

KNOXVILLE

# Kids' DIRECTORY

www.knoxvillekidsdirectory.com

**FREE!**  
JULY/AUGUST 2016



IN EVERY ISSUE:

**Fun Events**  
pages 6 & 7

**Dine on a Dime**  
page 8 & 9

# Kids' connects DIRECTORY Parents to Your Business...

## Don't miss out on Your Target Market!

### Invest In Your Business

## Kids' offers: DIRECTORY

### Pinpoint Target Marketing

Most of our readers are busy moms with children 0-15 years of age who depend on the Kids' Directory to provide them with products and services for their growing families. We work every day to bring you these customers.

### Targeted Distribution

Our directories are strategically placed in venues and businesses where busy parents are likely to be. This means that your message will be put in the hands of consumers who have a need for your products or services!

### Effective Distribution

Our "pick it up" distribution system is the most effective method to reach new customers. Your money is invested—not wasted!

### Portable Size

The Convenient size of the Kids' Directory fits perfectly into a purse, diaper bag, or glove box allowing busy parents to easily access the resources they seek anytime and anyplace. It's easy to use and easy to keep so your ad will always be working for you!

### YOU are the Content

We keep it simple and focus completely on YOU! Because the Kids' Directory is advertisement driven, there are NO editorial features to distract the reader away from your message. This allows for an easy read, cover to cover!

### Impressive Full Color

Never pay extra for full color in the Kids' Directory! Your message will be displayed in full color on high quality glossy magazine stock, providing a great look to promote your business. Studies prove color works better!

### Advertising You Can Afford

We believe you will find advertising in the Kids' Directory to be the most cost effective way to reach your target audience. An ad in the Kids' Directory is likely to cost less than even the smallest ad in the daily newspaper. And, as always, our publication is FREE, and picked up on purpose!

### Targeted Advertising...GETS RESULTS!

We reach active consumers each month by strategic placement of our Kids' Directories in 250+ select locations. Our goal is to have 100% picked up and used! In order to reach this goal, we carefully monitor our distribution and alter it as needed.

### You can find us in...

- All of our advertisers
- Pediatrician offices
- Family doctors' offices
- OB/GYN offices
- Hospitals
- Dance, gymnastics and karate studios
- Pediatric dental offices and orthodontists
- Children's hair salons
- Schools and preschools
- Sports and recreation centers
- Indoor play centers
- Daycare, childcare and learning centers
- Libraries
- Family friendly restaurants
- Maternity, infant and children's retail stores
- and more