

# 2021 media kit



The go-to guide for  
Upper Valley families

[uppervalleykidstuff.com](http://uppervalleykidstuff.com)

The name of the magazine is “Kid Stuff.” But our readers are parents, grandparents, care givers, teachers and local business owners. It’s not to say that kids don’t read the magazine — we often feature local kids doing good or unique things or have them write articles — but each magazine is a guide to help families navigate toddler tantrums, teen brains, seasonal stresses, what to do on the weekend and, simpler tasks, like what to make for dinner. We’ve got local experts writing columns and we always feature local family friendly businesses. It doesn’t matter if you’re selling cleaning services or real estate or insurance or new cars, *Kid Stuff* magazine is the perfect venue to get your business in front of families and remind them you have something to offer.

## *Kid Stuff* magazine provides:

- A wide distribution across the Upper Valley (Woodstock, V.t. to Warner, N.H.)
- Free online download from desktop or mobile phone
- Automatic links to your website (online only)
- More than 8,000 readers per issue (print and online)
- Opportunities for parents, kids and local businesses to share their expertise
- A glossy keepsake format with content that doesn’t lose its value

“*Kid Stuff* advertising puts us in front of parents who are engaged. Engaged parents keep their children active and learning. That is what we do here at Upper Valley Aquatic Center, too. We offer lots of children’s programs: swim lessons, splash camp, parties and free child care for members.”

Lisa Vallejo Sorensen, Communications Director, Upper Valley Aquatic Center

“*Kid Stuff* magazine helps our school to reach potential families interested in learning more about our program offerings and enrollment. The reader demographic is perfect to help us promote our school.”

Miss Christy, Head of School, Newport Montessori School

“*Kid Stuff* is a fun magazine that gives us the opportunity to focus our advertising on our youth furniture, toys and more. It’s filled with events, activities and ideas for families — and it is free!”

Faye Harrington, Graphics and Marketing, Love’s Bedding and Furniture, LLC



Kid Stuff  
P.O. Box 500  
Grantham, NH 03753  
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## 2021 ADVERTISING RATES

Please note: Only color ads are available. Design fees may apply.

ADVERTISEMENT	COST	SIZE (width x height)
Cover (all positions)	\$900	6.25" x 7.625"
Full page	\$750	6.25" x 8.75"
Half page	\$500	6.25" x 4.3125"
Quarter page	\$250	3.0625" x 4.3125"
Business card	\$125	3.0625" x 2.0625"

**Inside Covers  
Full Page Ads**  
6.25" x 8.75"  
for 4 sided bleed  
7.125" x 9.75"

**Back Cover**  
6.25" x 7.625"  
for 3 sided bleed  
7.125" x 8.125"

**Quarter**  
3.0625" x 4.3125"

**Biz Card**

**Half**  
6.25" x 4.3125"

## AD DEADLINES

ISSUE	AD DEADLINE	ON STANDS
Spring	February 1	March 1
Summer	May 1	June 1
Fall	August 1	September 1
Winter	November 1	December 1

Ad deadlines: 30 days prior to publication

Available for free at hundreds of locations in NH and VT

## KID STUFF DISTRIBUTION

- |              |                        |
|--------------|------------------------|
| <b>NH</b>    | Enfield *              |
| Grantham *   | Plainfield *           |
| New London * | Lebanon *              |
| Wilmot       | West Lebanon *         |
| Sunapee      | <b>VT</b>              |
| Newbury      | Norwich *              |
| Warner *     | White River Junction * |
| Bradford *   | Quechee *              |
| Sutton       | Woodstock *            |
| Newport      |                        |
| Claremont    |                        |
| Hanover *    |                        |

\* indicates school delivery

COMPANY NAME \_\_\_\_\_

CONTACT PERSON \_\_\_\_\_

EMAIL \_\_\_\_\_

PHONE/FAX \_\_\_\_\_

BILLING ADDRESS \_\_\_\_\_  
\_\_\_\_\_

**PLACE MY ADVERTISEMENT IN THE FOLLOWING KID STUFF ISSUES:**

- SPRING 2021                       SUMMER 2021
- FALL 2021                               WINTER 2021

**PLEASE CHECK ALL THAT APPLY:**

- Covers - inside front, inside back    \$ 900
- Full page                                      \$ 750
- Half page                                      \$ 500
- Quarter page                                \$ 250
- Business card                                \$ 125 (no discount available)
- 4x advertisers subtract 10%            \_\_\_\_\_

**COST PER ISSUE:** \_\_\_\_\_

**TOTAL COST:** \_\_\_\_\_

**ALL ADS MUST BE PREPAID**

Please send contract with check or money order to:  
Kid Stuff, P.O. Box 500, Grantham, NH 03753  
You may also pay online using Visa or MasterCard at  
[uppervalleykidstuff.com](http://uppervalleykidstuff.com)

*On Behalf of Company:*

**SIGNED** \_\_\_\_\_

**NAME** \_\_\_\_\_

**DATE** \_\_\_\_\_

**AD FILE PREPARATION**

Please supply advertisement files in PDF format with all images saved at 350 dpi, color images in CMYK and be sure to EMBED ALL FONTS.

**SEND AD MATERIALS TO LAURA JEAN WHITCOMB**

at [laurajeau@howling-beagle.com](mailto:laurajeau@howling-beagle.com)

Please sign and return contract. Thank you!



**PAYMENT TERMS**

- a. Advertisers must apply payment for first ad with contract, Mastercard and Visa accepted.
- b. After 30 days, past due invoices will incur an 18 percent annual finance charge and be automatically billed to a credit card. All delinquent accounts will pay for each future ad up front.
- c. The advertiser agrees to pay all collection costs, including reasonable attorney fees.
- d. Advertisers billed at frequency contract rates who fail to fulfill such a contract will be billed for the difference in rates.
- e. Rates are subject to change upon notice from the publisher.
- f. Preferred positions (a specific page or specific placement on a page) require a 10 percent premium.

**COPY AND CONTRACT**

- a. Kid Stuff reserves the right to reject any advertisement at any time.
- b. Advertisers and advertising agencies assume full liability for all content, including text, representations and illustrations of advertisements.
- c. Kid Stuff assumes no liability for errors in key numbers nor, for any reason, the omission of an advertisement. Liability for errors for which Kid Stuff may be found legally responsible cannot exceed the cost of the space.
- d. No cancellations are accepted after closing date.
- e. Advertising insertion orders are accepted subject to the condition that Kid Stuff shall have no liability for the failure to execute such advertising because of acts of God, government restrictions, fires, strikes, accidents or other events beyond Kid Stuff's control.
- f. Advertisements are accepted subject to the understanding that the advertiser and its agency have the right to publish the contents of their advertisements. In consideration of such publication, the advertiser and its agency agree to indemnify and hold harmless Kid Stuff against any loss, liability, damage and expense arising out of such publication.
- g. Kid Stuff reserves the right to hold the advertiser and/or advertising agency jointly and severally liable for such monies as are due and payable to Kid Stuff.
- h. Kid Stuff will provide proofs of new advertisements that required production by Kid Stuff. Kid Stuff is not responsible for proofing errors that may have been missed once advertisement proofs are approved by advertiser.

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