

Smart Family is the local publication that Moms have been asking for but, until now, never existed.

Edited by a Mom, *Smart Family* is a unique, informative and valuable publication. It is available in print and online, providing important, researched information while connecting readers with their peers, in order to help local Moms in their quest to *live, laugh and learn*.

Smart Family is the direct result of the invaluable input of hundreds of diverse Moms as well as the most current national research. Its combination of informative SmartPages and unique features make *Smart Family* much more than just a ‘fun read’.

INVALUABLE

Through its unique format, carefully constructed features and colorful, well designed presentation, *Smart Family* really does accomplish its mission of assisting Moms in their everyday quest to *live, laugh and learn*.

HIGH QUALITY

Published quarterly, *Smart Family* is available in its entirety both in a glossy, full-color print edition as well as online in a state-of-the-art flip page format that brings the exact publication to life for both its readers and advertisers.

READER-FRIENDLY

Respectful of Mom’s busy schedule, *Smart Family* is presented in a crisp easy-to-read format. From its vibrant table of contents to its easy-to-distinguish color-coded sections, from its informative SmartPages to its unique, provocative features, *Smart Family* is a valuable publication with a long shelf life.

THOUGHT-PROVOKING

Moms particularly enjoy the motivation offered by the ‘Local Inspiration’ and ‘In Her Words’ features as well as the incredible wealth of information included in each edition’s SmartPages.

SMARTRESEARCH

An astonishing 91% of the women recently surveyed stated that advertisers don't understand them. As a *Smart Family* advertiser, you will be directly connecting your business or organization with local Moms in a manner that confirms that you understand and respect them. The result: more new customers and more satisfied repeat customers.

Smart Family advertisers recognize that Moms do not only buy for themselves; they buy for an average of 3 additional people. Research confirms what most astute advertisers have realized over the years. Moms buy for their households, their kids and often buy for or directly influence the purchases made by their parents and their in-laws.

Smart Family embraces the fact that women make an astounding **83%** of all purchases in today's households.

94% of all home furnishing purchases

92% of all vacation decisions

91% of all home services

80% of her entire family's healthcare decisions

80% of all home improvement projects

75% of all new home purchases

68% of all new car buys

65% of all new tire purchases

55% of all consumer electronics including wide screen TV's

Multiple sources that you are encouraged to discover include: *The Mom Factor* by Nora Lee, *Power of the Purse* by Fara Warner, *Trends* by Peters / Barletta, *Trillion-Dollar Moms* by Bailey & Ulman, *Don't Think Pink* by Johnson & Learned, *Just Ask a Woman* by Mary Lou Quinlan and www.trendsight.com.

Smart
Family

SMARTER DISTRIBUTION

Effectively getting the message to Mom, the CEO of today's home.

3 POWERFUL DISTRIBUTION METHODS

TARGETED DIRECT MAIL

More than **25% of total distribution** is achieved via direct mail to affluent and active local families.

**West side of Los Angeles | Bel Air | Beverly Hills | Brentwood | Century City
Cheviot Hills | Culver City | Malibu | Marina del Rey | Pacific Palisades
Santa Monica | Venice | Westwood | West Hollywood**

WIDE DISTRIBUTION NETWORK

More than **350 locations and outlets:**

- Grocery stores including **Gelson's, Ralphs, Albertsons** and **Bristol Farms**
- Local retailers
- Family-friendly restaurants
- Doctor, dentist and other professional offices
- Local libraries, churches & synagogues
- Hospitals
- Local attractions and special events
- Real estate offices and relocation packages
- Moms' clubs and women's organizations

ONLINE 'PAGE TURNER' EDITION

Each new edition of *Smart Family* is available online (smartfamily.net) in a user-friendly, page flipping format.

A client's advertisement is present in the exact, effective position as it is in the print version.

Reader / users can literally turn the pages just as if it were in their hands.

In addition, readers can opt to jump to any page or even enlarge the publication to full screen size.

MORE THAN 160,000 REASONS TO ADVERTISE!

A free, timely and informative quarterly publication,
Smart Family publishes and distributes more than
40,000 copies four times each year.

Smart
Family

Q. How have Moms influenced the development, launch and evolution of *Smart Family*?

A. Edited by an active Mom, *Smart Family* is the direct result of the invaluable input of Moms as well as extensive national research.

It is clear that Mom has a real need for information and options as well as a strong desire to connect with and learn from her peers. She is most responsive to what is made available to her in an organized format respectful of her busy schedule.

In addition, the SmartPage topics and the new Mom-to-Mom features are all the result of their comments and suggestions as is the publication's full-color look and convenient size. The decision to place the entire publication online can also be credited to Mom-input.

Q. Is direct mail one of the prevalent methods by which *Smart Family* is distributed?

A. In addition to its powerful distribution through grocery and local retailers, hospitals, doctors' offices, libraries, attractions, real estate agents and dozens of other family-friendly businesses and organizations, a major portion of *Smart Family* distribution is accomplished by direct mail to affluent and active local families.

Q. Are color advertisements substantially more effective than black and white ads?

A. Studies indicate that a consumer is up to 80% more likely to retain the advertiser's message if their ad is in color. In addition, color advertisements unquestionably help to reinforce the quality attribute ratings and overall brand of a business or organization.

Q. How does *Smart Family* geographically, demographically and psychographically connect advertisers with local Moms?

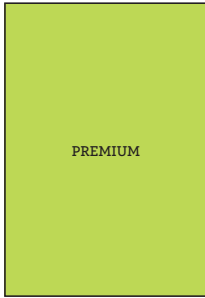
A. *Smart Family* publishes a local edition that is distributed only to families that live close enough to utilize the services of our respected advertisers. There is no reason for advertisers to pay to reach readers who can't reach them.

Smart Family utilizes three distinct and powerful distribution methods to ensure that advertisers successfully communicate their message specifically to active and affluent Moms, the CEO's of today's households. Targeted direct mail and strategically distributed copies guarantee that.

The information-based format of *Smart Family* enables our advertisers to sponsor pages that directly relate to the business they are in. Print advertising is more effective when it enables a business to connect with readers who are expressing their interest by choosing to read a specific page.

Q. Do only child-driven businesses benefit from advertising in *Smart Family*?

A. Definitely not! Research validates that Mom is responsible for 85% of all buying decisions for her family, from home financing to car shopping, from healthcare to dance instruction. Moms buy from businesses and services that communicate effectively with her.

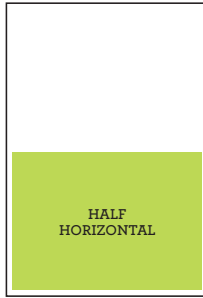


PREMIUM

PREMIUM

Bleed: 5.5" x 8.625"

Floating: 4.75" x 7.875"



HALF
HORIZONTAL

HALF HORIZONTAL

4.75" x 3.88"

Advertising Specs

Please contact designteam@smartfamily.net with questions or concerns about ad sizes.

Submitted Ads

All artwork that is submitted needs to be MAC compatible.

Ads must be submitted as (.TIF, .PDF or .JPG) at 300 DPI.

We cannot accept the following formats: PAGEMAKER, QUARK XPRESS or WORD files.

Ad Deadlines

All final ads should be submitted to design@smartfamily.net.

PDF Specs

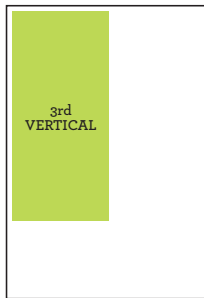
- All colors must be converted to CMYK. No spot RGB colors can be accepted.
- Finished files should be made at 300 DPI resolution with all fonts and images embedded in the file.
- All PDFs need to be created by first making a POSTSCRIPT file and then running it through ACROBAT DISTILLER.



3rd
HORIZONTAL

3rd HORIZONTAL

4.75" x 2"

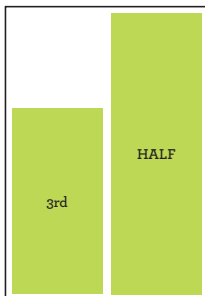


3rd
VERTICAL

3rd VERTICAL

2.375" X 4.5625"

SPREAD SPECS

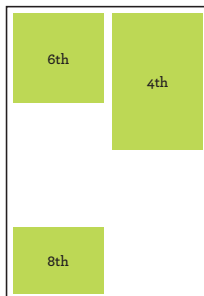


3rd

HALF

3rd
2.2" X 5"

HALF
2.2" X 7.625"



6th

4th

8th

4th
2.2" X 3.72"

6th
2.2" X 2.4"

8th
2.2" X 1.72"

DPI Specs

- *Smart Family* will be printed with a 133 line screen.
- All photos should be 300 DPI at 100%.
- All line art / vector art should be provided at 600-1200 DPI.

Ad Design / Fee

Smart Family is pleased to design your ad free of charge, including an initial revision. Any ad requiring changes after a second proof (subject to review) will be charged a fee of \$75 for each additional proof.

WHAT ADVERTISERS AND READERS ARE SAYING

Recognizing the need to directly target moms, we sought a medium that would ensure that we achieved that objective. *Smart Family* was an ideal fit for us. It offers a clean, professional resource to moms and provided us with the opportunity to promote our organization and its programs. *Smart Family* was the perfect match for us to share our message.

Kellee S. McGahey
Assistant Director
Lowcountry Graduate Center

I want to express my sincere appreciation to Ben and *Smart Family*. We happily recommend *Smart Family* to other schools or nonprofits for their advertising needs. Your customer service is unequalled and your desire to exceed our advertising expectations is unprecedented.

The SmartPage is accurate, concise and unbiased. Peter and the ad designers incorporated this knowledge into creating our ad for the publication showing great talent, professionalism and flexibility in meeting our requirements.

Betsy Fanning
Associate Head of School
Trident Academy

I have advertised in more than 10 different publications and *Smart Family* is the only one which has produced the response I want and need for my business.

Jennifer Holmes
The Bath Deli

Smart Family is a home run! Plus, your advertising design work is awesome.

Steve Cordina
Adventure Marketing

You are a genius! I love the book and now it's available online...it's so easy to move through and read. So innovative and so far ahead of everyone else... your publication offers so much more. Great job! We're proud to be included in *Smart Family*! I love our ads and the placement is super!

Tina Marshall
Goodwill of Lower
South Carolina

I love *Smart Family*! Thanks for providing a copy to each participant in our Girl Scout adult training weekend.

Jerilyn Gilstrap
Girl Scouts of Eastern
South Carolina

I am extremely impressed with *Smart Family*. You took an ambitious idea and made it into an invaluable reality.

Victoria K.
Mom

Your new publication must be one of the most resourceful publications I have ever picked up.

Mary Y.
Public Relations Professional

I have purchased books just to get some of this information; in *Smart Family*, I get it for free.

Alice W.
Grandmother

Smart Family speaks directly to me. You guys rock!

Polly E.
Mom

Thanks again for making
all families smart families.

Shekinah L.G.
Mom