



2017 Media Kit

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RESERVATION FORM ENCLOSED

Sample copies available



NANNY MAGAZINE

teach | play | love

NANNY MAGAZINE

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**Your
Message.**

Everywhere.

Be mobile, in print, online, in inboxes,
and on the go with thousands of nannies.

without competition

While there are numerous publications for parents, there are no other magazines for nannies in the United States. *Nanny Magazine* stands alone serving this sector.

FAST FACTS

MARKET ANALYSIS

According to the Bureau of Labor Statistics, there are approximately 1.3 million childcare workers in the United States, 10% of whom are nannies (130,000). However, a recent study by Catherine Haskins at Amherst University reveals that only 3–20% of nannies report their income. This means that there are estimated to be between 1 million and 4 million nannies in the United States.

The Bureau of Labor Statistics estimates an additional growth of 20% in the field by the year 2020.

READER PROFILE

Gender: Predominantly female (95%)

Age: 18-45

Family Structure: Predominantly single

Geographic Location: Urban and suburban United States

Education Level: College and above

Individual Income: \$17.44/hour or 36,000/year

Purchasing Power: 95% have spent on behalf of employers; 55% spend with an unlimited cap on behalf of employers according to a study *Nanny Magazine* performed in collaboration with Nannypalooza

Interests: Children, education, food, leisure, professional development, safety, and outdoor activities



NANNY MAGAZINE

teach play love



Reach thousands
of nannies on *your*
budget.

Publisher's Note

2017 marks the fourth year of consecutive publication of the premiere publication for American nannies. This year also marks our first year under the editorship of esteemed nannypreneur Amanda Duniak, who hopes to take the magazine into new and exciting territory through her editorial strategy.

Nanny Magazine is well connected in the childcare industry, and is a recognized leader in content for this niche group.

Nanny Magazine's audience comprises over 12,000 nannies across various channels, from print and online subscriptions, free Web-based articles, email lists, and a highly engaged social media presence. Find key information about the demographic in this media kit and learn how to get your message in front of our audience.

PUBLISHER

Jennifer Kuhn, MPS

EDITOR IN CHIEF

Amanda Duniak, a well-connected nanny with over 15 years' experience

SOCIAL MEDIA EDITOR

Stephanie Magrisso, an Ohio nanny

FOOD EDITOR

Heather Cherry, a New Jersey mother

NEWSLETTER EDITOR

Jill Ciganek, a Baltimore nanny

CONTRIBUTING EDITORS

Michelle Galetta, a Connecticut nanny and senior care consultant

CONTRIBUTING WRITERS

Authors are nannies from all over the country, pediatricians, and subject-matter experts.

CONTRIBUTING PHOTOGRAPHERS

Original photography provided by nannies and photographers from all over the world.

ADVISORY BOARD

In 2016, NM started working with a volunteer multidisciplinary advisory board, comprised of nanny moguls, renowned agency owners, leaders in childcare and parenting, and business experts.

Members include male agency owner Daniel Butcher, Nanny Tees shop owner Stephanie Bauchum, agency owner Lisa Deboine, Mompreneur Shiela Forston, esteemed nanny blogger and newsletter editor Stephanie Felzenberg, nanny support group owner Jennifer Gay, eNannySource owner and author Michelle LaRowe, and Nanny Transitions owner Glenda Propst.

CONNECT WITH NANNY MAGAZINE

www.nannymag.com
www.twitter.com/NannyMagazine
www.facebook.com/NannyMagazine

NANNY MAGAZINE PUBLICATION, LLC

Print is not dead.

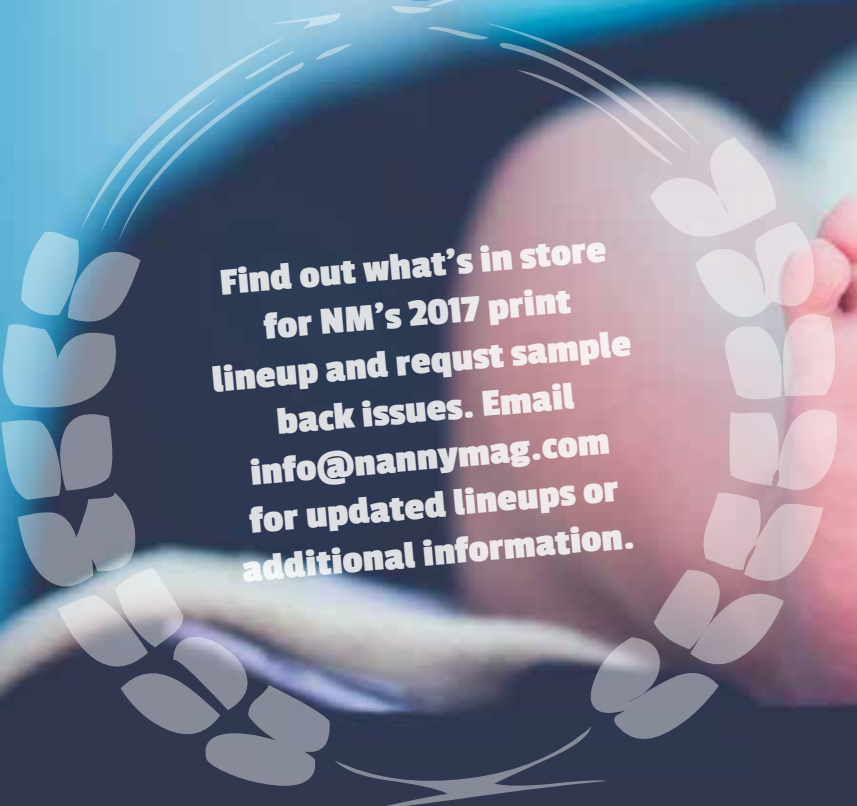
**Readers asked.
Nanny Magazine
listened. Print is
back.**

**Place an ad in print and be in every
subscriber's diaper bag.**

Request a sample copy today.



2017 EDITORIAL CALENDAR



Find out what's in store for NM's 2017 print lineup and request sample back issues. Email info@nannymag.com for updated lineups or additional information.

*****FREE TRIAL SCHEDULED FOR MAY 2017*****

WINTER 2017: Special Issue (Inspiration) How to love your nanny job; A nanny's ABCs; A guide to writing your own contract.

APRIL 2017: The Beauty Issue Realistic hairstyles for nannies of babies; Overnight beauty routine; Style tips; Making Pinterest work for you.

JULY 2017: The Education Issue Tutoring your charge; Help for homework help; Talking to teachers; Resources for nannies; Foreign language learning tools; Educational apps review.

SEPTEMBER 2017: The Weddings Issue Wedding fashion for any budget; Including your charge in your wedding; Registry gift guide; Planning advice for busy brides; affordable venues.


Popular columns returning for 2017: Legally Speaking, Mr. Manny, Interviews, education connection, and Ask the Agency, on top of our standby favorites: food, activities, hard-hitting features, fashion, and more.

SOCIAL MEDIA OUTREACH

Post Details Reported stats may be delayed from what appears on posts

Nanny Magazine
September 21, 2015

😊 Meme Monday time!



79,241 People Reached

4,148 Likes, Comments & Shares

3,153 Likes	365 On Post	2,788 On Shares
393 Comments	34 On Post	359 On Shares
602 Shares	602 On Post	0 On Shares

2,589 Post Clicks

633 Photo Views	2 Link Clicks	1,954 Other Clicks
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NEGATIVE FEEDBACK

13 Hide Post	3 Hide All Posts
0 Report as Spam	0 Unlike Page

79,241 people reached Boost Post

365 24 Comments 602 Shares NM

Like Comment Share

NM's social media presence touches:

Facebook (6,200)
Twitter (1,800)
Pinterest (800)
Instagram (1,200)

Total: 10,000 and growing

\$35 level

- 1 Facebook shoutout
- 1 Twitter shoutout

\$75 level

- 3 Facebook shoutouts
- 3 Twitter shoutouts
- Analytics/insights on performance

\$90 level

- 1 Meme Monday meme (highly sharable and popular graphics)

\$155 level

- 8 Facebook shoutouts
- 8 Twitter shoutouts
- Preferred scheduling options
- Analytics/insights on performance

SPONSORED, BRANDED PRINT RUNS

It's not just our expertly crafted and totally original words. It's not just the beautiful layout and novelty of the niche publication. It's the community. *Nanny Magazine* allows readers to feel like part of something big. When facing extreme isolation, this network and sense of belonging means so much. Your business can be a part of this sense of belonging too.

Sponsored printing provides

- Cover logo placement
- Mini Mag printing to all non-print subscribers, including your ads
- 1 premium position full-page advertisement in the same issue
- 2 uses of *Nanny Magazine's* email list
- 3 social media shoutouts
- 2 eNewsletter sponsorships with insights
- Special callout and highlight in 1 *Nanny Magazine* eNewsletter



Announcements

July-September 2016
The Election Issue

Get your print copies!
Back issue copies
of our NEW Interview
Issue are available!
Nanny Mag is now
FREE to read online!
Tell your friends!
Have a great summer!

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KIDS

15 Backyard Camping So much fun to be had right in your own backyard. Camping has never been easier, thanks to JoAnna Becker's tips!

20 Peanut Butter Bites Dietitian Amber Ketchum shows you how to whip up a healthy, apple-y snack.

DILEMMAS

33 Time Off to Vote? Should a nanny receive paid time off for this patriotic duty?

JUST FOR YOU

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INSPIRE

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4 Dear Jackson One nanny's letter to her charge on the eve of her last day.

LEARN

20 Contract DIY Need help with your contract? NM shows you how to revamp yours (or write one from scratch.)

35 Must-Ask Questions

Be armed for your next interview with the top 10 must-ask

ENERGIZE

15 Don't Call Me a Babysitter How to claim your title and legitimize your profession.

29 Wish I Knew One nanny shares what she wishes she knew before she started her career

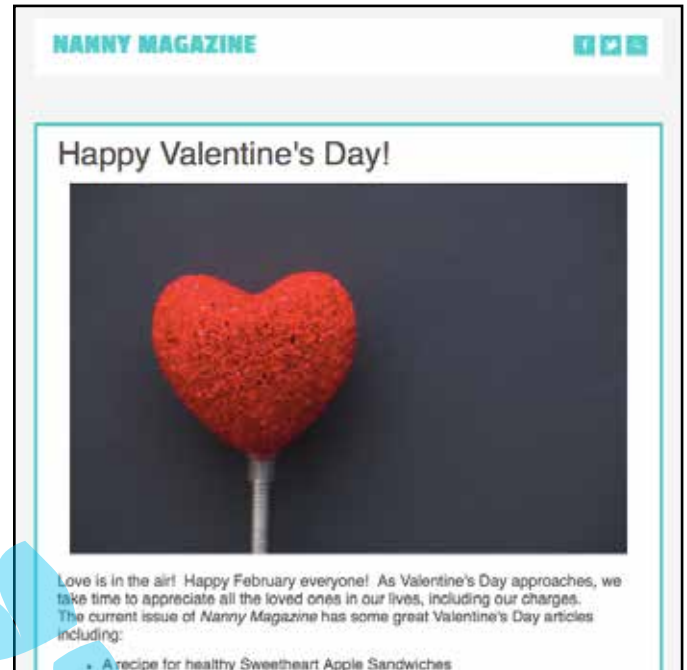
Our First Ever
#NannyLife
Special Issue:
Articles and
Essays to
Energize and
Inspire

for nannies,
by nannies

NANNY MAGAZINE

NEWSLETTER SPONSORSHIP & LIST RENTAL

NM's eNewsletter email list grows day by day and is an excellent vehicle for promoting free website content and news in the nanny world, and promoting cool companies like yours! Our open rates are well above industry average. Get your brand and message delivered to 1600+ nannies at an affordable cost with frequent biweekly delivery. Email list rentals are also available.



\$40 for sponsored eNewsletter gets you:
-banner ad placement in 1 eNewsletter with link back to your website
-report on clickthroughs and open rate statistics

\$60 gets you:
-all of the above + a 50-word blurb in the newsletter about your business

Want to bundle multiples? Save 25% by reserving more than 1 eNewsletter sponsorship.

Rent *Nanny Magazine's* email list to deliver your message directly to the inboxes of the customers you're trying to reach most. Your team drafts the message (subject to approval) and NM sends it.

\$190

-1 email sent on your behalf through *Nanny Magazine's* mail server, MailChimp.

\$235

-1 email + insights (open rates, click through report)
Save 15% on multiple emails reserved and scheduled in the same order.

PRINT MENU & RATES

Nothing beats placing a full color ad in the premiere publication for nannies. It's classic for a reason. Place multiple ads for bigger savings. Ads placed will display in print + digital editions. Digital editions will be hosted online indefinitely.

A free trial subscription period is planned for May of 2017.

PRINT ADVERTISING RATES

Size	1x	2x	3x	4x
Full page	\$645	\$1,095	\$1,450	\$1,675
2/3 page	\$485	\$825	\$1,090	\$1,255
1/2 page	\$420	\$715	\$945	\$1,090
1/3 page	\$325	\$550	\$730	\$845
1/6 page	\$160	\$270	\$360	\$415
You save...		15%	25%	35%

Print Specs and Requirements

4 Color, Digital Printing; Trim Size: 8.5x11"; Frequency: 4x/year (January/April/July/October); saddle stitch; body and covers print web offset, cover 100# sterling ultra with UV coat, Text: 40# pendoweb. All advertising must be provided in a digital format with bleed lines of .25" and gutter of .016"; InDesign, Illustrator, Photoshop, or Acrobat PDF (300 dpi resolution, print ready). All files must be sent electronically to publisher 2 weeks prior to issue's to-press date.

PREMIUM POSITIONS

Cover 2 (inside front)	Add \$150
Cover 3 (inside back)	Add \$100
Cover 4 (back)	Add \$250
Inside front spread	Add \$300
Special position fee	Add \$50



CUSTOM MARKETING

Want a more customized menu to tailor your specific needs? *Nanny Magazine* will create a package just for you. Email jennifer@nannymag.com to get started and find a way to reach your audience that works for your budget and capabilities.



RESERVATION FORM

Organization: _____

Name of Contact: _____ Job Title: _____

Address: _____

City: _____ State: _____ Zip: _____ Web: _____

Phone: _____ Email: _____

Type of product or service advertised: _____

RESERVATION			
Size	Issue Scheduled Date	Total No. of Ads	Total Due (\$)
Payment			

PAYMENT OPTIONS

Invoice me

PayPal

Check enclosed

Payment deadlines: payment due within 30 days of receipt of invoice.

Signature of authorized representative: _____

Name (printed) of authorized representative: _____

Date of reservation: _____

Instructions and information related to this form: After completion, please send this form to jennifer@nannymag.com. An invoice will be provided following receipt. Nanny Magazine Publication, LLC is not responsible for paid ads that are not delivered on schedule or on spec. Nanny Magazine Publication, LLC reserves the right to reject content that is not suitable for its audience. Ads will not be processed until payment is received.