

# yum **For** Kids

FOOD & FUN

MEALS YOUR KIDS WILL **LOVE**



media kit

2011

# why **yum** FOOD & FUN **For Kids**?

**Today, more than ever before, moms and families are embracing “kitchen time” as “family time”** - while paying particular attention to the food kids are eating. YUM Food & Fun for Kids is written for modern parents who care about family time in the kitchen and want to bring kids into that experience. YUM Kids is an entertaining mixture of good tasting, healthy and balanced kid-friendly food along with party ideas that parents and children can explore and execute together. The editorial, complimented by beautiful, original photography and easy-to-follow instructions, provides creative, fun, and memorable learning opportunities for food and entertaining experiences that kids will love and want to be a part of.



# yum For Kids

FOOD & FUN

## readership

who is the reader?

**Wearing many hats and juggling a lot of balls seems to be standard for modern moms today.** Our readers are no different. In fact, embracing this heightened level of activity, our readers are among the new group of “hivers”: women who want their homes to be a hub, or, “hive” of fun, creative, and healthy experiences their families will be anxious to share and participate in. YUM Kids is a resource our readers will go to again and again to help them impart healthy attitudes about eating to their children by discovering along with them, great foods that kids will actually eat and enjoy preparing as well.



# basic demographics

Delivering the most attractive reader

YUM Kids	
ESTIMATED CIRCULATION	150,000
% FEMALE	89.4%
MEDIAN AGE	38
PRESENCE OF CHILDREN (12 AND UNDER)	70%
ANY COLLEGE:	81.4



Based on publisher's prototype

# editor bio

**Kristen Doyle**

Guest Editor  
YUM Food & Fun For Kids



**Kristen Doyle, Food Editor, is the author of the award-winning blog, Dine & Dish (dineanddish.net).** Based out of Kansas City, Kansas, where she lives with her four children and husband, Kristen has contributed to newspapers, magazines, blogs and Web sites. Specializing in social media, culinary and women's interest writing, Kristen's goal is to bring families back to the dinner table with recipes that tempt taste buds and spark meaningful conversation.



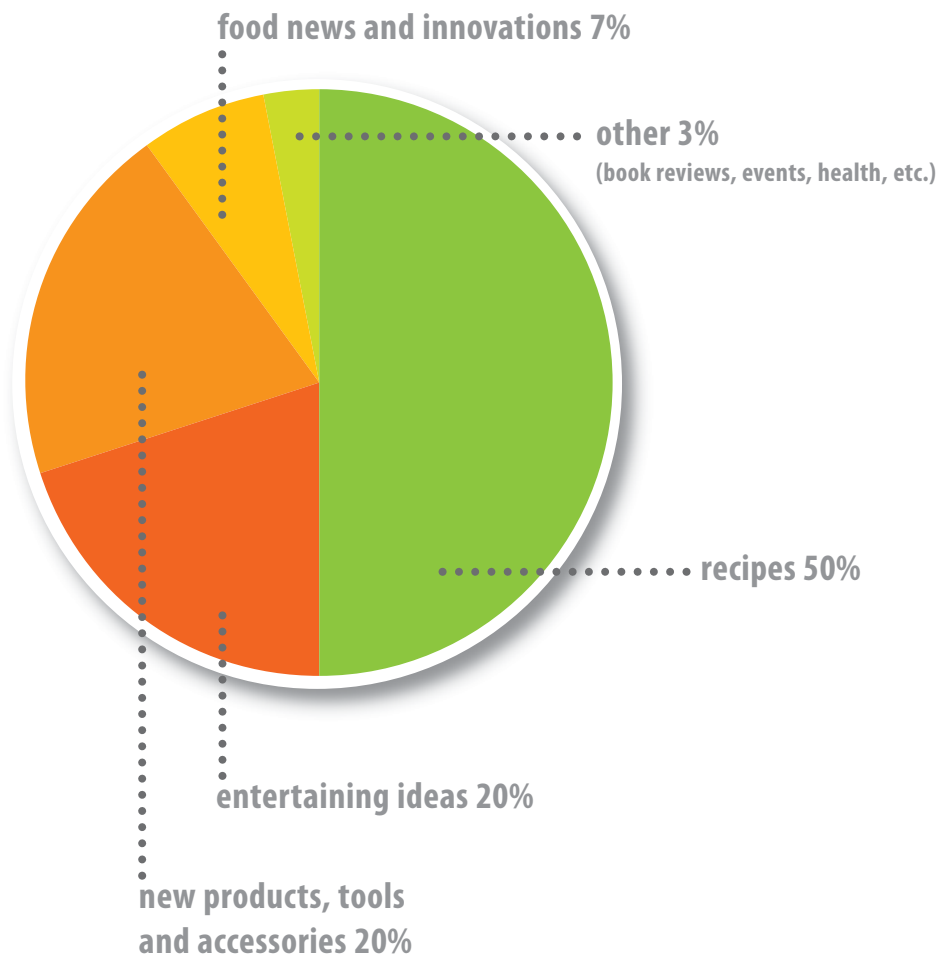
# what can you expect to find in



**Every issue of *YUM Kids* will offer delicious food and menu items from our food editors as well as celebrity chef contributors.** Easy to follow, tasty and balanced foods and menus offer solutions to the age old question – “But will they eat it?” The answer is yes.

Additionally, we will showcase the latest in cool stuff kids can use around the kitchen as well as feature great party ideas in every issue.

[*YUM Kids* will be the go-to guide for anyone interested in cooking.]



# 2011 editorial Calendar

## IN EVERY ISSUE YOU WILL FIND:

- Recipes • Entertaining • Celebrity chefs • Party ideas
- Food facts • Healthful ideas • Latest cooking accessories



## Spring

- Using nature's spring bounty: strawberries and more
- Planting a kitchen garden: simple, inexpensive garden plans that will make your kids want to eat their vegetables
- The sneaky leprechaun: fun ways to celebrate St. Paddy's Day
- The bunny patch: Bunny snacks from veggies to bunny trail mix to fun bunny treats
- Mother's Day: no cook breakfast ideas to make the day special for Mom
- Passover dishes for the family
- 14 ways to say "I love you" every day
- Calcium: the keys to strong bones

## Summer

- School's-out Sundae Splash party
- Packing the perfect picnic
- Nature's Summer Treats: from blueberries to tomatoes. How to use what nature gives us to make healthy summer eats
- Father's Day Fun: great ideas for a fun breakfast in bed
- Healthy summer treats: everything from Popsicles to sports bars with a healthy, tasty twist
- Cake Decorating 101: how to make great cakes at home
- An unbirthday party: simple budget tips that will make the White Rabbit green with envy
- Antioxidants: Delicious ways to boost the immune system

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## Fall

- 101 fun, healthy lunchbox ideas
- The look forward chain: how to make back to school fun
- Simple weekday menus to ease the back-to-school rush
- Apple picking: where to get fresh apples and 7 ways to fix them
- The fall birthday: great, creative parties on a budget
- Simple, quick, take-along breakfast ideas.
- Spooky Feast: throwing the best Halloween party on the block
- Low carb buffet: what to eat before you hit the streets
- Fiber: why kids aren't getting enough, and where to find it



## Holiday

- Setting the perfect kids table
- The thankful celebration
- Gifts from the kitchen that kids can make themselves
- The culinary advent calendar: tips to make the celebration last all month
- Winter celebrations from around the world
- Snow Day favorites: hearty, one-pot soups and stews
- New Year's party ideas for all ages
- Baking with sugar substitutes

*Note: Editorial Schedule subject to change*



# digital advertising specifications

## **Software Supported**

Beckett can accept electronic files created in Quark Xpress up to 7.3, Adobe Illustrator and Photoshop up to CS3. All jobs must be supplied with all fonts resident in the files, including fonts embedded or used with EPS files. All images (logos, photos and associated artwork) must be included. Beckett supports the Adobe Type Library. Any non-Adobe fonts must be provided by the client. Beckett needs a copy of the screen and printer font for each font used. These fonts will be treated as support material for the client's job, and will be deleted when the job is completed.

## **Media Supported**

Beckett accepts files delivered by email, ftp site (contact your customer service representative for more info) or by CD/DVD. Beckett will not be held responsible or assume liability for any damages to, or loss of disk, data or information. Customer agrees not to supply original disks or materials. Upon request disks will be returned if a self-addressed stamped mailer is included.

## **Proof**

A press ready color proof must be included for color jobs, laser proofs however are acceptable. A proof must be supplied for each file at 100% of size. If no proof is furnished by the customer, Beckett will not be held responsible for ads printed incorrectly.

## **Digital Images**

Required file formats:

TIFF, EPS, JPEG, PDF with fonts Embedded

## **Required file formats:**

Color files must be CMYK at a resolution of 300 dpi

Black & White files must be Grayscale at a resolution of 266 dpi

Beckett will analyze all digital files. Files that require more than fifteen minutes to process, due to complexity or improper structure will be held for client approval. The client will be given the option to replace the file or pay additional charges for Beckett to process the job.

# ad sizes and specifications

## Mechanical Requirements

- Printing: Web Offset
- Binding: Perfect Bound
- Trim Size: 8" x 10.875"

## Material Requirements

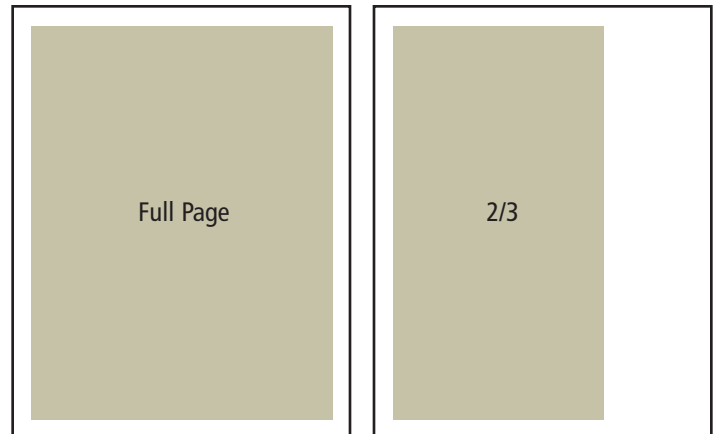
- Digital Files (Please see "Digital Advertising Specifications")
- Total maximum dot densities—180% for 2 colors, 280% for 4 colors

Publisher set (pubset) ads should arrive no later than the ad close date, this includes ad copy, photographs, logo, etc. needed to build the ad. Beckett will supply a price quote based on the amount of work necessary to complete the ad, for authorization. Alteration and correction request to the finished product will be billed to the advertiser. Changes and corrections to existing ads will be billed to the advertiser. Please supply necessary instructions, legible copy, and ad material before the ad material due date.

## Final Trim: 8" x 10.875"

Standard Units	Width & Depth
Full page (live)	7.125" x 10"*
2/3 page (2 columns)	4.625" x 10"
1/2 page (3 columns)	7.125" x 4.875"
1/2 page (2 columns)	4.625" x 7.5"
1/3 page (2 columns)	4.625" x 4.875"
1/3 page (1 column)	2.25" x 10"
1/4 page (2 columns)	3.625" x 4.75"
1/6 page (1column)	2.25" x 4.875"
1/6 page (2 columns)	4.625" x 2.375"
1/12 page (1 column)	2.25" x 2.375"

\*Live Area: Type and other image not intended to bleed must be kept 3/8" from final trim.



## Magazine Trim Size:

8" x 10.875" deep

## Full Page Bleed (all 4 sides):

8.25" x 11.125" deep

## Non-bleed Spread:

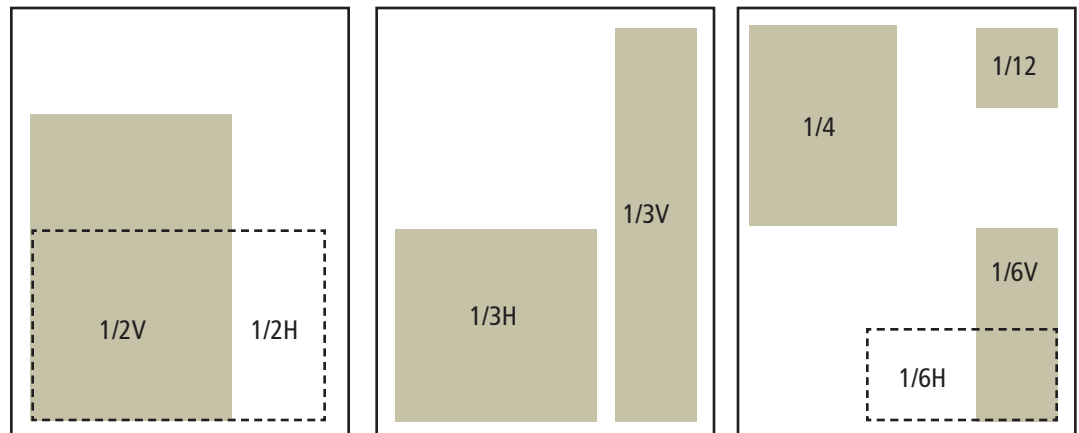
15.125" x 10" deep

## Full Bleed Spread

(all 4 sides):

16.125" x 11.125"

(keep live matter centered to 15.125" x 10")





## display rates

Four-Color

	1x	3x	6x
<b>Full page</b>	<b>4000</b>	<b>3400</b>	<b>2800</b>
<b>2/3</b>	<b>3000</b>	<b>2500</b>	<b>2100</b>
<b>1/2</b>	<b>2200</b>	<b>1800</b>	<b>1680</b>
<b>1/3</b>	<b>1600</b>	<b>1360</b>	<b>1120</b>
<b>1/4</b>	<b>1170</b>	<b>990</b>	<b>815</b>
<b>1/6</b>	<b>975</b>	<b>850</b>	<b>700</b>
<b>1/12</b>	<b>600</b>	<b>510</b>	<b>420</b>
<b>2 pg spread</b>	<b>6700</b>	<b>5500</b>	<b>4000</b>
<b>C2</b>	<b>4800</b>	<b>4080</b>	<b>3360</b>
<b>C3</b>	<b>4400</b>	<b>3740</b>	<b>3050</b>
<b>C4</b>	<b>5200</b>	<b>4420</b>	<b>3640</b>

## due dates

YUM Kids	space	material due	on sale date
<b>Spring</b>	<b>1/05/11</b>	<b>1/14/11</b>	<b>3/01/11</b>
<b>Summer</b>	<b>3/09/11</b>	<b>3/18/11</b>	<b>5/03/11</b>
<b>Fall</b>	<b>5/18/11</b>	<b>5/27/11</b>	<b>7/12/11</b>
<b>Holiday</b>	<b>9/6/11</b>	<b>9/13/11</b>	<b>11/1/11</b>

# contacts:

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