

OUR KIDS GO TO SCHOOL

Canada's guide to private schools
since 1997

2008/2009

Media kit

Our Kids Go To School

Annual publication that offer you a focus on the most important priority for all parents: the raising of their children and choices related to their education.

Targeted audience

- Reach well-educated, well-employed, middle-to-upper income, attentive parents with school-aged children

Wide reach

- The Globe and Mail* subscribers
- Our Kids Go To School: 250,000 parents in September

In-person contact

Direct marketing opportunities to connect with parents at Canada's largest private school fairs



10th
Anniversary
Issue

magazine

editorial content

Since 1998, Our Kids has educated families about their options in private and independent schools and helped parents find the right school for their children.

Our Kids Go To School is Canada's leading guide to the best private and independent education.



▶ The Essentials

Helping parents find the right private school for their children:

- Research tips
- Questions to ask
- Getting the most from school visits

▶ School Life

Voices and faces of students and their school experience from across the country

▶ Profiles of more than 205 of the leading Canadian private and independent schools

▶ Full-colour, glossy magazine

Comprehensive listings, engaging editorial and targeted distribution make — and keep — *Our Kids Go To School* Canada's powerful resource for parents with school-aged kids.

circulation & distribution

Our Kids and **THE GLOBE AND MAIL** reach quality readers



- ▶ 250,000 copies distributed
- ▶ Published annually in September
- ▶ Delivered nationally to The Globe and Mail subscribers
- ▶ On sale at Chapters and Indigo
- ▶ Distributed through 200 private schools and 150 summer camps
- ▶ Available at libraries and consumer shows
 - Our Kids Private Education School Fairs — Oakville, Toronto and Vancouver
 - Private education community shows
 - Summer camp community shows
 - Relocation companies

Online More than **20 million** hits on www.ourkids.net

- ▶ Page 1 hit for “private schools” on google.ca
- ▶ More than 130,000 page views / month
- ▶ The most comprehensive website for parents researching private schools
- ▶ Advanced search allows quickly and easily find your school
- ▶ Digital magazine allows families to flip through the pages and link to your school's website and e-mail
- ▶ Monthly e-newsletter connects with more than 9,000 parents



demographic overview

To reach well-educated, well-employed, middle-to-upper-income, attentive parents of young children with your message, advertise in *Our Kids Go To School*.

Reader profile

- Our Kids readers are affluent parents who want to ensure a quality education for their school-aged children.
 - Average annual private school tuition is \$14,500*
 - Average one-week residential camp fee is \$1,000*
- The majority of our readers are female. They typically do the preliminary research before making the final decision with their husbands.
- Our Kids readers have young families and are planning for their children's future education.
- They are highly educated and hold excellent positions at work.
- Not surprisingly, the Our Kids readers' household incomes are above average.

61% female

39% male

98% between 25 and 54

94% have one or more child aged 12 and under

94% have completed post secondary education

74% identified their occupation as Manager/Professional/Owner

62% earn an average household income in excess of \$85,000

* Based on schools and camps listed in *Our Kids* magazines

Readership habits

Our Kids ensures a targeted and loyal audience...

- 83% of families keep *Our Kids Go To School* magazine for more than TWO months
- 48% of families keep *Our Kids Go To School* magazine for SIX or more months
- 80% of readers refer to *Our Kids Go To School* magazine repeatedly
- 71% of Our Kids School Fair attendees who went to no other education fair in the same year



Sponsorship opportunities

5.

Private School Fairs

Canada's largest and best attended



Halton and Peel Regions

October 5
Oakville Conference Centre
Oakville, Ontario

Greater Toronto Area

October 25
Roy Thomson Hall
Toronto, Ontario

Greater Vancouver Area

November 15
Empire Landmark Hotel
Vancouver, British Columbia

[Click here to hear
what parents and advertisers
have to say about Our Kids](#)



[Click here to view
images from pervious
School Fairs](#)



These events connect you with parents seeking a superior education for their children. The School Fairs feature representatives from the leading private and independent schools across Canada, U.S.A. and overseas and offer you a captive audience dedicated to investing in the development of their children.

Opportunities include:

Title sponsor \$20,000

- Exclusive speaking opportunity
- Company logo with show title
- Company sponsorship recognition on advertising campaign which includes print, radio, direct, online, outdoor and television
- Prime Exhibit booth location
- Flyer insertion in welcome bags
- Company signage
- Banner on www.ourkids.net
- Company logo on School Fair floor plan

Supporting partner \$10,000

- Exhibit booth
- Flyer insertion in welcome bags
- Company signage
- Company logo on School Fair floor plan



promotion and advertising campaign

6.

Private School Fairs

As a School Fairs sponsor, your company logo will appear on our advertising campaign



"I am so impressed with the promotion aspect of these school fairs – the school fairs are promoted in all media types: radio, television, newspapers and magazines – which certainly reach a wide audience of parents who are looking for specific types of schools for their children."

Graydon Mitchell, Director of Admissions,
Landmark East School

PRINT

Burlington Post
City Parent
Flamborough Review
Korea Central Daily
Little Paper
Milton Champion
National Post
Oakville Beaver
Oakville Today
Post City Magazines
Sing Tao
The Globe and Mail
Toronto Star
Town Crier

RADIO

680 News

TV

Fairchild Television
Korean All TV
Talentvision

ONLINE

Community e-calendars/postings
Private and Independent School websites
Private and Independent School HTML and parent e-mails
www.cisontario.ca
www.cityparent.com
www.girlguides.ca
www.helpwevegotkids.com
www.janegoodall.ca
www.kiddingaroundtoronto.com
www.lifewithkids.ca
www.myoakville.net/oakville_family.html
www.ourkids.net
www.specialeducationontario.ca
www.theglobeandmail.com
www.theparentlink.ca
www.toronto4kids.com

DIRECT

Community Bulletin Boards
Electronic Billboards
Embassy and Commission offices
Libraries
Media Press releases
Outdoor signage
Our Kids parent e-mails
School invites and parent mailing lists

valued to the core...

7.

Comments from advertisers and parents

MAGAZINE

Our Kids magazine proved to be a very effective and economical way to educate our parent community and surrounding neighborhood community regarding independent schools. We have benefited directly in terms of increased applications from our own community, as well as applications from across the country and Internationally.

*Hugh Burke, Headmaster,
Meadowridge School*

Very pleased with the product. Have had direct admissions because of parents looking at this magazine. *Murray Marran, Director of Advancement, West Island College (Calgary Campus)*

It's terrific to have everything all in one place, and in comparable formats so one can find basic information quickly when "pre-screening" schools. I am so excited and delighted that there is an organization trying to meet this tremendous need!

Parent

Your information has helped our family narrow down our choices for private education for our kids. Thank you for the work you do!



WEBSITE

I have to tell you that people are finding us all the time from your great listings, particularly at this time of year, from your website. It is just wonderful working with you and this was a great idea you had!

Meg Fox, Head of School, Dragon Academy

Our Kids website is an excellent tool. It's very effective for families who may not be familiar with private and independent schools. Families can narrow the search a little bit to find the school that is right for them.

Lisa Lewicki, Director of Admission, Ashbury College

We found ourkids.net website to be a fantastic source of information in helping us decide which direction my husband and I felt was most appropriate for our three children. Your site is invaluable!

Parent

I was very pleased with the results of my search, the website was informative and I was able to register for this school fair well in advance, with a follow-up e-mail to remind me of the upcoming event.

Parent

SCHOOL FAIRS

This fair was one of the most lively and successful we have ever attended...From the fair we received three applications — well worth the time for us.

Ruth Ann Penny, Director of Admissions, Branksome Hall

The Our Kids' Fair was one of the best vehicles we have used to promote our school. It is very good value and will become an important part of our marketing strategy.

Dr. James McConnell, Head of School, Stratford Hall

Our Kids School Fair is an excellent forum for visiting schools of interest in one visit to help narrow down the schools on which to focus.

Parent
We find them to be very organized and very well attended...We have always done well with the Our Kids fairs. Last year we enrolled two students in our regular school, and three for our summer program as a result of Our Kids."

Douglas B. Cotter, Associate Director of Admissions, The Gow School
This fair is excellent! Well-planned, well-organized, and well-presented. You have a great selection of schools.

Parent



Our Kids Publications Ltd. is a national leader in reaching professionals in private and independent schools and retirement residences, parents with kids and the 50+ baby boomer generation. Our publications reach more than 650,000 readers annually.

Dialogue magazines are Canada's ONLY specialized magazines for professionals in two growing markets:
private and independent schools, and retirement residences.

Our Kids magazines connect with parents committed to investing in their children's education and development year-round while planning for their own retirement.

Choose one, all or a combination of our magazines and deliver your message to a targeted, qualified market.



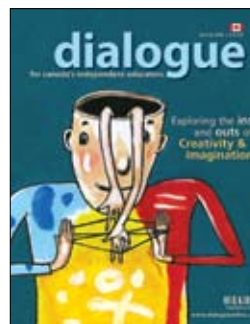
Our Kids Go To School reaches more than 250,000 Globe & Mail subscribers in September, delivering your message to parents with school-aged kids.



Our Kids Go To Camp reaches more than 200,000 Globe & Mail subscribers in January, delivering your message to parents with school-aged kids.



Comfort Life reaches more than 200,000 Globe & Mail subscribers in May, delivering your message to the 50+ baby boomer generation.



Dialogue for Canada's private and independent school educators reaches more than 3,000 decision-makers and professionals involved in every aspect of private and independent education: school heads, owners, board chairs, administrators, managers and teachers.



Dialogue for Canada's retirement residence professionals is distributed directly to more than 2,000 owners, operators and administrators of retirement residences across Canada.

**Bonus:
Direct
Marketing**

In addition to advertising in the magazines, there are direct marketing opportunities available to connect with schools and families at the Our Kids annual Private School Fairs in Toronto, Oakville and Vancouver. The Fairs are Canada's largest education events, drawing more than 100 schools and 2,000+ parents, a qualified market you can meet face-to-face.

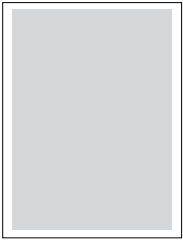


Ad sizes and rates

9.

Our Kids Go To School

Covers



Inside Front Cover, \$14,400
 Inside Back Cover, \$13,800
 Outside Back Cover, \$15,000
 (For dimensions, please see full page)

D.P.S.



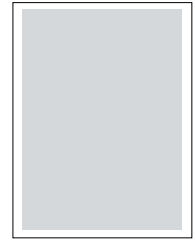
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 Bleed: 16" x 11"

1/2 D.P.S.



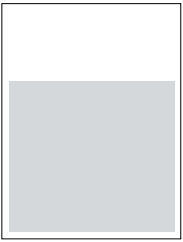
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 Bleed: 16" x 5.375"

Full page



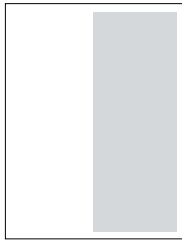
\$12,000
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 Trim: 7.875 x 10.75"
 Bleed: 8.125" x 11"

2/3 page



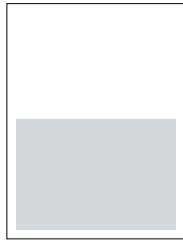
\$9,600
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 Bleed: 8.125" x 7"

1/2 page



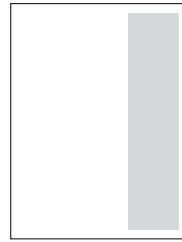
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 Bleed: 4" x 11"

1/2 page



\$7,200
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 Bleed: 8.125" x 5.375"

1/3 page



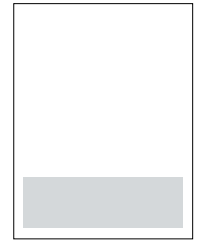
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1/3 page



\$5,400
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 Trim: 7.875 x 3.75"

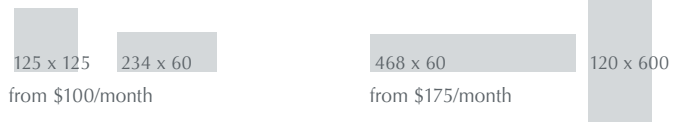
1/4 page



\$3,960
 Non bleed only:
 6.75 x 2.25"

Website banners

Please contact us for detail information



Deadlines:

Our Kids Go To School

Space closing date: July 30, 2008

Material closing deadline: August 4, 2008

Release date: September, 2008

Digital Requirements:

All ads must be supplied digitally. We accept high resolution pdf files. Supporting images may include Photoshop (v. CS3 or earlier) and/or Adobe Illustrator (v. CS3 or earlier)

We are NOT able to accept Aldus Freehand, PageMaker or Microsoft Word

Submit material to:

Margaret Stawicki, Our Kids Publications Ltd.
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 Phone: (905) 272-1843, Ext. 21
 Or e-mail: ma@ourkids.net