

# TOP 10 REASONS

Magazine Publishers of America report the **TOP 10** Reasons to Advertise in Magazines:

1. Magazine advertising engages
2. Magazine advertising is considered valuable content
3. Magazine advertising moves readers to action
4. Magazine advertising improves advertising return on investment
5. Magazine advertising sells
6. Magazines target efficiently
7. Magazines provide reach to the most desirable consumers
8. Magazine audiences accumulate faster than you think — with lasting impact
9. Magazines influence decision-makers
10. Magazines supply credibility

More importantly are the **TOP 10** Reasons to Advertise in *Children's Magazine*:

## 1. EXCELLENT RESOURCE

Reach the entire market with just one magazine. Children Magazine is designed for a broad range of public and private audiences with an annual target population of more than XXX. It is the principal news magazine entirely dedicated to divorced, separated and never-married parents involved in highly conflicted disputes involving custody and access. Reporting on important decisions and changes in family law, Congressional and state legislation, grassroots initiatives, social research, governmental administrative policy, and parenting support services, Children's Magazine is the most informative in the industry.

## 2. POWERFUL READERSHIP

Average minimum annual spending of \$36.1 billion in federal social services, child support enforcement, family law (parental) litigation, and domestic violence and conflict resolution.

- \$26.7 Billion spent annually in federal funding for family & children social services
- \$5.4 Billion spent annually in parental custody and access litigation
- \$3.6 Billion spent annually in financial child support enforcement
- \$372.8 Million spent annually on domestic violence and conflict resolution

## 3. COST EFFECTIVE

Save money with our cost-efficient rates. CRC is a nonprofit charitable organization which means advertising rates are priced to simply cover production costs - the greater the advertising volume the larger the readership population. *Children's Magazine* only costs \$0.80 to reach a potential prospect or customer vs. hundreds of dollars per sales call.

## 4. MEDIUM PREFERENCE

Magazines in general and *Children's Magazine* in particular, is a credible advertising medium. Consumers are more likely to pay attention to an ad appearing in one of their favorite magazines than their favorite TV shows or websites. More consumers also report they purchase products as a direct result of magazine advertising than any other medium measure.

- (*Media Choices 2000*, Erdos & Morgan)

## 5. TARGET MARKETS

Children's Magazine is distributed to key major industry markets (family law/domestic relations court judges, U.S. Congress, Federal and state child support enforcement offices, national membership associations, and of course parents).

## 6. RELATIONSHIP BUILDING

Because CRC has a solid relationship and a trusted reputation in the market, our name is recognizable in a wide range of markets and sectors from across the nation to around the globe. Equally important, based on readership direct requests for available products and services advertising in Children's Magazine creates unique promotional and sponsorship opportunities that assist in building name recognition and successful business relationships.

## 7. CONTENT CREDIBILITY

Readers from coast to coast respect and rely on CRC for expert analyses and guidance. Legislative developments, precedent legal decisions, advocacy initiatives, news articles, interviews, social research, and special event announcements attract key individuals to Children's Magazine eager for information and recommendations, which is typically kept for future reference, dramatically increasing the shelf life and more importantly – advertising exposure.

## 8. DECISION-MAKERS

Children's Magazine offers unparalleled reach into the state and local family law industry providing visibility to decision-makers in all 50 states. They are involved, educated, empowered in the community at all levels, they are:

Elected and Appointed Public Representatives  
State, City, and County Executives  
Family Law/Domestic Relations Judges  
Court and Government Service Officials  
Civil Trial Attorneys and Legal Professionals

Family and Children's Service Providers  
Professional and Advocacy Member Associations  
Community/Faith-Based Organization Directors  
Grassroots Groups and Initiative Organizers  
Separated, Divorced & Never-Married Parents

## 9. CHANGING CONSUMERS

Great demands for new information and services are directly associated with significant changes in household composition. Recently divorced or separated parents need new or additional professional services, children's clothing and supplies, home furnishings, recreational opportunities, and more. The list is virtually endless as each parent works to maintain a suitable home for their child(ren) in two different households, often in another neighborhood(s) where one or both parents have yet to establish their local buying patterns. These kinds of consumers are more sensitive to legal, social and emotional responses that cannot be targeted by traditional advertising methods or by "word of mouth."

## 10. ONLINE ACCESS

Our several industry prominent web sites are premium landing sites and information resources for parents, as well as legal, social and business leaders, and direct providers of family and children services. Unlike other print media, a single issue of *Children Magazine* is typically referenced by readers for an average of two years - building not only sustained advertising benefit, but offering equally advantageous consumer loyalty in anticipation of the next edition. Finally, each month hundreds more new members are added to our subscription base complementing the hundreds of thousands nonmembers that visit our websites each year.