

KIDWINKS MEDIA KIT

What is kidwinks.com?

Kidwinks.com is the most comprehensive online resource for Chicago area moms looking for things to do and places to go with their kids. Featured are activities, events, classes, camps, birthday party venues, dining options and more to keep the children entertained, along with shops and services that help make mom's life easier.

Regular TV appearances

The kidwinks co-founders have been recognized by area media as experts on family-friendly venues. They are monthly guests on the WGN Midday News Focus on Family segment and also frequently appear on Channel 7 ABC News.

Who is a kidwinks mom?

Kidwinks.com caters to today's mom who tech. savvy, is internet-reliant, and time-starved but still strives for only the best for her kids and family.

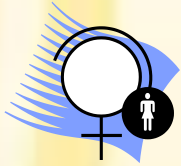


Creators

Best friends **Jean Lemke** (mother of 2 girls) and **Nina Taluc** (mother of 2 boys) were spending their time staying home with their kids when they realized the need for an online resource for moms focusing on Chicago families. Applying massive doses of mommy knowledge, work experience, and their Master's Degrees they created Kidwinks.com, Inc.



The Kidwinks Member Demographic



Gender

91% Female

9% Male



Family Size

On average kidwinks' members have 2.1 children.

Children's Age

Members' children range from 0 to 13 years old.

The average age of members' children is 6.3 years old.

Who They Are and What They Do.

- Inhabitants of Chicago and its surrounding suburbs,
- Techno-savvy,
- Connected 24/7,
- Socially inclined,
- Advice seekers,
- Substantially utilize their disposable incomes,
- Emphasize family, friends, and relationships.



VIRTUAL ADVERTISING

The Leaderboard

The leaderboard provides advertising partners with the opportunity to showcase their brand identity or logo in a highly visible platform. Positioned top and center on the **kidwinks** page, the leaderboard is the first visual viewers will see. This placement provides sponsors with the most spotlighted brand presence.



The Skyscraper

Located directly to the right of the page, skyscrapers are a 120x600-pixel vertical banner providing high-impact and highly visible placement of your brand or logo.



Specialty Guides

Ad placement in our popular specialty guide provides high visibility and sets our advertising partners above the all the others. Each guide also includes a coupon and photo.



The Featured Ad









The Featured Ad is positioned front and center on the main section page. Due to the uniqueness of its shape, as well as its convenient location, the Featured Ad draws the eye strategically and seamlessly.





WEEKLY ACTIVITIES GUIDE

Kidwinks' Family Activities Guides are weekly email "newsletters" which provide devoted space to a select group of brands, businesses, or products. The guides are designed in-house in order to seamlessly integrate your brand into the guide. Advertised email placement generates buzz within the **kidwinks** readership base and extends spotlighted excitement for advertising partners.

		kidwinks.com P.O. Box 274 Park Ridge, IL 60068
 Weekly Activities Guide		Weekly Guide Family Fun Activities Mon.-Fri. Weekend Kids Eat Free Coupons kidwinks Guides
<i>Kids eat free</i> <i>Free museum days</i> <i>Free family fun</i>		
Monday Nov. 15 - Sunday Nov. 21, 2010		
<p>The flu virus (norovirus?) invaded our household over the weekend -- NOT fun! Hope you are all healthy and avoiding this bug.</p> <p>Huge Toy Giveaway: If you're reading this before 8:00pm on Monday, November 15th, then there's still time to enter our drawing to win a large basket of toys from exhibitors at the upcoming Chicago Toy and Game Fair at Navy Pier.</p> <p>Check out the coupon for \$2 off admission in our Coupon Section below, and stop by our booth at the Chicago Toy and Game Fair - we'd love to meet you!</p>		
 		Connect w/ kidwinks Become a Member Like us! Follow us!   
<p>MORE GAMES: On Wednesday, we'll announce our new giveaway. Hint: more games. Watch your inboxes and our facebook pages!</p>		Want More? kidwinks.com Activities Events Calendar Restaurants Shopping Services
Chill out!		
	Home Comfort Heating & Cooling Northwest Suburbs Don't wait until the last minute to get your furnace serviced before the frigid winter air returns. Give this highly rated company a call, and don't forget to click their link in the Coupon Section below to get their \$50 off coupon.	
<p>This Week: If you're looking for something to do with the kids this week, I've got some ideas for you here. It's hard to believe, but Santa's out in full force and there are plenty of holiday activities already on the docket. There's so much more family-friendly fun to be found on the kidwinks website, and new events and activities are added constantly. Also check out our kidwinks Guides toward the bottom of this email. We'll be launching our Holiday Guides soon.</p>		
Monday - Friday		
Free Kid-Friendly Events in Chicago Area Chicago and Suburbs Kidwinks' members can sort this long list by distance from their homes! Click & scroll down.	Free Admission Days at Chicago Area Museums Chicago and Suburbs, IL Free admission at Chicago area museums and other institutions this week. Click & scroll down.	



DEDICATED EBLAST COUPON

Dedicated email blasts go beyond the traditional dedicated email. Our kidwinks coupon eblasts offer the most optimized opportunity for brand recognition and customer connectivity, through exclusive discounts, promotions, invites, and giveaways exclusive to our subscriber base. The dedicated coupon reaps large turn-around benefits for our clients from new and returning customers. Dedicated coupons are the most appealing and sought-after component in kidwinks' advertising strategy.

kidwinks.com
P.O. Box 274
Park Ridge, IL 60068

DuPage Children's MUSEUM Presents
Chagall
for children
NEW EXHIBIT!
Don't Miss It!
(Through April 20, 2011)
FREE with Admission or Membership

**OPEN UNTIL
4 P.M. MONDAY
FEBRUARY 21**

Save the Date!
Tiny Great Performances™ presents
Perceptual Motion Dance Company
Modern Dance Interpretations of Chagall's paintings
Saturday, March 5, 10:30 a.m.

CLICK HERE for a special discount coupon for Kidwinks.com visitors!

In cooperation with Kidwinks
\$2 OFF Museum Admission!
Valid for all admissions. Not applicable to other offers.
Expires 02/11/11

DuPage Children's MUSEUM
A nonprofit organization
885 W. Washington St.
Naperville, IL 60563
630-237-8000
www.dupagechildrensmuseum.org



TESTIMONIALS FROM KIDWINKS CLIENTS AND PARTNERS

"Kidwinks advertising has enabled us to reach our exact target market in numbers we have never seen before. Within hours our phones were ringing off the hook with new clients" Jason Feldman, Owner, Best Exposures Photography

"I have advertised with kidwinks practically from the moment the site launched, and have found it to be an excellent ROI for me. I have received new customers from my kidwinks ads, and early in my advertising with them, I got a \$10,000 job from someone who called after seeing my ad and positive reviews on kidwinks." Dan Schacke, Home Comfort Heating & Cooling

"Just an FYI - with my limited marketing budget the only out of house marketing I am doing for the camp is with your site. I have assessed that out of all the local kid-friendly resources in print and online, yours is the most user friendly and all encompassing and therefore creates the best ROI on our end. So we really thank you for continuing to maintain such a useful online resource." Manager, Pump It Up Chicago

"Thanks so very much for profiling Brunswick as part of your New Year's Eve events. We have received lots of wonderful comments from the public as well as our employees. It is amazing your reach!" Senior Marketing Coordinator



CONTACT US

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Kidwinks.com

The site to know with Chicago kids in tow