



Fresno's Lifestyle Magazine
for Modern Moms



Media Kit 2012

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The Magazine

The Conception

As a first time mother, I found myself acquiring any and every parenting and baby magazine I could get my hands on to broaden my knowledge of this new endeavor and feed my frenzy for magazines. I also struggled with the all too familiar battle of working mom or stay at home mom. While I wanted nothing more than to stay at home and absorb every change and gurgle that transpired, I also sensed that there was a part of me that my daughter was missing out on, and so was I. So how to make two dreams into one...Totts! A local lifestyle magazine for moms just like me, trying to juggle home, kids, activities, friends, entertaining, and most importantly, ourselves!

The Target

Through our thought out content to design and layout, Tott's is Fresno's lifestyle parenting resource, reaching the newest generation of affluent, active and most of all trend setting Moms!

The Feature

Feature story on a local mom

The Letter

Notes from the Publisher

The Postboard

Letters & Blogs from our readers on subjects that matter most

The Line-Up

Table of Contents

The Play Room

Product feature spread

The Project

Do-It-Yourself fashion & art projects

The Field Trip

Feature story on a business geared toward child ed., development, physical act., art, etc...

The Closet

Product feature spread

The Check Up

Article related to baby/children's health

The Couch

The Reader

- Mothers, age 25-54
- One or more children in the home
- Household income 100k+

The Distribution

10,000 copies per issue. Through local business such as retail locations, health clubs and spas, professional offices, medical offices, beauty salons and spas, and schools and daycare facilities, our subscription base, and Whole Foods Market.

The Mission

Our mission at Totts is to become a venue for local businesses within our community to grow through our readers and involvement with our publication and events, while providing the most targeted and cost-efficient approach to market and brand their business.

Article related to early childhood development/psychology

The Kitchen

Article on nutrition & recipe

The Model

Feature story on a Mommy pampering

The Miracle

Article on pregnancy/birth

The Sand Box

Photos from a visit to a local park or attraction



Advertising Rates - 2012

Bi-Monthly Insertion Rates

Ad Size	1 issue	3 issues	6 issues
2-Page Spread	\$1700	\$1600	\$1500
Back Cover	\$1400	\$1300	\$1200
Inside Back Cover	\$1200	\$1100	\$1000
Inside Front Cover	\$1200	\$1100	\$1000
Full Page	\$1000	\$900	\$800
Half Page	\$700	\$600	\$500
Quarter Page	\$400	\$350	\$300

Ad Specifications

Ad Size	Width	Height
Full Page Bleed	8.75"	11.25"
Full Page	8.5"	11"
Half Page Horizontal	8.5"	5.5"
Half Page Vertical	4.25"	11"
Quarter Page	4.25"	5.5"

All text or important images must be within .5 margin or "safe zone" all around.
300 (or greater) dpi JPG or press-quality PDF are preferred file formats.

Closing Dates

Issue	Commitment Date	Art Work Due
February/March	Jan. 11th	Jan. 18th
April/May	Mar. 14th	Mar. 21st
June/July	May 11th	May 18th
August/September	July 11th	July 18th
October/November	Sept. 12th	Sept. 19th
December/January	Nov. 7th	Nov. 14th



Totts

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The Field Trip

What is more fun than a field trip... invite local moms to your business for their next Totts outing...

Every issue, Totts magazine will feature a one page piece on the hottest local adventure. Your business can become the exclusive sponsor of this feature.

Each feature will include:

- One-page layout featuring your business
- 2-4 Photos of your attractions or services with a descriptions and price point
- Your business Logo and information featured prominently at the bottom right hand corner of the article
- Table of contents listing
- Article featured on the Totts' website
- Logo on Totts' website, with link to your business website
- Monthly Website giveaway

Single Issue Investment:

\$800 + the products/services featured for monthly website giveaway

Added Value Opportunity:

Or commit to a 6-issues of a 1/2 page Ad Insertion or larger and receive one Field Trip feature at no additional cost.



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Model Mommy - Makeover

Feature your Salon or Day Spa by revitalizing a deserving Mom from head to toe...

Every issue, Totts magazine will feature a local Mom who stands out at the Park. That Mom will receive a head to Toe Beauty Makeover that will leave her feeling like the Model Mom that she is. Your business can become the exclusive makeover sponsor of this two-page feature.

Each feature will include:

- Two-page story featuring before and after shots of our Model Mommy
- Beauty regimen description and price point
- Technician credits, including photo and services provided
- Your business Logo and information featured prominently at the bottom right hand corner of the article
- Article featured on Totts' website
- Logo on Totts' website, with link to your business website
- 70 x 70 Banner Ad with hyper Ink on Totts Home Page
- Monthly Website Giveaway
- Full Page 4-color Ad Insertion

Bi-Monthly Investment:

\$800 + the beauty treatments provided for featured mommy
& monthly website giveaway



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The Tott's Fashion 5-5-9

Roll the newest children's fashions out on the Totts Magazine runway...

Every issue, Totts magazine will feature an editorial piece on the hottest fashions for today's Totts. This piece will be written by, Y 101's fashion expert, Nicole Giordano who will give our readers the 4-1-1 on your fashion in the 5-5-9!

Your feature will include:

- Exclusive Paragraph layout featuring your newest products, fashion, and season insights
- Photos of 2-5 pieces with a description and price point
- Your business Logo and information featured prominently at the bottom right hand corner of the article
- Recap of article featured on Totts' website
- Logo on Totts' website with link to your business website
- 70 x 70 Banner Ad with hyperlink one Totts Home Page
- Monthly Website giveaway
- 1/4 Page 4-color Ad Insertion

Bi-Monthly Investment:

\$400 +(1) product featured for monthly website giveaway



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Bi-Monthly Investment:

\$400 +(1) product featured for monthly website giveaway



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The Discount

Every Mom knows, that there is nothing better than a great deal.

Every issue, Totts magazine will feature a one page perforated tear out of local coupons to our Mom's favorite hot spots. Your business can become one of the six local sponsors of this feature.

Your feature will include:

- Two sided 4-color coupon, 2" x 4"
- Duplicate print out available on the Totts' web site
- Logo on Totts' web site, with hyper link to your business web site

Bi-Monthly Investment:

\$200

Requires a 2-issue commitment