



toddleTM

to evolve.

2018 Media Kit

A young child with dark hair and a pink hair clip is wearing a colorful floral sweater. They are being held by an adult whose hands are visible at the top and right edges of the frame. The background is slightly blurred, suggesting an outdoor setting. The overall tone is warm and intimate.

Mission

to evolve.

toddle™ magazine is a comprehensive editorial blend of information about Fort Worth and Arlington, interpretations of local and national topics like family health, continuing education, and financial wellness for middle to upper-class families, and stories of triumph from writers residing in FWA.

Editorials include articles of self-reflection, are full of humor, perception and bad dad jokes from articles like the "The Playbook™," and highlight the services of numerous, local non-profit organizations whose services benefit a diverse group of children and families.

toddle™ offers a unique platform to a broad range of local talent and will appeal to those who enjoy hearing the perspective of education, finance, and health professionals who make a difference, locally.

TM

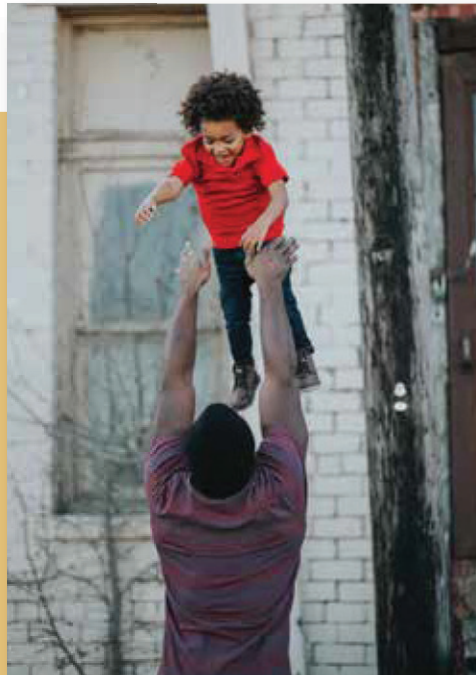
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Cover To Cover [Editorial Preview]



feature spotlight

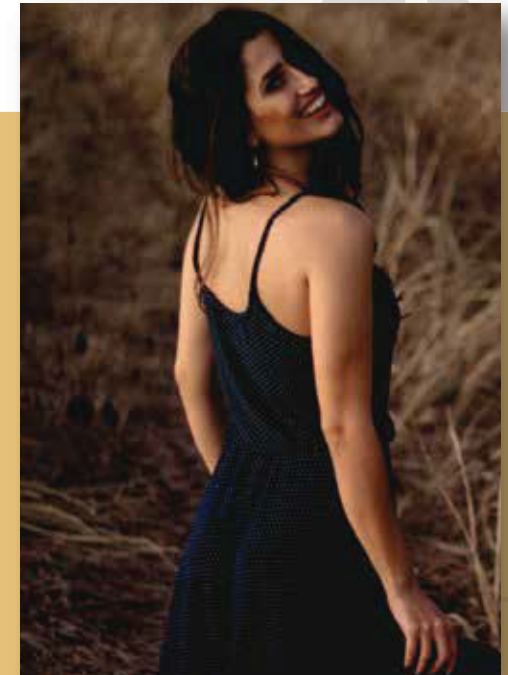
- Thoroughly researched, personal or national stories that educate and entertain our readers.
- Annual highlight on Continuing Education, Family Health, financial Wellness.



the Playbook™

DAD'S POV

Is a father's truth; a platform for men to share their view of the world through a unique pair of eyes. Encourage young men to be gentlemen and young women to be ladies.



from the mirror™

SELF-AWARENESS PREVAILS

From the Mirror™ features stories of self-ruminations and personal growth. Hindsight identifies itself as an epiphany that often results in self-advancement.

TM

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Cover To Cover



coin™

PAY YOURSELF, FIRST!

Offers comprehensive solutions and serves as a guide through the financial peaks and valleys many of us trek on our path to financial freedom.



a healthy you™

YOUNG, FOREVER

Provides a resource for healthy living and health-oriented goals. Interested in learning more about keto dieting, the benefits of yoga, or ways to remain active during retirement?



higher learning™

CONTINUING EDUCATION

Seeks to remind readers that the highest levels of knowledge consumption can never be reached. Education is one of three pillars (education, finance, health) that effect each person, regardless of race, income, or social standing.

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Calendar

Space Deadline

September 3rd - October/November 2018

November 5th - December 2018

December 3th - January/February 2019

February 4th - March/April 2019

April 1st - May/June 2019

Digital Material Deadline

September 10th - October/November 2018

November 12th - December 2018

December 10th - January/February 2019

February 11th - March/April 2019

April 8th - May/June 2019

Contact

6100 SW Blvd. Suite 500
Fort Worth, TX 76109

P: 817.608.7414

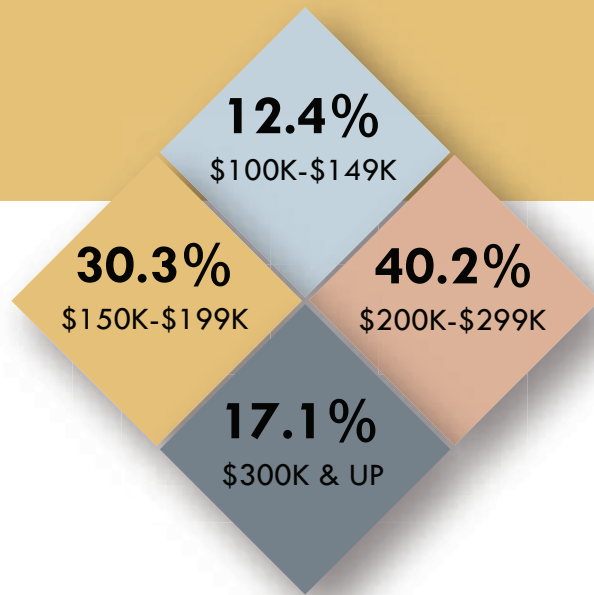
contactus@toddedfw.com

www.toddedfw.com

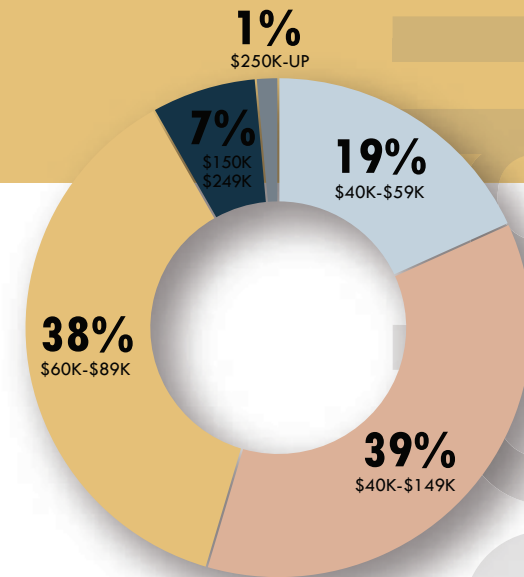


Distribution Metrics

HOME VALUE



HOUSEHOLD INCOME



Target Market

Fort Worth and Arlington Homeowners

Method

94.7% Direct Mail + 5.3% Unique Circulation = 30,000 Distributed

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Distribution Metrics cont'd



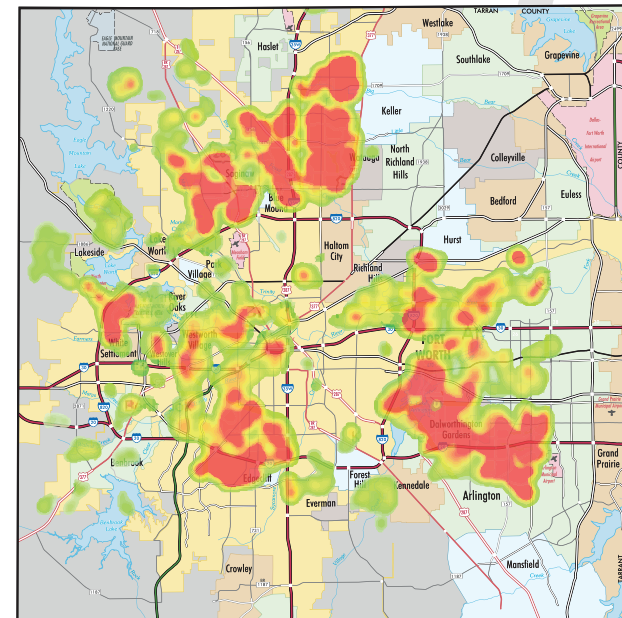
MAILING

27% Arlington

64% Forth Worth

9% Unique Distribution

* special distribution at events

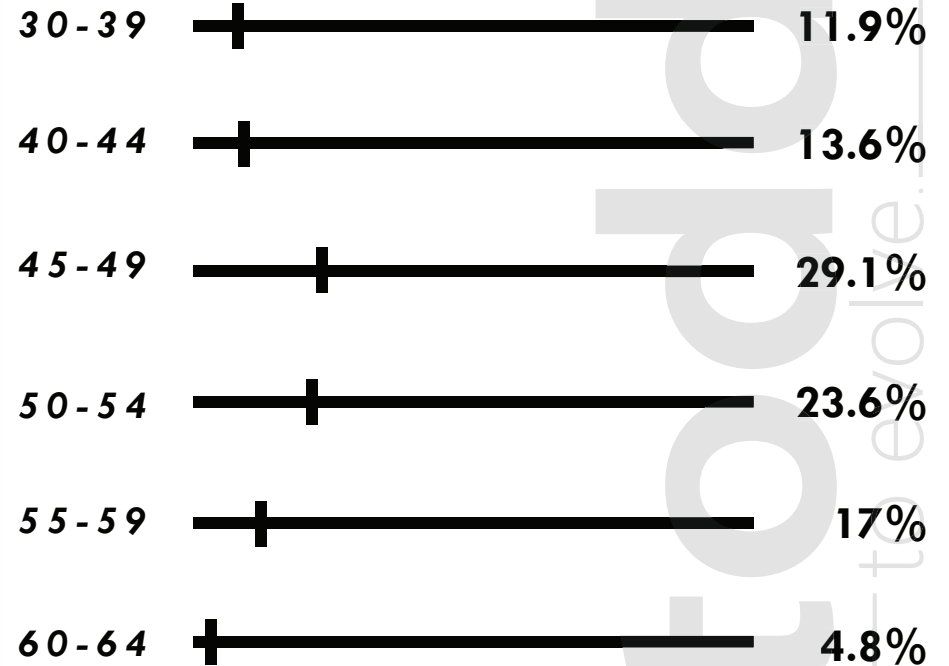


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Distribution Metrics cont'd



ESTIMATED AGES



Rate Card



	12-month	6-month	2-month
Two-Page Spread	\$6,048	\$6,099	\$6,720
Full-Page	\$3,024	\$3,192	\$3,360
1/2 Page	\$1,512	\$1,596	\$1,680
1/4 Page	\$818	\$840	\$884
Back Cover	\$4,775	\$5,040	\$5,306
Inside Front	\$3,979	\$4,200	\$4,422
Inside Back	\$3,979	\$4,200	\$4,422
Page 3	\$3,681	\$3,885	\$4,090

toddler™ magazine
Fort Worth / Arlington Direct Mail
Edition Timetable: *Bi-Monthly*
Quantity: *30,000 distributed*

Ad Specs

Design Dimensions

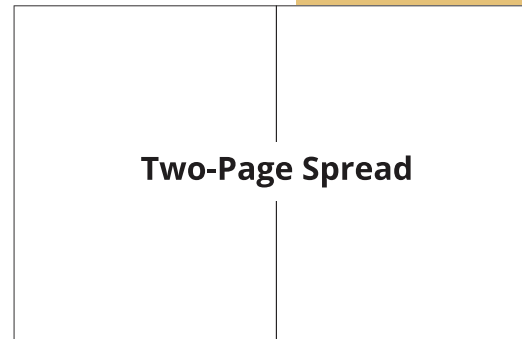
Perfect Bound Magazine

Two-Page Spread 17" x 11.13"

Full Page 8.5" x 11.13"

1/2 Page (H) 7.38" x 4.85"

1/4 Page 3.6" x 4.85"



Toddle Magazine Trim Size

8.375" x 10.875"

send file to:

art@toddedfw.com

Files under 5mb can be emailed. Larger files can be sent by web-based delivery systems such as Dropbox, Hightail, We Transfer, etc.

In-House Design

If custom artwork is required, client will be charged cost of image(s). Those ads created are copyrighted and may not be used in other publications without a written release and fee.

Sending Your Ad

All files need to be CMYK or grayscale: please do not use Pantone or spot colors. We accept InDesign CC 2018, Adobe Illustrator, Photoshop fonts created text outlines along with PDF (jpg for reference)

In-House Design Release Fees

Release Fee for Display Ad: \$175 per ad

Once payment and release is approved you will receive a Dropbox link to ad created in Adobe Illustrator along with EPS, and PDF. We will not resize or modify the ad prior to sending.

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