



Back2School 2010 Savings Booklet

- **Circulation:** 1,000,000
- **Page Specs:** 5" x 7"
- **Full color**
- **Pricing:**
\$40,000 net (2-sided single page)
\$25,000 net (1 side of page)

Don't Let Your Brand Message and Valuable Offer Get Lost in the Back-to-School Clutter

Tap into the Power of Mom-to-Mom Distribution

Place your coupon and brand messaging in School Family Media's Back2School 2010 Savings Booklet and put your branded promotion literally in the hands of exactly your core "mom" demographic at a time and place when they are fully focused on their family's health, well-being and success.

Your offer in the Back2School Savings Booklet will be distributed by enthusiastic PTO and PTA leader moms - to the extended community of moms at their school - at back-to-school nights and open house events across the country as a component of our broader, highly-anticipated Back2School program that includes:

- **Jump In! Magazine**
Our annual magazine helping parents get the school year off to a great start MRI ranked #1 with parents with kids ages 6-11
- **Back2School Gift Packs**
Co-op sampling packs with family-friendly samples and custom literature pieces

What Sets SFM's Back2School Savings Booklet Apart from Other Marketing-to-Moms Solutions?

- **Targeted Audience:** 100% moms with kids 5-14
- **Distribution:** Nationwide (top 100 DMA's) at parent attended back-to-school events
- **Category Exclusivity Available**
- **BONUS Online Promotion:** 250,000 banner ads on SchoolFamily.com to complement your participation in the savings booklet

Contact us at solutions@schoolfamilymedia.com to learn more about this unique and powerful back-to-school marketing-to-moms vehicle, or visit our online media kit at www.schoolfamilymedia.com/solutions.



Full page ad showcases both your brand message and promotion

P r e c i s e - (a d j e c t i v e) b e i n g e x a c t : j u s t t h a t a n d n o o t h e r

