

# Woodlands FAMILY magazine

PREMIERE ISSUE  
JULY 2009 | FREE

Strengthen  
the family  
**bond**  
through volunteering

**TEES, BALLS  
AND CLUBS,  
OH MY!**

*Introducing your child to golf*

**CELEBRATE LIVE A  
ROCK STAR**

Around the  
Woodlands in 30 days

See Where Kids  
**EAT FREE**  
in the Woodlands



# Woodlands FAMILY magazine

## About Us

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### The Publishers, Playhouse Media, LLC

With a passion for family, Playhouse Media is dedicated to furthering family connectedness and development among Woodlands area residents. Woodlands Family Magazine celebrates the joy and fun of family while realizing and appreciating the many challenges facing today's family. Our goal is that the magazine helps nourish families so that their bond is strong and lasting.




Playhouse Media is owned by Damon and Cindy Haynes, Woodlands residents and proud parents of three children. Damon has a passion for hard work and family unity. His professional background lies in sales and direct mail marketing. He is a devoted Cougar graduate from the University of Houston. Cindy finds passion in serving others and helping them unlock their full potential. She has a background in marketing, communications, pr, and professional development. Also a loyal Cougar, Cindy holds Bachelor's and Juris Doctorate degrees from the University of Houston. She earned her Master in Business Administration from California State University at Chico.

### The Concept

- Each issue of Woodlands Family Magazine contains editorial content written by local authors and staff writers
- Editorial content is lifestyle and familial in nature with a local slant
- Particular attention will be paid to preserving and furthering the Woodlands unique culture through highlights of area attractions, features, and events
- Local families fill the needs of various articles, interviews and photos throughout the magazine
- Woodlands Family Magazine is distributed within zip codes where just over 60% of the households contain children under 18 living in the home
- Supported by advertising, the magazine is distributed at area businesses free of charge with subscriptions available to those outside of the delivery area
- Woodlands Family Magazine is published 12 times a year

### The Target Audience

Editorial content is geared to the primary audience of Woodlands area mothers with children living in the home. Secondary audiences are Woodlands area fathers with children living in the home and Woodlands area grandmothers. 

## Advertising Fast Facts

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### WHY WOODLANDS FAMILY MAGAZINE:

- Lifestyle magazine with family-friendly content written by local area writers
- Editorial-based for a longer shelf life and more exposure for advertisers
- Strong community presence
- Woodlands-owned and operated
- Woodlands Family Magazine celebrates the vibrant family life of The Woodlands, Texas
- Outstanding introductory rates during launch period

### DISTRIBUTION:

- Circulation of 10,000 delivered to residences and over 275 Woodlands area medical facilities, retail establishments, fitness/recreation facilities, nonprofit organizations, private schools, and enrichment locations
- Distributed at 10 area Kroger grocery stores
- Direct mailed to over 200 doctors and dentists offices in The Woodlands area
- Distributed at area events
- Subscriptions available
- Online digital edition available monthly

### OTHER BENEFITS:

- Your print advertising dollar includes banner ad on home page
- First right of refusal for online banner advertising
- Partnership at promotional events including area expos and festivals
- Co-op marketing opportunities
- Low cost ad development available
- Use of magazine logo for promotional materials “As Seen in Woodlands Family Magazine”
- Limited advertorial and article sponsorship opportunities

Woodlands Family Magazine exists to enhance the lives of Woodlands area families while giving glory to God.

**Woodlands Family Magazine**  
**6700 Woodlands Parkway, Ste 230-144**  
**The Woodlands, TX 77382**  
**Phone: 713.962.9912**  
**family@woodlandsfamilymagazine.com**

## Mission and Objectives

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### The Mission

Woodlands Family Magazine exists to enhance the lives of Woodlands area families and to celebrate the vibrant family life of The Woodlands, Texas area. From community sponsored events such as Mother/Son Luau's and "Park-In" movies at the park to family-centered businesses, The Woodlands offers a unique culture focused on the furtherance of family connection. Woodlands Family Magazine seeks to showcase that uniqueness so that families throughout The Woodlands can benefit from the family-supported infrastructure of this community.

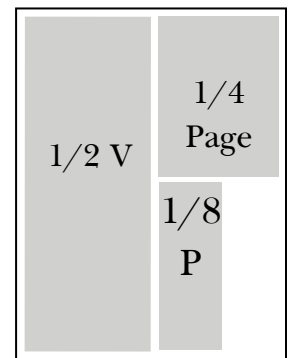
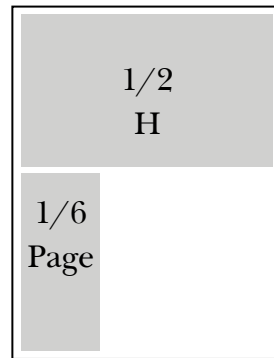
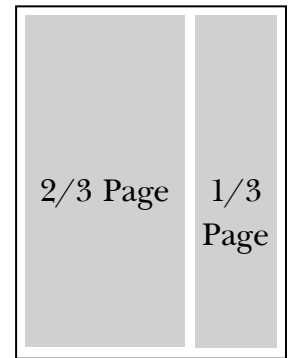
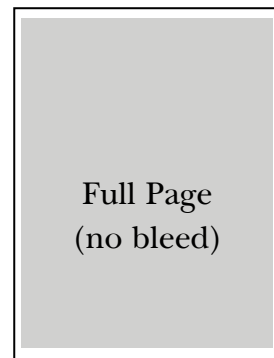
### What We Want To Do

- To share valuable, original lifestyle articles with Woodlands area families
- To enhance the Woodlands community
- To partner with area businesses to promote a family-friendly community
- To celebrate and encourage the family unit
- To teach Woodlands area residents to celebrate and encourage the family unit
- To glorify God
- To showcase The Woodlands and all it has to offer area families
- To provide Woodlands area families with tools to create a strong foundation for family growth and connecting
- To position The Woodlands as one of the nation's premiere family communities
- To grow with The Woodlands as it develops its own form of governance
- To serve the community of The Woodlands by active participation in and contribution to its growth

## Advertising Specifications

### Display Ad Dimensions

Full Page (with bleed)	8.375" x 10.875"
Full Page (no bleed)	7.375" x 10.125"
Two Thirds Page (2/3 Page)	5" x 10.125"
One Half Horizontal Page (1/2 H)	7.375" x 5"
One Half Vertical Page (1/2 V)	3.625" x 10.125"
One Third Page (1/3 Page)	2.25" x 10.125"
One Fourth Page (1/4 Page)	3.625" x 5"
One Sixth Page (1/6 Page)	2.25" x 4.875"
One Eighth Page (1/8 Page)	1.75" x 5"



### Display Ad Formats for Submission

- The preferred graphic format is high resolution (300 dpi minimum) JPG file format.
- All images must be 100% to size of ad.
- Ads should be submitted on CD/DVD or via ftp.
- Ad submission must include all supporting files and fonts.
- Bleed area is 8.875" x 11.375"
- Trim Size is 8.375" x 10.875"
- Live Area is 7.625" x 10.125"

### Web Site Specifications & Dimensions

- Maximum resolution is 100 dpi
- Acceptable format is gif and jpg
- The edges of a banner must be defined by a solid color, an image or a border of at least one pixel in thickness
- Sidebar (160 x 220)
- Skyscraper (160 x 600)

# Advertising Rates

# Woodlands FAMILY magazine

	1 X	3 X	6 X	12 X
Full Page	\$1200	\$1100	\$1000	\$800
2/3 Page	\$900	\$800	\$700	\$600
1/2 Page	\$600	\$550	\$500	\$400
1/3 Page	\$500	\$450	\$400	\$300
1/4 Page	\$400	\$350	\$300	\$250
1/6 Page	\$300	\$250	\$225	\$200
1/8 Page	\$200	\$180	\$160	\$150

### Classifieds:

- 1 column inch - \$25
- 2 column inch - \$50
- 3 column inch - \$75
- 4 column inch - \$100 (business card size)

*All classified ads must be run 12x and paid via automatic monthly credit card billing.*

### Ad Development:

- Full Page - \$250
- 1/2 Page - \$100
- 1/4 Page or less - \$50


### Terms:

- Premium Spots (Inside front cover\*, Page 3, 4, 5, Inside back cover\*, Back cover\*), add: \$100-1/4 page, \$150-1/2 page, \$350 full page
- Rates listed are per month
- Rates listed are valid for contracts signed in 2010
- 50% of first month due at contract signing
- 5% discount for automatic monthly credit card billing
- Nonprofit discount available
- Price includes one proof of ad when client supplied, \$25 for second proof


\*Inside front, Inside back, and Back covers must be full page ads

# Special Features Opportunities

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 *Welcome to the Neighborhood*  
\$250/month\*


This Special Feature will highlight babies born to Woodlands area residents during the months just prior to publication. Baby photos may be submitted along with birth date and baby's first name. Sponsorship includes a banner at the top of the page noting sponsorship along with sponsor logo.

 *Kids Encouraged!*  
\$500/month\*


Kids Encouraged is a special section highlighting Woodlands area businesses that not only allow children, but provide unique services for children unrelated to the primary business. Kids stay occupied while parents shop, dine, or workout.

 *Spotlight Congregation*  
FREE, editor's choice

Each month a different congregation will be highlighted in the magazine. Editors reserve the right to select from applicants based on criteria decided upon by the publisher and editors.

 *Family Champion*  
\$100/month\*

From time to time, we'll solicit nominations for the Woodlands Family Champion Full page feature. This article will highlight an individual who has excelled in his or her efforts to further family development and connectedness. Sponsorship includes a banner on the article page noting sponsorship and sponsor logo.

 *Camp Directory*  
**Column Inch Listing - \$25/month or 4x for \$80\***

To prep Woodlands area families for the summer, we'll offer a summer camp directory starting in February. Display and classified ad rates apply for enhanced listings/ads in the directory.

\*All advertising rate terms apply.

## 2010 Ad Deadlines

Issue	Distribution	Ad Deadline
<i>January</i>	1/4 - 1/5	December 4, 2009
<i>February</i>	1/29 - 1/30	January 8
<i>March</i>	2/26 - 2/27	February 1
<i>April</i>	4/1 - 4/2	March 5
<i>May</i>	4/29 - 4/30	April 2
<i>June</i>	5/27 - 5/28	May 3
<i>July</i>	7/1 - 7/2	June 4
<i>August</i>	7/29 - 7/30	July 2
<i>September</i>	8/26 - 8/27	August 2
<i>October</i>	10/1 - 10/2	September 3
<i>November</i>	10/29 - 10/30	October 1
<i>December</i>	11/26 - 11/27	October 29
<i>January 2011</i>	12/30 - 12/31	December 1

**Distribution dates are approximate.**

## 2010 Editorial Calendar

Issue	Theme	Special Section
January	Rejuvenate	N/A
February	Rodeo	Camp Directory
March	Outdoors	Camp Directory
April	Green/Home	Camp Directory
May	End of School	Camp Directory
June	Summer is Here	Father's Day Ideas
July	Beat the Heat	Day Trips
August	Back to School	Sports
September	Fall Fun	Birthday Parties
October	Halloween	Hobbies/Interests
November	Thanksgiving	Worship Directory
December	Holiday	Gift Guide

**Editorial content and special sections subject to change without notice. Please contact us for confirmation of listed material.**

# Time-Ad Impact Ratio: A New Perspective Linking Time Spent and Ad Results

While some members of the ad community look at time spent with media as a way to assess a medium's advertising value, this approach fails to recognize a key concept: time spent with a medium is not a meaningful measure of advertising value unless it connects to advertising outcomes.

To help marketers address this issue, the analysis below presents a new perspective that links time spent with media to ad impact, using third party sources. This resulting metric, dubbed the "Time-Ad Impact Ratio," can help marketers to evaluate time spent in a way that aligns with their desire for better results.

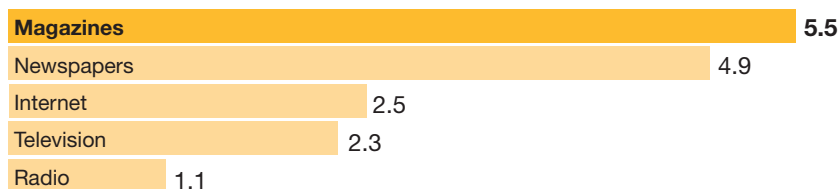
## Findings

The Time-Ad Impact Ratio shows the following rankings, which differ significantly from those that exist if time spent is examined in isolation (without regard to results):

- Magazines emerge as the leading medium with 5.5 times more ad influence relative to the time spent with magazines on an average day
- Newspapers rank second with 4.9 times more ad influence relative to time spent
- The Internet has 2.5 times more ad influence relative to time spent
- TV has 2.3 times more ad influence relative to time spent
- Radio has 1.1 times more ad influence relative to time spent

## Time-Ad Impact Ratio

The ad influence of a medium relative to time spent with that medium



Time-Ad Impact = Media Influence/Share of Total Time Spent

Sources: MRI MediaDay, 2008. Deloitte "State of the Media Democracy" Study, 2008



## How the Time-Ad Impact Ratio Is Computed

The Time-Ad Impact Ratio incorporates two components:

- 1) Share of time consumers spent with each media in an average day, based on MRI's MediaDay study, and
- 2) The influence that advertising in each medium exerts on consumer purchases, according to Deloitte's "State of the Media Democracy" Survey, 2008. In this study, consumers were asked to rank the types of advertising most influential on their buying decisions.

The calculation was performed by computing the percent share of time spent for each medium (based on minutes per average day) and then dividing Media Influence by the resulting percent of time spent. When the data on time spent with media and media influence are brought together, the resulting Time-Ad Impact Ratio shows advertisers the ad influence of a medium relative to time spent with that medium.

## Time-Ad Impact Ratio: Factors Behind the Calculation

Media	*Time Spent with Media (minutes)	Percent Share of Total Time Spent	**Media Influence	Time-Ad Ratio
<b>Magazines</b>	<b>70</b>	<b>8.9</b>	<b>49</b>	<b>5.5</b>
Newspaper	68	8.6	42	4.9
Internet	154	19.5	48	2.5
Television	302	38.2	88	2.3
Radio	196	24.8	27	1.1

Time-Ad Impact Index=Media Influence/Share of Total Time Spent

Sources: \*Time Spent with Media on Average Day by User of that Medium, MRI MediaDay, 2008. \*\*Percent of U.S. Consumers Who Said Advertising in this Medium Has the Most Influence on Their Buying Decisions, Deloitte "State of the Media Democracy" Study, 2008

For any skeptics who question how magazines could enjoy such a commanding lead, other recent research provides evidence of magazines and magazine ad effectiveness relative to other media:

- When consumers read magazines they are much less likely to use other media or participate in non-media activities while reading, giving them more opportunity to engage with the advertising or the editorial content (BIGresearch, December 2008)
- Magazines consistently get higher scores on the engagement dimension of "ad receptivity" than TV or the internet (Simmons Multi-Media Engagement Study, 2008)
- Magazines yield the lowest ROI for brand familiarity and purchase influence (Marketing Evolution, 2008) and the greatest impact on brand favorability and purchase intent (Dynamic Logic/Millward Brown, 2007)
- Magazines are the medium most likely to generate web search (BIGresearch, December 2008)
- Magazines are the medium most likely to complement the web in reaching social networkers (Mediamark Research & Intelligence, Fall 2008)

For more information about the Time-Ad Impact Ratio, please contact Stephen Frost, Director of Research, Magazine Publishers of America, at [sfrost@magazine.org](mailto:sfrost@magazine.org).



# Ten Top Reasons to Advertise in Magazines

- **Magazines provide reach – faster than you think:** The top 25 magazines reach more teens and adults than the top 25 prime-time TV programs. The average magazine cumes almost two-thirds of its audience within a month's time.
- **Magazines target efficiently:** With a range of titles that appeal to specific demographics, lifestyles and interests, advertisers can hone in on the targets that fit their needs.
- **Magazines sell:** Multiple studies have demonstrated that allocating more money to magazines in the media mix improves marketing and advertising ROI across a broad range of product categories.
- **Magazines provide rich experiences:** Readers experience magazines in meaningful ways, including: *I get value for my time and money, It makes me smarter, It's my personal time out* and *I often reflect on it.*
- **Magazines engage:** 90% of magazine readers pay full and complete attention when reading magazines. Magazine readers demonstrate the lowest level of multitasking when compared with multitasking rates for other media.

# Ten Top Reasons to Advertise in Magazines

- **Magazines enhance advertising impact:** Strong consumer experiences with magazines boost magazine advertising impact.
- **Magazine ads last:** Consumers refer to magazines multiple times – even saving them, giving advertisers the opportunity for added exposures.
- **Magazines supply credibility:** Consumers trust and believe magazine advertising more than advertising in other media.
- **Magazines offer choice:** Advertisers can choose from a wide range of titles, environments and “customizable” solutions that best suit advertisers’ needs.
- **Magazine creative connects:** Magazine ad content makes consumers laugh, cry, think, desire, ponder, smile and more. In short, magazine ads make people react – and connect with advertisers’ brands.

Sources: Initiative; Nielsen November 2003 (Prime regularly scheduled); MRI Fall 2003; Documenting the Role of Magazines in the Mix; ROI for DTC; ROI for Kraft; Measuring the Mix and What Drives Automotive Sales?; Reader Experience Study, Northwestern University Media Management Center; Media Choices; BigResearch; Hall's Magazine Reports; [www.magazine.org/casestudies](http://www.magazine.org/casestudies)



## South Montgomery County Population Growth

Location	2000	Estimated 2007	Projected 2012
Montgomery County	293,768	411,033	483,254
South Montgomery County*	99,028	150,572	179,393
The Woodlands	68,000	88,000	112,000
10-mile Radius	247,120	331,750	383,260
20-mile Radius	1,019,374	1,258,482	1,415,457

\*South Montgomery County is defined as Census Tracts 6905 through 6921. This area includes the cities of Shenandoah and Oak Ridge North as well as the unincorporated community of The Woodlands.

Sources: DemographicsNow  
The Woodlands Information: The Woodlands Development Company

South Montgomery County Woodlands Economic Development Partnership  
1400 Woodloch Forest Drive, Suite 300 · The Woodlands, Texas 77380  
(281) 363-8130 · [www.edpartnership.net](http://www.edpartnership.net)

## Advertising Rates

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