



Family Pages
where parents go for .info

Media Kit

What is FAMILY PAGES?

- A niche market directory of family focused businesses who's products and services cater to children
- A Portal of information for parents of online shopping, online resources and local businesses
- An affordable affective opportunity for small businesses to increase their visibility to potential customers
- A user-friendly website that provides researched comprehensive information in an easy to navigate format

Why advertise a local business online?

- Because more and more American's everyday are learning how much faster and easier it is to find information on the internet
- gives a more indepth look into your company
- more affordable with a broader reach then tradition yellow page or print advertising
- Because as of October 2005, 68.8% of American's use the internet on any given day and that percentage is continuing to grow

How is FAMILY PAGES different?

- only niche parent directory that includes complete listings in each category building visitors confidence as a reliable source of information
- only niche parent directory that gives the option to sort listings by city making it quicker and easier for our visitors to find businesses close to them
- Give you the control of your advertising by providing user login ability to change descriptions, upload banners, images, and documents, view stats, and more...
- provides detailed statistics so that you know exactly what you are paying for and exactly how well your advertising worked
- affordable pricing that will fit any budget
- gives you the freedom to choose when, how, and to who your banner or text ads are shown
- clean straight forward design making it easy for visitors to find what they

need quickly

Site Visitor Demographics

- 75% of site visitors are women
- 97% are current or expecting parents

*percentages based on contest entries and newsletter membership

Distribution/Marketing Partners

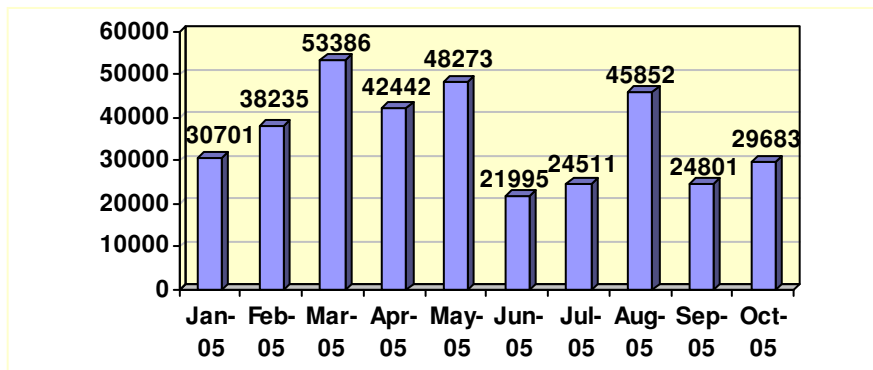
Consumers link to Family Pages from many sites like these

GOOGLE	YAHOO	ALLTHEWEB	ASK.COM	MSN
AOL	OVERTURE	DOGPILE	EXCITE	MAMMA
WALHELLO.COM	ALTAVISTA	LYCOS	LOOKSMART	NEWSCAPE

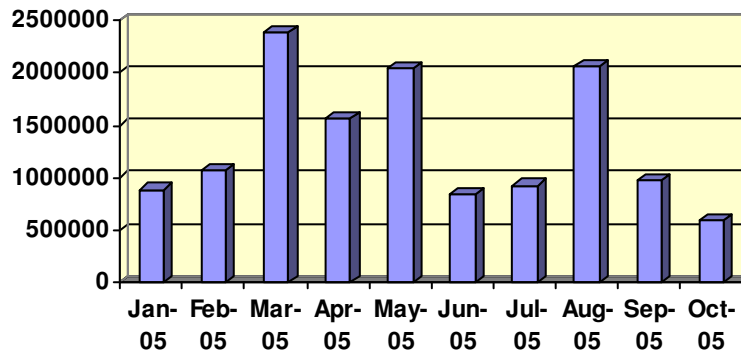
Site Visitor Statistics

These statistics are from the Atlanta Directory only. We will continually update these charts, as well as add additional charts to reflect the stats for each local directory.

Number of visitors each month



Number of page views each month



Testimonials

from advertisers:

"Thanks – your site has helped my business a lot. I've had a lot of inquiries!" Joan from Learning Styles Teaching Service

from site visitors:

"I really enjoy your website. It has so much relevant information. It seems to have all the info that I have been searching for." -Lisa, Lawrenceville

"Great source of information" -William, Lawrenceville

"Your website is wonderful.I found all of the phone numbers very helpful! also,the attractions and entertainment were very useful,I'm always looking for a new and exciting place to take my children.Thanks for all the helpful info." -Alicia, Dallas

"I stumbled on this site searching for fun activites for my two and a half year old daughter. I am pleased with the extent of the activities included within this web site. I have fowarded the web site over to all oo my friends with toddlers as well as older children that are constantly in search of activities." -Carshawn, Atlanta

"I love your website!! There is alot of wonderful and helpful information on anything you are looking for.I really love the information on Special needs It is truely ablessing to find such valuable info.Thanks again and keep up the great work!!" -Rachel

"Your informative calander helps my organization plan activities for our children at A Friend's House, Inc an emergency shelter for children in crisis." -Marina, Stockbridge

"Being fairly new to the Atlanta area (just over 1 year) this is a great resource to locate anything I may need. Thanks." -Julie, Peachtree City

"love your website! Nice to have everything I need to know for my family at my fingertips" -Cindy, Alpharetta

"I must say, I really like your site. However, I live in Villa Rica (Carroll County)and would love to see some things on there for this area." -Brandy, Villa Rica

"Thank you for creating this site. I have found so many useful resources" -Jennifer, Atlanta

"I just love this website and links" -Janice, Marietta

"Great web-site, lots of excellent info thanks" -Stephanie, Woodstock

"I thought this was a very great site I stumbled upon. I had been searching all day on the Internet and could not find what I was looking for. I found everything I needed and more on your Web site in as little as ten minutes. Thank you for thinking of parents like me." -Dee, Powder Springs

"Great website with lots of useful information for families!" -Mary, Sharpsburg

"Thank you for the variety of information provided on your Web Site. The site is easy to move through." -

Rebecca, Newnan

"Love the calendar of upcoming family events! I'll share this info with others. Thanks." -Janice, Marietta

"a very informative website-loved it" -Erica, Stone Mountain

"What a wonderful website. I just happened to be looking for a modeling agency in the Alpharetta, Marietta area and your web site provided me with names and numbers. Thanks for making my search easier." -Julie, Roswell

"I'm new to the Atlanta area, and your website has helped me find a school, and just to get a feel for the area. Good job." -Rebecca, Atlanta

"I am so glad my friend forwarded this site to me. It is very informative. I have been looking for a place where I could find activities for my children all in one place. Thank you for making this so much easier for Mom's." -Asha, Marietta

"I have found sooooo much valuable information from your resource. My family stays "in touch" with Atlanta, thanks to you. Keep up the good and much appreciated work!" -Sheryl Brown

Awards Recieved



Categories of Businesses Included

Adoption

After School Programs

Arts and Culture

Art Centers

Museums

Gardens & Nature Centers

Theatres ~ Performing Arts

Zoos, Aquariums, & Animal Preserves

Baby Pages

Baby Accessories and Furniture

Baby Nurses, Doulas & Midwives

Child Proofing

Birth Announcements

Breastfeeding

Classes & Support

Supplies

Childbirth Education

- New Baby Keepsakes
- Ultrasound ~ Baby Keepsake Images
- Diapers
- Bookstores
- Camps
- Childcare Centers
- Classes for Kids
 - Art Classes
 - Acting Classes
 - Cheerleading
 - Computer Classes
 - Dance Classes
 - Enrichment for Early Childhood
 - Etiquette & Life Training
 - Gymnastics
 - Horseback Riding
 - Ice Skating
 - Kids Gyms/Exercise Programs
 - Foreign Language
 - Martial Arts
 - Music Lessons
 - Music ~ Early Childhood
 - Mommy and Me Classes
 - Swimming Lessons
- Clothing and Shoes
 - School Uniforms
 - Children's Clothing
 - Children's Shoes
 - Costumes
 - Dance and Gymnastics Wear
- Clubs & Centers
- Consignment Stores
- Dentists ~ Pediatric
- Family Fun
 - Amusement Places
 - Batting Cages
 - Bowling Allies
 - Dine & Play
 - Go Carts
 - Horseback Riding
 - Miniature Golf
 - Movie Theatres
 - Outdoor Fun
 - Pottery Painting
 - Skating Rinks
 - Water Parks
 - Playgrounds & Parks
- Furniture ~ Kids
- Gifts ~ Personalized
- Haircuts ~ Kids
- Homeschooling
 - Homeschool Associations & Programs
 - Homeschool Supplies

- Homeschool Support
- Maternity Clothes
- Murals
- Nanny Services
- ObGyn's
- Parent Resources
- Party Pages
 - Party Entertainment
 - Party Supplies
 - Party Places
 - Party Invitations
 - Party Rentals
- Pediatricians
- Photographers
 - Portrait Studios
 - Professional Photographers
- Play Equipment
- Preschools
- Schools
 - Montessori Schools
 - Private Schools
- School Supplies
- Scrapbooking
- Special Needs
 - Assessment & Disability Specialists
 - Special Needs Camps
 - Special Needs Childcare
 - Special Needs Preschools
 - Special Needs Schools
 - Therapeutic Programs
- Sports Teams
 - Basketball
 - Baseball
 - Cheerleading
 - Football
 - Hockey
 - Skateboarding
 - Soccer
 - Swimming
 - Tennis
 - Track
- Support Groups
- Therapy ~ Children
 - Child Psychologists & Counselors
 - Child Psychiatrists
 - Music Therapy
 - Occupational Therapy
 - Physical Therapy
 - Speech Therapy
- Toys
- Travel ~ Family
- Tutoring
- Work from Home

Coupons
Music Stores
Protect Our Kids
Movies & Movie Rentals
Websites for Kids

*categories are subject to change without notice

Current and Future Directories

Priority Major Cities we either cover already or will be in the next few months

Atlanta, GA * since June 2003	Miami, FL launched Nov 2005
Baltimore, MD launched Nov 2005	Minneapolis, MN will launch Feb 2006
Boston, MA launched Nov 2005	New York, NY launched Nov 2005
Chicago, IL will launch Jan 2006	Philadelphia, PA will launch Jan 2006
Cleveland, OH will launch Jan 2006	Phoenix, AZ will launch Feb 2006
Dallas, TX launched Nov 2005	San Diego, CA will launch Jan 2006
Denver, CO will launch Feb 2006	San Francisco, CA will launch Feb 2006
Detroit, MI will launch Feb 2006	Seattle, WA will launch Jan 2006
Houston, TX will launch Jan 2006	St. Louis, MO will launch Feb 2006
Los Angeles, CA launched Nov 2005	Washington, DC launched Nov 2005

*subject to change without notice

Remaining Large Cities we will launch directories in by the end of 2006

Akron, OH	Columbus, OH	Irving, TX	Nashville, TN	San Jose, CA
Albuquerque, NM	Corpus Christi, TX	Jacksonville, FL	New Orleans, LA	Santa Ana, CA
Anaheim, CA	Des Moines, IA	Jersey City, NJ	Newark, NJ	Scottsdale, AZ
Anchorage, AK	El Paso, TX	Kansas City, MO	Norfolk, VA	Shreveport, LA
Arlington, TX	Fort Wayne, IN	Las Vegas, NV	Oakland, CA	Spokane, WA
Augusta, GA	Fort Worth, TX	Lexington, KY	Oklahoma City, OK	St. Paul, MN
Aurora, CO	Fremont, CA	Lincoln, NE	Omaha, NE	St. Petersburg, FL
Austin, TX	Fresno, CA	Long Beach, CA	Pittsburgh, PA	Stockton, CA
Bakersfield, CA	Garland, TX	Louisville, KY	Plano, TX	Tacoma, WA
Baton Rouge, LA	Glendale, AZ	Lubbock, TX	Portland, OR	Tampa, FL
Birmingham, AL	Glendale, CA	Madison, WI	Raleigh, NC	Toledo, OH
Buffalo, NY	Grand Rapids, MI	Memphis, TN	Richmond, VA	Tucson, AZ
Charlotte, NC	Greensboro, NC	Mesa, AZ	Riverside, CA	Tulsa, OK
Chesapeake, VA	Hialeah, FL	Milwaukee, WI	Rochester, NY	Virginia Beach, VA
Cincinnati, OH	Honolulu, HI	Mobile, AL	Sacramento, CA	Wichita, KS
Colorado Springs, CO	Indianapolis, IN	Montgomery, AL	San Antonio, TX	Yonkers, NY

*subject to change without notice

Flexible Targeted Advertising Packages

\$20	10,000 Impressions
\$50	30,000 Impressions
\$100	75,000 Impressions
\$250	250,000 Impressions
\$500	600,000 Impressions
\$1000	1.5 million Impressions

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