

2008-2009

Treasure Valley Family MAGAZINE

Encouraging Families Since 1993

MEDIA GUIDE & PLANNER



Treasure Valley Family Magazine is dedicated to promoting healthy families and positive parenting. Our editorial includes family and parenting features, reviews, activities, local guides, and a monthly event calendar—resources, issues and topics that parents have come to trust and rely upon for their family.

We're geared to the interests and needs of families and children and we reach parents who are vested in their kids, and we focus on families with children 12 years and younger.

The most effective way to
reach parents and families
in the Treasure Valley!

FAMILY READER PROFILE

Our readers are actively involved in their children’s lives. They are committed to supporting their community and the local businesses and services that help support their children throughout the stages of their lives, including their education, the arts, athletic programs, and more.

Our group of parenting and family publications attracts affluent readers who make family-related purchases, and turn to these publications for information about services that address their family’s needs and interests.*

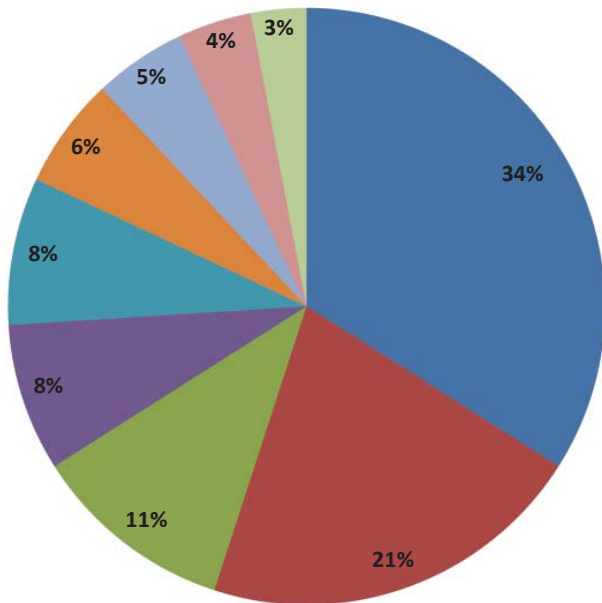
Average readership per issue:	41,000 readers
Primary reader:	88% female
Average age:	85% between the ages of 25-44
Household income:	44% \$50,000-\$100,000
	26% over \$100,000/year
Education:	67% graduated from college or completed post-graduate degree
Age Ranges of Children:	57% have children under age 5
	67% have children between 5-12

*Reader demographic information based on a 2007 independent online survey conducted by Readex Research of Stillwater, MN (readexresearch.com) and a 2008 phone survey by Circulation Verification Council (CVC), an independent third-party circulation audit, (cvcaudit.com).

FAMILY DISTRIBUTION

Treasure Valley Family Magazine’s free distribution is specifically targeted to places that parents and families frequent. Our monthly distribution is monitored by an independent audit firm, CVC. We have over 600 distribution sites throughout Boise, Meridian, Eagle, Star, Nampa, and Caldwell (Ada and Canyon Counties).

Circulation:	18,000 copies per issue
Average readership:	41,000 per issue



- Schools, Preschools, Daycares
- Medical, Dental, Therapy, Family Programs
- Retail; bookstores, clothing, toys, supermarkets
- Restaurants
- Dance, Karate, Gymnastics, Tutoring, and After-School Programs
- Miscellaneous
- Health clubs, YMCA's
- Libraries
- Museums, Performing Arts Centers

Media Partners



Professional Affiliations



PARTNERSHIPS & SPONSORSHIPS

Beyond the pages of our magazines, Family Magazine & Media, Inc. (FM&M) supports many organizations and events in the community, bringing quality activities and opportunities to families, and connecting local resources and businesses to children and parents:

- The **Boise Philharmonic** Sounds Like Fun Concert Series and Educational Programs
- The **Treasure Valley YMCA's** Kids' Classic Races
- The **Saint Alphonsus** Festival of Trees
- **City of Boise** Programs: Arts for Kids, Library Consortium's Summer Reading Program, and After3Boise.com
- **Roaring Springs Waterpark's** Moms, Pops & Tots Day
- **Ballet Idaho** Family Series
- **Idaho Shakespeare Festival's** Family Night and Camp Shakespeare
- **Zoo Boise's** Family Day
- **International Museum Day**
- **Bogus Basin** "Learn a Winter Sport"

EDITORIAL CALENDAR & THEMES

Through its award-winning editorial, Treasure Valley Family Magazine provides families with resources, activities, news, reviews, local events, and information about businesses and services to meet their family's needs and interests.

- **JANUARY**
Special theme: Family Health & Wellness
Special guide: Health and Wellness
- **FEBRUARY**
Special theme: Early Learning
Special guide: Preschools
- **MARCH**
Special theme: Children's Education
Special guide: Public, Private & Independent Schools
- **APRIL**
Special theme: Summer Camps
Special guide: Day & Residential Camps
- **MAY**
Special theme: Treasure Valley Women
Special guide: Youth Sports
- **JUNE**
Special theme: Summer Events
Special guide: Family Day Trip Map
- **JULY**
Special theme: Fairs & Festivals
Special guide: Child Care
- **AUGUST**
Special theme: Back to School
Special guide: After School Activities
- **SEPTEMBER**
Special theme: Classroom Ideas
Special guide: Field Trips
- **OCTOBER**
Special theme: Halloween Happenings
Special guide: Fall Harvest Fun
- **NOVEMBER**
Special theme: Holiday Planning
Special guide: Birthday Parties
- **DECEMBER**
Special theme: Winter Holiday Fun
Special guide: Performing & Visual Arts and Winter Fun Map

MONTHLY COLUMNS & DEPARTMENTS

- **Bits & Pieces:** Community events, health advice, parenting news, reviews, and more.
- **Family Event Calendar:** The area's most comprehensive listing of family classes, activities, programs, events, on-going exhibits, and library story times.
- **Children's Book Nook:** Book reviews for toddlers through elementary-age children.
- **Time4Mom:** Women's health, news, and support for mom.
- **Family Support:** Profile of local agency or non-profit group.
- **Family Day Trip:** Quick travel idea for the entire family.

*FM&M has received awards from Parenting Publications of America for both Editorial and General Excellence.
Visit parentingpublications.org.*

TREASURE VALLEY FAMILY RESOURCES™

Our annual directory for families is our "family guide book!" This directory includes telephone and internet listings; emergency, business, and community information; school districts and library contacts; family getaway ideas; and an annual event calendar.

Deadline: October 2009

Distribution: December 2009, and continues throughout the year at racks and at sponsored family events.

Treasure Valley Baby MAGAZINE

Our annual publication for new parents and parents of infants through toddlers. Our special Infant Resource Guide supports new families and answers questions for young families.

Deadline: May 2009

Distribution: June 2009, and continues throughout the year at selected sites, and Treasure Valley pediatric and OB/GYN offices.



Treasure Valley Family.com MAGAZINE

Click and find our monthly Family Event Calendar and selected editorial features, columns, our magazine's archived resource guides, and more! Parents can also link directly to local business and resources through digital editions of, *Treasure Valley Family Resources* and *Treasure Valley Baby*, and sign up for our FREE Family Weekend E-newsletter!

Summer Camp & Activities Fair

Cover Kids Search™

This annual event helps families plan their summer! Families have a chance to meet local day camp and residential camp directors during this afternoon of family fun, which includes hands-on activities, crafts, music and athletic fun, offered by more than 50 area camp programs.

Our annual Cover Kids Search is held in conjunction with our Summer Camp & Activities Fair in April.

TREASURE VALLEY Teen.com

An online resource for parents of teens with feature articles, local support groups, interactive, and informative news and advice.

This website meets the next step for our readers whose kids have grown up and are now teenagers. Go to www.treasurevalleyteen.com and discover how this online resource supports the needs and interests confronting today's teens, answers questions, and provides local information, advice, news, and ideas for Treasure Valley parents.

Helping families every day!



family magazine
and media, inc.

FAMILY MAGAZINE & MEDIA, INC.
13191 W. Scotfield St.
Boise, Idaho 83713-0899
Phone (208) 938-2119
Fax (208) 938-2117
www.treasurevalleyfamily.com
magazine@treasurevalleyfamily.com