

KIDS.  
HOME.  
LIFE.



2012  
**Media Kit**



[ocfamily.com](http://ocfamily.com)

Y  
E  
M  
A  
F  
8



## CONNECT...



print



online



special  
events



social  
media



mobile



video



e-options

### Our Elevator Pitch

OC Family is the intersection where our readers and users find information, resources and each other to navigate the journey we call parenting. Our target audience in print and online is loyal, active and committed, and they are using every media platform to find products and services to give their families the best quality of life possible. OC Family is the market leader in connecting families and advertisers at every intersection.

### The Power Of Print

#### Magazine Brands: Stronger & More Relevant

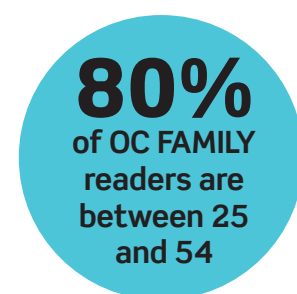
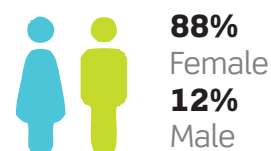
- 93% of U.S. adults read magazines.
- Magazine readership is growing in an increasingly crowded and noisy media world.
- Magazine reading offers pure pleasure, control and escape. 68% consider magazine reading to be “my time.”
- Magazine ads drive Web searches more than any other medium
- Magazines excel at reaching people who shape attitudes and behavior.

Source: 2011 Association of Magazine Media (formerly MPA)

## AUDIENCE PROFILE

**OC FAMILY targets** parents better than any other magazine or newspaper in Orange County. Here is a snapshot of our readers based on national third-party research.

### ACTIVE & EDUCATED



42  
Average reader age

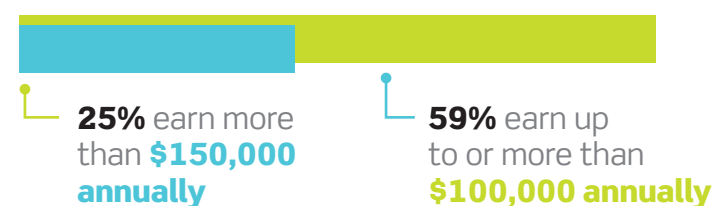
62%  
Graduated/attended college

38%  
Stay at home

60%  
Employed

### AFFLUENT

OC FAMILY is #1 in reaching households with \$100,000+ incomes



60.7% Own a home  
**\$731,440** Mean home value  
**\$152,870** Average total household income

### GROWING FAMILIES

60% ages 6+  
57% under 4 years  
38% ages 5 to 9  
42% ages 10 to 17  
16% ages 18+

**75%**  
Families with at least one child

### ENGAGED CHILDREN

**77%** Music, Dance, & Arts  
39% Swimming  
36% Team Sports  
34% Gymnastics & Cheer  
33% Martial Arts & Fitness

### EDUCATION ORIENTED



**\$1.6 Billion** spent on college tuition, books, room and board and related higher education expenses

**\$72 Million** spent on daycare services and options  
**\$51 Million** on sports and extracurricular activities  
**\$32 Million** on elementary and high school tuition  
**\$29 Million** on preschool tuition, fees and expenses



**77%**  
would consider private school for their child



**51%**  
use OC FAMILY to find academic resources for their child

OC FAMILY readers spent more than **\$182 million on education** in the 2010-2011 school year

### TRUSTED RESOURCE

**90%** use ads in OC FAMILY to make **purchasing decisions**



### DEEPLY LOYAL AUDIENCE

**85%** have read some or all of two of the last four issues of OC FAMILY

### CONNECTING YOU WITH FAMILIES

**48%** turn to OC FAMILY to find a healthcare specialist or solution



2012

## PRINT

OC FAMILY is available at **1,600 locations** countywide.














## CIRCULATION

Frequency: **12** issues per year  
Circulation: **55,000** copies per issue  
Readership: **192,500** per issue (2.3 million per year)




**TOTAL AUDIENCE**  
**277,500**  
readers per month in print and online\*

## DISTRIBUTION

### Available at:

-  CHOC Children's
-  Community centers
-  Daycare centers
-  Discovery Science Center
-  Family fun centers
-  Libraries
-  Major hospitals
-  Medical centers
-  OC retailers
-  Pretend City
-  Private schools
-  Restaurants
-  Youth centers

### BONUS annual exposure & distribution

-  OC Private Schools Fair, Anaheim
-  OC Family Summer Camp and Activities Fair, Irvine Spectrum Center
-  OC Children's Book Festival, Orange Coast College

### Exclusively at:



## ONLINE

### ocfamily.com\*:

Visitors: **20,000** per month  
Page Views: **62,000** per month

### e-newsletter subscribers:

Readers: **13,000** weekly





CHURM  
MEDIA



[ocfamily.com](http://ocfamily.com)



[southlandgolfmagazine.com](http://southlandgolfmagazine.com)



[ocmetro.com](http://ocmetro.com)



[ocmenus.com](http://ocmenus.com)

ripeorange

MARKETING • DESIGN • EVENTS

[ripeorangeinc.com](http://ripeorangeinc.com)

Corporate Headquarters

1451 Quail Street, Suite 201 | Newport Beach, CA 92660

P: 949.757.1404 Ext. 228 | F: 949.757.1996

[churmmmedia.com](http://churmmmedia.com)