



## Why KIDS Today ???

### Important To Your Marketing Mix

**kids today** is the principal news magazine entirely devoted to the infant and juvenile industries, making it the most informative in the industry.

**kids today** has a growing readership of over 55,000. Your message is sure to be seen by an audience hungry for information. From the mass merchants and big box specialty retailers to the infant/youth retailers, boutique buyers and everyone in between, this extensive circulation reaches virtually 99% of all buying power in the infant/youth market.

### Tap Into Our Experts and Research

**kids today** exhibits unrivalled advertising strength ... owning a 90%+ market share. Each issue contains more ad pages than ALL other youth trade publications combined.

The **kids today** sales staff are experts at marketing. They are readily available to help YOU develop and launch an ad campaign that will emphasize your unique brand and message.

**kids today** promptly reports on industry specific research covering all youth and infant categories ... furniture, textiles, gift, decorative accessories, gear, developmental toys.

### Draw Attention Where It Counts

**kids today** is distributed at all major industry markets, whether Furniture (High Point, Tupelo, Las Vegas), Textiles (New York), Home Accents/Gifts (Atlanta, Dallas, New York) or Specialty markets (JPMA, ABC, New York Toy Fair).

## Why KIDS Today ???

## Editorial Content Makes The Difference

**kids today** dedicated editorial staff, coupled with access to the editorial resources of Furniture|Today, Home Accents Today and Home Textiles Today, is unmatched, making KIDS Today the major source of information in the infant/youth industry.

**kids today** reader not only spends more time reading the current issue but also typically keeps the issue for further reference. That dramatically increases the shelf life of KIDS Today and, more importantly, YOUR ad.

## Industry Partnerships Are Powerful

**kids today** is actively involved in supporting our industry. As a result, our staff has a reputation of setting standards for consistency and integrity.

**kids today** communicates with industry leaders through various electronic advertising options. These options prove to be important promotional channels for BOTH the manufacturer and the supplier.

## Building Your Image Is Our Business

**kids today** offers unique promotional and sponsorship opportunities that assist in building name recognition and ongoing business relationships.





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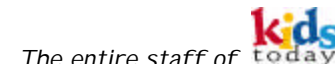
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