



The Online Child Behavior Resource Center for Parents

MEDIA KIT



## WHAT IS KID POINTZ<sup>SM</sup>?

Kid Pointz is a unique online resource center for parents, specifically focused on child behavior. We like to think of ourselves as the “instruction manual” that all parents wish they had to help with the wide range of child behavior stages, issues and questions that every parent faces as their children grow and develop.

Kid Pointz provides a variety of different parenting approaches and solutions, so parents can find the ones that work best for them and their families. All of the information and resources on Kid Pointz is realistic and practical—so parents can turn around and start using it immediately.

At the end of the day, Kid Pointz is about helping parents to raise happy, healthy and well-behaved kids. It's about sharing our collective parenting knowledge and experiences to help each other be better parents and help our kids be the best they can be.

## WHO USES KID POINTZ?

Kid Pointz is for parents, grandparents, teachers, and anyone who works with kids and may need a little help now and then.

Overall, mom's are the #1 users on Kid Pointz. More often than not, mom's are the ones online looking for creative ideas, answers to questions, and the support and advice of other parents and experts.

With Kid Pointz, a brand has the opportunity to reach moms (and dads) while they are actively searching for the information, products and services they need to help them manage their lives and their families at every stage.

### BETA DEMOGRAPHICS:

- ★ MOMS, AGE 21- 54
- ★ ONE OR MORE CHILDREN AT HOME
- ★ MARRIED
- ★ COLLEGE EDUCATED
- ★ HOUSEHOLD INCOME \$65K+
- ★ WORKING



# KID POINTZ PROVIDES A WEALTH OF FREE CHILD BEHAVIOR CONTENT, RESOURCES AND TOOLS:

## Printable Behavior Charts .....

Hundreds of charts in a variety of great designs, for everything including general behavior, potty training, chores, homework and more.



## Parenting Articles .....

An extensive library of expert parenting articles with practical tips and advice on a wide range of child behavior questions and issues.



## Expert Videos .....

Interviews with child behavior experts on important topics such as sibling rivalry, bullying, ADHD, healthy eating, and more.



## Award Certificates .....

Certificates in a wide variety of designs and themes that parents can use to recognize their child's achievements.



## Points System .....

An online application where parents can set up customized rules, behaviors and chores for their kids, assign points and create rewards to motivate positive behaviors.



## Contracts, Journals and Talk Tips .....

A variety of behavior tools, developed by experts, that parents can use to help initiate healthy discussions on a variety of topics such as online safety, cell phone use, gratitude and healthy eating.



## Oh, Behave! Blog .....

An incredible team of well-known bloggers sharing their thoughts, experiences and advice on what works and what doesn't.



## Parent Coaching .....

Parents can schedule an email or phone consultation with an experienced parenting coach to help with specific behavior issues.



# OPPORTUNITIES

Kid Pointz is an online destination for parents who are seeking information, resources and tools to help them motivate and promote positive, healthy behaviors in their kids. From our expert parenting videos to behavior charts to original article content, we offer a unique custom integrated approach to reach a brand's target audience.

## SPONSORABLE FEATURES:



### **ARTICLES**

Create custom editorial content on topics integral to the brand's products or services.

### **EMAIL MARKETING**

Sponsor our targeted newsletters or send custom email blasts promoting the brand.

### **PRINTABLE CHARTS**

Integrate the brand and offer promotional coupons on relevant behavior charts that support the brand's positioning.

### **DISPLAY ADVERTISING**

Feature the brand on an array of ad units integrated throughout the site or tied to relevant content areas.

### **PRINTABLE COUPONS**

Distribute promotional or trial offers directly to the brand's target audience.

### **VIDEO**

Run custom pre-roll advertising on our expert parenting video series, or create custom videos featuring the brand.

### **SURVEYS & POLLS**

Find out what moms are thinking quickly with our custom quick polls or product surveys.

### **CONTESTS**

Host custom contests or sweepstakes to communicate the brand's message and engage visitors.

### **BEHAVIOR TOOLS**

Develop custom tools that allow parents to interact with the brand on a deeper, more personal level.

### **SITE SKINS**

Integrate the brand's logo and branding across our most popular pages or sections.





## WHY ADVERTISE WITH KID POINTZ?



### ★ TARGETED

Kid Pointz is specifically designed for parents of children ages 3–14.

### ★ DEPTH

Kid Pointz is the only online site, focused on child behavior, offering hundreds of charts, articles, tools and more.

### ★ PURCHASING POWER

Parenthood drives an array of new purchases including everything from toys to health products to family travel.

### ★ BRAND INTEGRATION

The Kid Pointz editors work closely with sponsors to develop creative, customized content that creates a real connection with a brand's target audience.

### ★ CATEGORY EXCLUSIVITY

As a Kid Pointz sponsor, brands receive exclusivity in their selected product categories.

### ★ INFORMATION SHARING

Kid Pointz provides valuable information and insights to improve a brand's success in the mom marketplace.

"POWER MOMS—  
WOMEN AGE 25-54  
WITH AT LEAST  
ONE CHILD—TODAY  
REPRESENT 19% OF  
THE ACTIVE ONLINE  
POPULATION, AND THEY  
WIELD MORE INFLUENCE  
THAN EVER BEFORE...  
CONTROLLING 85% OF  
HOUSEHOLD SPENDING."

Nielsen Online, May 2009.





## Contact Us to Get Started

We would love to help you create a unique integrated sponsorship program to reach your brand's target audience.



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