

families - including our own - who are facing the same challenges. Our diverse community provides the real-life solutions and insights families need as they develop through the many dimensions of their lives - from preconception, pregnancy, and parenting, to health and wellness, volunteering, charity work, and family well-being.

EverydayFamily.com is more than a website ... it's a community that shares how families think, feel, play, and live.

Judge us by  
the company  
we keep.

HUGGIES

Disney

CLOROX

GENERAL MILLS

NUK

Pampers

Fisher-Price

# Why take chances with your ad budget?

Engage with more upscale, life-stage consumers with EverydayFamily.com than any current, national online family publication!

## About Us

### Life at EverydayFamily.com

Welcome to EverydayFamily.com. We're delighted to join you on your journey through pregnancy and parenting, even if it's not the first time you've traveled this road.

As a team of parents ourselves, we're excited to be your guides and to provide the best information, interactive tools, discussion forums, and resources to parents, and moms- and dads-to-be. Since our inception 5 years ago, our team has been fully plugged into the pregnancy and parenting world, having birthed and/or continued to raise 10 kids - all under 10 years of age!

Despite all this real-life experience, we certainly don't have all the answers; not even close. We're always learning. There's always another perspective, or some new breakthrough to consider; and that keeps us on our collective toes, in order to deliver the information and resources our audience demands.

## Why advertise?

### Site Channels Overview

**PRECONCEPTION:** Connects during the earliest stage of motherhood

**PREGNANCY:** Home of EverydayFamily.com's Pregnancy Planner

**BABY, TODDLER, CHILD:** Ages + stages content on health, care, and development

**PARENTS:** Articles for the everyday parent

**NEWS:** Newsletters for key life touch points

**PRODUCTS/GEAR:** Everything a family needs, with lots of photos

**COMMUNITY:** Blogs, message boards, social media, and gamification

Make your brand part of their life. EverydayFamily.com offers a powerful portfolio of distinctive, yet integrated, community touch points, which give your brand unparalleled opportunities to reach these coveted consumers—the EverydayFamily.com community.

In person, via exciting one-of-a-kind events, and through community tools, we reach your audience.

### The Power of Our Community

The EverydayFamily.com community delivers meaning for millions of families. The activities enjoyed by our audience create lifelong connections and friendships. They generate conversations, social events, links between generations, and bonds that last. Our audience is engaged with us, and with each other, on a daily basis. More importantly, they regard our brands as part of their family and social network.

### EverydayFamily.com's Social Network

Updated daily on Facebook and Twitter, EverydayFamily.com keeps tens of thousands of parents up to speed on the latest developments and news from our editors, marketing partners, and more.



### Business Opportunities

Our goal is to do far more than just drop your ad into rotation. Moms don't respond to a one-size-fits-all approach, and neither do our marketing partners. A marketing campaign demands a clear understanding of our clients' goals, needs, and objectives in order to be successful. With this mindset, along with our unique expertise in the pregnancy and mom market, we work in concert with our marketing partners to create bespoke solutions, specifically tailored to your brand, thereby yielding a strong ROI.





## EverydayFamily.com MEMBER DEMOGRAPHICS AND STATISTICS

*We deliver your brand to the right audience, at the right time.*

### At a glance:

#### Member Statistics:

3.6 MM Members

400,000+ Prenatal

150,000+ New Member

Registrations Monthly

Monthly Unique Visitors – 1.3+ MM

U.S. Traffic – 95.6%

Canada Traffic – 1.8%

UK Traffic – 0.8%

Other – 1.8%

#### Age of Members:

18-24: 27%

25-34: 56%

35-44: 14%

45+: 3%

#### Average Household Income:

\$64,345

#### Children in the Household:

0-1 Year: 22%

1-2 Years: 26%

2-3 Years: 16%

3-4 Years: 12%

4+ Years: 13%

Currently Pregnant: 11%

First Time Moms: 52%

# We do more than just drop your ad into rotation!

## ADVERTISING

*Standard Units - Rich Media - Videos - Custom Solutions - Sampling - Newsletters*

**STANDARD UNITS:** *Standard Units – Newsletters – Solo Emails*

EverydayFamily.com serves standard ad units that are recognized by the Interactive Advertising Bureau's (IAB) Universal Ad Package (728x90, 300x250, 160x600). We display ads that utilize standardized files in .gif, .jpg, .png, and .swf formats.

## ADVERTISEMENT SPECIFICATIONS

*Standard Guidelines – These guidelines are consistent with the IAB specifications (www.iab.net)*

- All ad units must launch a new browser window when clicked
- All static ad types are accepted (.jpg, .gif, .swf, .html)
- Max initial load file size should not exceed 40k
- The EverydayFamily.com group reserves the right to terminate a campaign at any indication that it is not being properly served.

## LEAD TIME:

- Three business days for standard creative
- Five business days for rich media
- All floating ad creative
- All video ad creative
- Expanding ad creative



# EverydayFamily.com helps advertisers develop experiences that have the power to create long-term, emotional connections with our consumers.

## Lead Generation

- Build your database through confirmed, opt-in lead generation
- Deliver a high volume of leads
- Segment database
- Offer is adjacent to high-quality advertisers
- Receive exclusive "Real Estate" on offer confirmation page
- Two-step confirmation process ensures high-quality lead

## Custom Solutions Overview

*We offer custom solutions for those advertisers needing opportunities outside the scope of standard IAB media.*

- Sponsorship Opportunities
- Sweepstakes
- Contests and Polls
- Interactive Tools
- Home Page Takeovers
- Custom Editorial opportunities
- Customized Audience Engagement Programs

## Newsletter Sponsorships

### Pregnancy Week by Week

This weekly newsletter corresponds to the expecting mom's current week in pregnancy. It includes content detailing the baby's weekly development, and the corresponding changes to the mom's body, as well as weekly pregnancy tips. Newsletters also include related pregnancy videos and a meaningful quote in each issue.

**Audience:** Prenatal (pregnancy weeks 1 – 40)

**Distribution:** 300k

**Frequency:** Sent out weekly, based on the member's due date, with emails deployed every day of the week. The full 300k completes in one week and then the cycle begins again.



### Baby Week by Week

This weekly newsletter corresponds to each week of the baby's first year. The newsletter includes content describing the baby's development, what to expect in the future, and parenting tips specific to the week. There is also a related video and a famous baby/parenting quote in each issue.

**Audience:** Baby, Ages 0 – 12 months (weeks 1 – 52)

**Distribution:** 750k

**Frequency:** Sent out weekly, based on the baby's birth date, so emails are deployed every day of the week. The full 750k completes in one week, and then the cycle begins again.



### EverydayFamily.com Newsletter

This newsletter contains editorial and video content on specific topics, which are relevant to the vast majority of our parenting audience. Whether you are a first-time, second-time, or an eighth-time parent, you have to deal with the same concerns of every new parent. Millions of women turn to EverydayFamily.com and EverydayFamily.com Newsletters for discussions and advice relevant to parents around the world.

**Audience:** Prenatal – 5+

**Distribution:** 1.4 MM

**Frequency:** Weekly



### Solo Emails

Advertiser has complete control over the marketing collateral. There is an EverydayFamily.com "wrapper" with our header logo, and with your advertising creative in the body of the email.

**Audience:** Prenatal – 5+

**Distribution:** 1.4 MM

**Frequency:** As needed



## AVAILABLE ADVERTISING UNIT SIZES:

40k max for .gif, .jpeg, and Flash. No looping or animation restrictions.

- 300x250
- 728x90
- 160x600
- 640x480 (Interstitial)
- 300x600

## Text Ad

- Text Ad is site served
- Total Char limit: 95 Char

## Flash Ad Units

- Flash files must be coded properly for accurate click and impression tracking
- All Flash files must be submitted as a .swf file with accompanying backup .gif/.jpg for display to users who do not accept Flash
- A click-through URL must be supplied
- We accept Flash versions 6-10

## Expanding Ads

Most common ad unit sizes - expanded dimension:

- 728x90
- 300x250
- 728x270
- 550x250

## Mouse Over/Mouse Off

- Ad should expand upon mouse over or click on expand button
- Ad should retract upon mouse off or clicking a close button
- If the ad expands with user click, the panel still must retract when mouse is removed
- Any sound should be user-initiated by click, not mouse over

## EverydayFamilyTV

Available ads include: Pre Roll, Post Roll, In Stream, Product Placement, 728x90 and 300x250 companion, Product Review, etc.

## OPA Pushdown:

We can build, if client provides .gif/.jpg:

- Collapsed: 986x50 – max 40k
- Expanded: 986x250 – max 70k
- 3<sup>rd</sup> party tags accepted

## Interstitial

- 60k max for .gif, .jpeg, Flash: 640x480
- All Interstitial functionality is handled by the EverydayFamily.com group
- Frequency cap is set at one time per session.

PAGE PEEL:

- Flash files must be coded properly for accurate click and impression tracking
- Two Flash files required: dog ear Flash file and page peel

DOG EAR FILE:

- 75x75
- Flash file: 40k initial

PAGE PEEL FILE:

- 500x500
- Flash file: 80k initial

Click-through specs:

- Create an invisible button over the area you want “active/clickable” to users

## Newsletter

(STATIC IMAGE ONLY)

-30k max for .gif, .jpeg

- 728x90
- 160x600
- 300x250

-Newsletters can only be site served, standard images, and no rich media.

-Tracking pixels can be used if sent five days in advance of launch

## CREATIVE POLICY:

- The EverydayFamily.com group has final approval of all ads with respect to editorial/creative content.
- The EverydayFamily.com group reserves the right to remove an advertisement from its websites at any time, for any reason.
- Changes to an existing campaign must be received at least three days prior to the change.

► *Contact Tony Golden at 949.608.0524 x 521 or contact your account representative directly.*



[www.everydayadsolutions.com](http://www.everydayadsolutions.com)