



Our magazine is printed on recycled paper with natural inks. Please recycle. We do.

FREE

SINCE 2001

Jabberblabber®

EARTH FRIENDLY FAMILY PUBLICATION

OVER 100,000 READERS EACH MONTH!

IN PARTNERSHIP WITH MEMPHIS CITY BEAUTIFUL



Love One Another!

FUN, Educational Games and Puzzles for the **WHOLE** family!



Follow along daily with our weather calendar sponsored by



KIRBY PINES GRANDPARENTS PAGE!

TEACHERS PAGE!

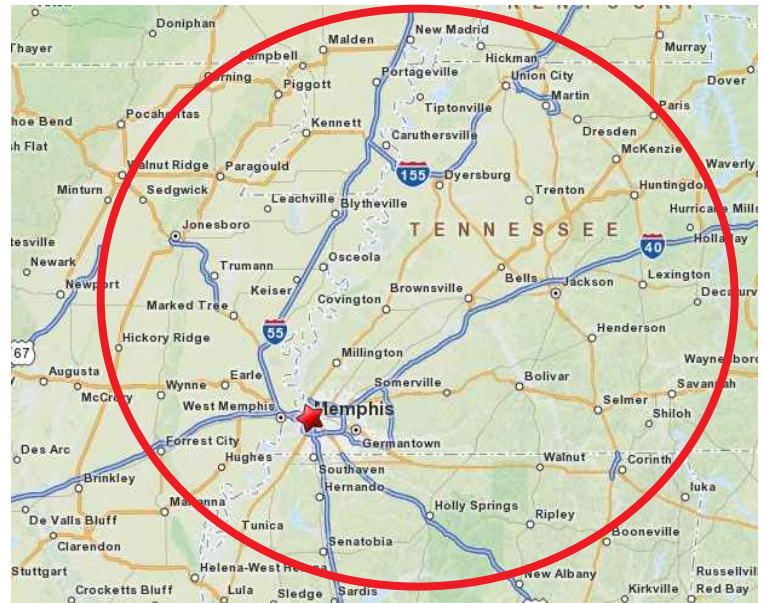
PARENTS PAGES!

WHERE CAN YOU FIND JABBERBLABBER?

We have the largest distribution reach of any other publication in Memphis! 25 Cities!

Locations include family friendly businesses in the following cities:

Memphis, TN	Jackson, TN	Paris, TN	West Memphis, AR
Cordova, TN	Lexington, TN		Jonesboro, AR
Bartlett, TN	Brownsville, TN		Paragould, AR
Germantown, TN	Savannah, TN		Forrest City, AR
Collierville, TN	Munford, TN		Southaven, MS
Lakeland, TN	Dyersburg, TN		Olive Branch, MS
Arlington, TN	Union City, TN		Horn Lake, MS
Oakland, TN	Covington, TN		Hernando, MS
			Senatobia, MS



Available within a 100 mile radius of Memphis!

Outdoor boxes:

Downtown - Spaghetti Warehouse
U of M - Brother Junipers

And . . .

Agricenter Memphis
All About Kids Pediatric Dentistry
All Better Pediatrics
Auto-Ban Indoor Racing
Ballet Ensembly
Bank Tennessee-5 locations
Baptist Women's Hospital
Ben & Jerry's
Bernice Smith Sr. Branch
BJ Chain Library
Boatwright Pharmacy – BOX
Breath of Life Christian Center
Bridges
Brother Juniper's – BOX
Cafe Eclectic – Midtown
Central BBQ – 2 Locations
Channel 3 – WREG
Children's Museum
Children's Cottage
Contemporary Pediatrics
Cosmic Coconut – BOX
DAC Collierville
DAC E. Memphis
DAC Southaven
Fire Museum of Memphis
First Congo Church
First Regional Library
Fox Ridge Pizza
Funquest Bowling/Skating
Germantown Plantation
Gigi's Cupcakes
Girl Scouts Office
Golf and Games
Graceland Gift Shop
Greenlawn Community Center
Healing Hearts Child Advocacy
Incredible Pizza
IRA Samelson Jr. Boys & Girls Club
Jason's Deli – 2 Locations
John Dustin Buckman Branch

John's Pantry
Kids Care Medical Center
Kirby Pines Retirement Community
Kroc Center
Kronenberg Tsiu Eiseman
Las Delicias – Park
Laurelwood Bookseller
Laurelwood Pediatrics
Lebonheur Children's Hospital- 2 locations
Lindenwood Church
Little Gym of Germantown
Lost Pizza
Madison Pharmacy
Main St. Dental
Maria's Cantina
Memphis Botanic Garden
Memphis Child Advocacy Center
Memphis City Beautiful
Memphis College Prep
Memphis Jewish Community Center
Memphis Pediatrics
Memphis Pizza Cafe – 5 locations
Memphis Zoo
Menagerie Farm
Methodist Hospital
Miss Cordelia's Grocery
Molly's
Mother Teresa's
M R Davis Public Library
M R Dye Public Library
Mud Island River Park
Oakhaven Branch
Otherlands Coffee Bar
Panchos – 2 locations
Parkview Retirement
PDS
Peddler Bike Shop – 2 Locations
Pediatric Associates
Pediatric Consultants – 3 Locations
Pediatric Dental Group – 4 Locations
Pediatric/Orthodontic Dental Health Care
Pediatrics East – 4 locations

Pediatric/Orthodontic Dental Health Care
Pediatrics East – 4 locations
Pho Ho Binh Restaurant
Pink Palace Museum
Playcare Learning Center
Porter Leath
Primary Care Pediatrics
River City Pediatrics
Ronald McDonald House
Salvation Army
Scenic Hills Baptist Church
School of Rock
Sekisui Collierville
Shelby Farms Park
Small Steps Child Care
Southaven Library
Special kids and Families
SRVS Dr. Karmali
St. Jude Hospital
St. Mary's Art Center
Star Academy
Stevi B's Pizza
Sycamore Boys' Club
Sylvan Learning Center
Target House
Tennessee Community SRV
The Cupboard Restaurant
Thousand Oaks Deli
Tresevant Manor
Trolley Stop Café
Tropical Smoothie
U of M Intervention Program
Vance Community Center
Vanelli's Deli Germantown – BOX
Walls Public Library
YMCA – 8 locations
Yolo Yogurt – 3 Locations
Youth Villages

Jason's Deli – 2 Locations

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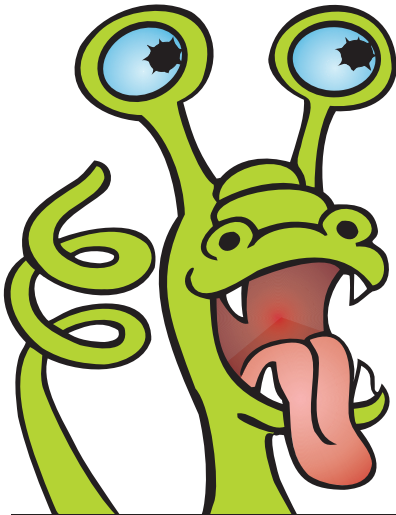
EARTH FRIENDLY FAMILY PUBLICATION

FUN AND EDUCATIONAL FOR THE **WHOLE** FAMILY

Jabberblabber is a 28-32 page newsprint tabloid comprised of color and black and white pages.

Regular features contained in **Jabberblabber** Magazine include the following:

- **Parents Pages** - A section dedicated to parents and caregivers!
 - Dr. B - Answers to your medical questions
 - Healthy Children Healthy Planet - an editorial providing "green" tips for parents
- **Grandparents Pages** - Information and puzzles for senior adults.
- **Be Green, Like Jabberblabber!** - Teaching simple ways to help keep our environment clean
- **Find It** - Adults love this one! Find the differences in the two similar photos
- **Calendar** - A moon phase calendar with local listings of kid friendly events and activities
- **Teachers Page** - An informative page designed specifically for TEACHERS!
- **JabberGenius** - College level puzzles that appeal to geniuses of all ages!
- **Quick Draw Drew** - Learn how to draw a different cartoon each month
- **Educational Games and Puzzles** - Learn while having fun!
- **Spotted U** - Pictures of kids and parents having fun around town!



OVER 100,000 READERS EACH MONTH

PLUS MILLIONS MORE WHO CAN NOW READ JABBERBLABBER ONLINE!

Parents, children, grandparents, caregivers, teachers
and counselors use Jabberblabber as a
necessary educational tool.

Our distribution is 30,000 + monthly.

"The entire crew at Jabberblabber produce one of the best publications in the greater Memphis area! We know that Jabber ads reach our target demo on a consistent basis and we can count on them to help us increase brand awareness."

- Karen Scott, Marketing Director, Malco Theatres

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MEMPHIS CITY
BEAUTIFUL



EARTH FRIENDLY FAMILY PUBLICATION

Reader Profile

30,000 distributed / monthly

100,000+ total readers / monthly

Family Size

1 child 74.2%

2+ children 49.7%

Average Age 8.4

Audience

Total Children 41,480

4-6 10,040

7-12 26,030

13-18 5,410

Total Adults 63,700

Median Age 32.3

Median HHI 58,200

Men 11,160

18-24 3,660

25-49 6,430

50 up 1,070

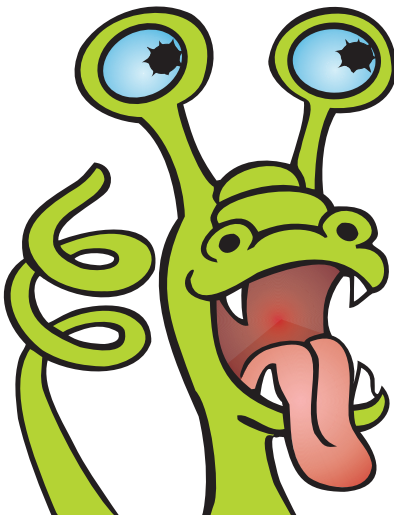
Women 52,540

(largest audience)

18-24 11,420

25-49 31,950

50 up 9,170



Source: TWA Spring 2018



EARTH FRIENDLY FAMILY PUBLICATION

SPONSORSHIP OPPORTUNITIES

January 2018

Magazine size: 11" x 13.75"

		12X	6X	4X	1X
FULL BW	(V)	1350	1500	1650	1782
FULL COLOR	(V)	2025	2250	2475	2673
1/2 BW	(H/V)	732	786	858	978
1/2 COLOR	(H/V)	1098	1179	1287	1467
1/4 BW	(V)	378	408	462	522
1/4 COLOR	(V)	567	612	693	783
CALENDAR	(H)	1338	1404	1458	1530
CALENDAR BLOCK	(H)	150	160	175	200
CALENDAR LISTING		50	60	75	100
1/8 (Being Green in Memphis)		198	255		
INSERTS*		960	1080	1110	1140

Front cover mention - add 150% on full page

Back cover - add 25%

Inside front cover - add 15%

Inside back cover - add 10%

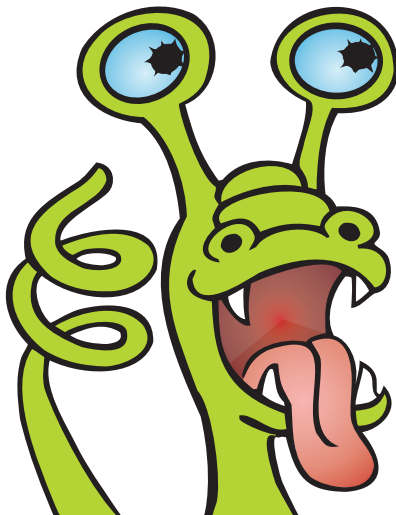
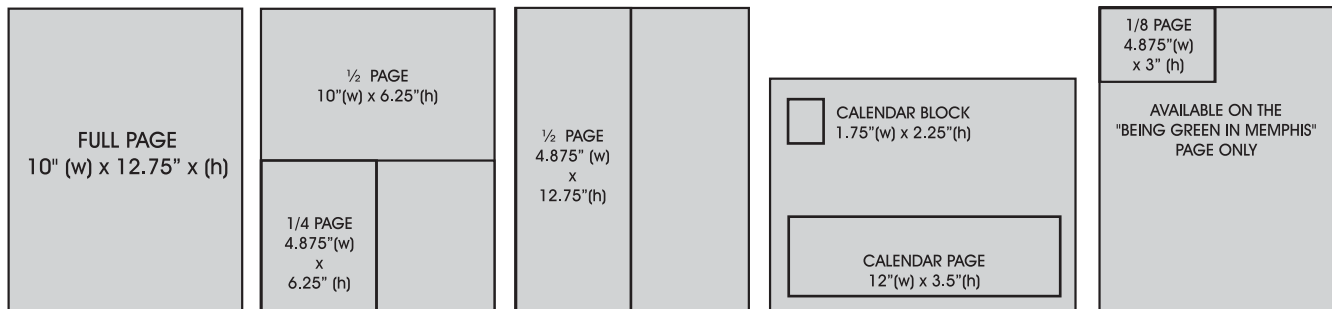
*INSERTS:

Customer provides item to be inserted

qty: 30,000

Maximum size 12.75" x 10"

Medium to High Quality paper required



Rates are based on advertisers supplying camera-ready artwork. An art productions fee may be added for puzzles not camera-ready.

Providing Art? We need a high resolution tif, jpg, or pdf.

email to: graffgraph@aol.com

(always include a low res. jpg for proofing)

- New Advertisers will pay 50% deposit upon signing of contract. Balance is due upon proof approval.
- No cancellations after closing date.
- Frequency rates must be used within one calendar year.
- Jabberblabber is not responsible for errors following proof approval.
- Payment Terms: Net 30 days; 1 1/2% finance charge after 30 days
- ALL PRODUCTION COST INCURRED WILL BE BILLED OVER AND ABOVE SPACE CHARGES



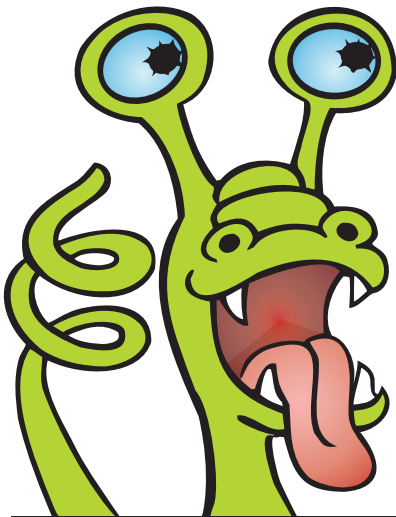
EARTH FRIENDLY FAMILY PUBLICATION

TARGETING YOUTH

Although the kinds of products marketed to children have remained much the same, the buying power of children and adolescents has increased exponentially over time.⁹ The affluence of today's children and adolescents has made youth a market eminently worthy of pursuit by businesses. Youths now have influence over billions of dollars in spending each year.¹⁰

Youths also shape the buying patterns of their families.¹⁵ From vacation choices to car purchases to meal selections, they exert a tremendous power over the family pocketbook. Experts estimate that two- to fourteen-year-olds have sway over \$500 billion a year in household purchasing.¹⁶

Thus, to influence youth is to influence the entire family's buying decisions.



9. Institute of Medicine, Food Marketing to Children and Youth

10. Economist, "Youth, Inc.," Economist 357 (2001): 8202.

15. D. Kunkel and others, Report of the APA Task Force on Advertising and Children: Psychological Issues in the Increasing Commercialization of Childhood (Washington, D.C.: American Psychological Association, 2004);

16. Institute of Medicine, Food Marketing to Children and Youth