

# SUMMER 2025 MEDIA KIT

**CONTACT:**

Lisa Predmore | 585-633-8400 x703  
lisa@kidsoutandabout.com

**KIDS OUT  
and ABOUT**  
VANCOUR

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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# VANCOUVER

## Demographics



### Unique Visitors

275,000 unique visitors / year



### Pageviews

800,000 pageviews / year



### Newsletter

14,000 opt-in subscribers receive weekly e-newsletters



### Demographics

85% parents

15% grandparents

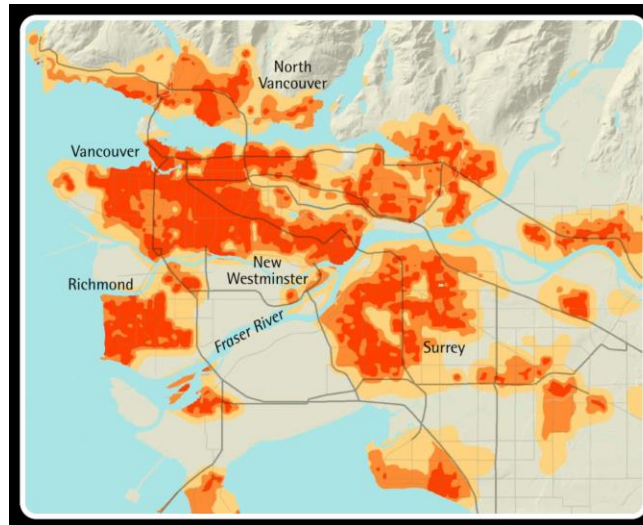
82% women



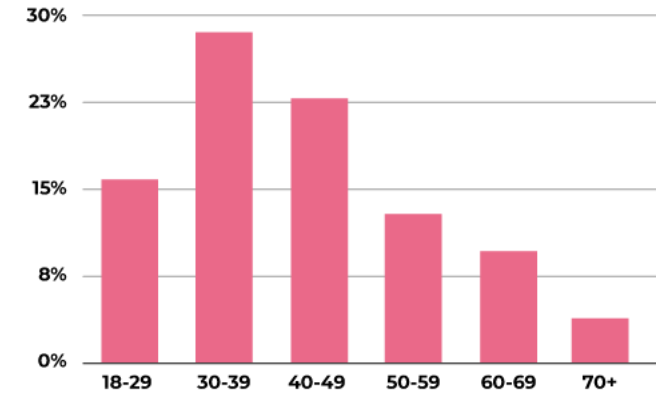
VANCOUVER



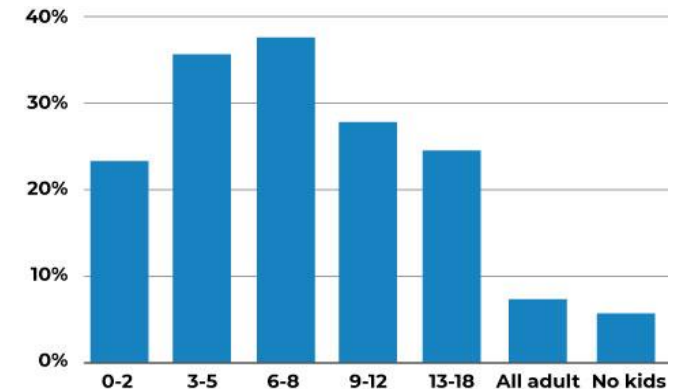
## Where Readers Live



## Ages of Our Readers



## Our Readers' Kids



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# Advertising Option Videos

## VIDEO AD

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

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



VANCOUVER

The screenshot shows the website layout with several ad spots:

- VIDEO AD:** A large blue box with the text "VIDEO AD Supply YouTube / Vimeo embed code or MP4 / MOV file".
- TOP AD:** A yellow box with the text "TOP AD".
- SQUARE AD:** A purple box with the text "SQUARE AD".
- FEATURED EVENTS:** A section with event listings, including "VIRTUAL CAMP IN A BOX: SLIMETASTIC SCIENCE at the DoSeum Ages 5-11" and "Horsin' Around at Lollypop Farm".
- TODAY'S EVENTS:** A list of events including "Free Online Yoga Classes", "FIRST DAY OF BROADWAY TEACHES KIDS! Fall Semester", and "Auditions for Halloween".

# Advertising Option Images

## LEADERBOARD AD

(728 X 90 PIXELS):

Exclusive space: US\$1200 / month

Shared space: US\$600 / month

## TOP AD

(450 X 150 PIXELS):

Exclusive space: US\$1500 / month

Shared space: US\$750 / 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.): US\$480/year  
Content ad on subject search results page.



## ORGANIZATION ARTICLE

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

[SAMPLE ARTICLE](#)



VANCOUVER

The screenshot shows the website interface with a navigation bar at the top containing links like 'FREE', 'LOCAL EVENTS', 'LOCAL LISTS', 'LEARNING & PLAYING DURING COVID', 'ROC FAVS', and 'WEEKLY E-NEWSLETTER'. Below the navigation, there are several organization listings. Each listing includes a title, a short description, a photo of the organization, and buttons for 'Visit Website' and 'Directions'. The listings shown 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 on the right side of the screenshot contains 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: US\$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



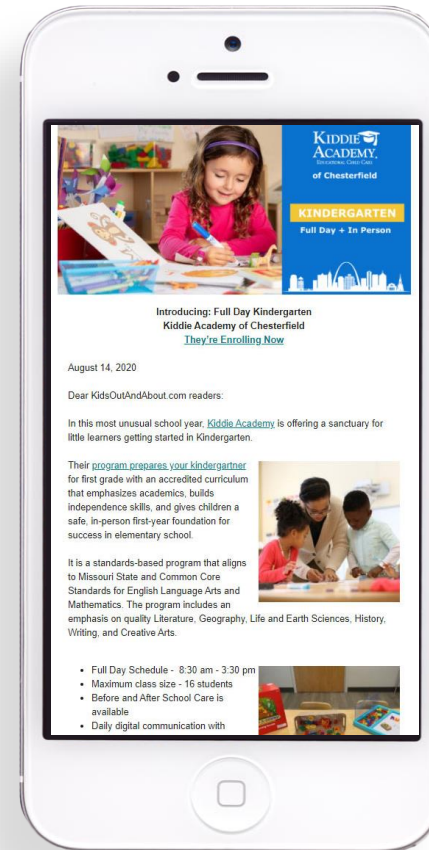
### ✓ SAVE THE DATE

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 32%-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 interface with a navigation bar at the top. The main content area features a grid of advertisements and a list of ranked locations. The first item is '1: The Strong Museum', which is ranked #1 by FamilyFun magazine. Below it is '2: Seneca Park Zoo', which is ranked #2. The website also features various other promotional banners for events like 'Stokoe Farms' and 'A Taste of Wayne County'.

# Maximize Your Advertising

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



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

US\$1200/year 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

”