



*Today's time-stressed parents are looking  
for ways to spend quality time as a family.  
They're willing to spend more on their  
kids and have the **disposable  
income to do so.***

Every issue of HOO KNOWS® Family & Kids is action-packed with things family and kids just gotta have. From products for babies to too-cool-tweens, there's nothing like the latest issue of HOO KNOWS® Family & Kids to guide their shopping trips around town.

- HOO helps families hunt down the products and services they want and need
- HOO targets \$175 billion kids' market spent on everything from fashion to sports to technology
- HOO's helpful, easy to read and fun!



## HOO Facts:

- Children play a big part in influencing family spending
- Grandparents make up a dynamic secondary market as the biggest spenders on toys
- Professional buyers for local hospitals, doctor's offices and schools are major purchasers of toys

## Who reads HOO KNOWS® Family & Kids?

HOO's kicking up a little dust on the diamond with fun factoids, feature-ettes and fun ideas that turn idle hours into time well spent. Choosy Moms choose HOO – the local resource that helps her busy family get it and go.

# Readership & Distribution

## HOO's Advantages in Mobile and the Eastern Shore

HOO KNOWS® Family & Kids reaches moms and families in Mobile and the Eastern Shore. What makes HOO KNOWS® Family & Kids different from other print media?



- ✓ Published monthly for a fresh perspective
- ✓ Reach 10,000 moms and families every month
- ✓ Change your ad easily every issue
- ✓ Plan a campaign your way with no long term contract
- ✓ Enjoy the easy to carry convenience and size
- ✓ Target online shoppers with Free web exposure
- ✓ Link your website with Free link and listing
- ✓ Schedule monthly billing if needed

## HOO's Mobile/Eastern Shore Distribution

10,000 monthly

### HOO's Rackography™

Highly visible HOO racks at high traffic locations

### HOO Helpers™

Targeted businesses who distribute at their location

### HOO Sites™

Extra distribution at trade shows, events, promotions and expos

### HOO Subscribers

A growing list with member's only privileges



Advertise with HOO KNOWS® Family & Kids now and receive HOO's special added bonus at [www.hoo-knows.com](http://www.hoo-knows.com)!

- Get **FREE** National & Local exposure online
- Get **FREE** full color ad in the web magazine
- Get **FREE** pop-up Google Map listing & locator
- Get **FREE** Driving directions to your store
- Get **FREE** links to your website and email

Create a buzz in your community using HOO KNOWS® Family & Kids targeted approach. HOO KNOWS® advertising works!

