Jabberblabber®

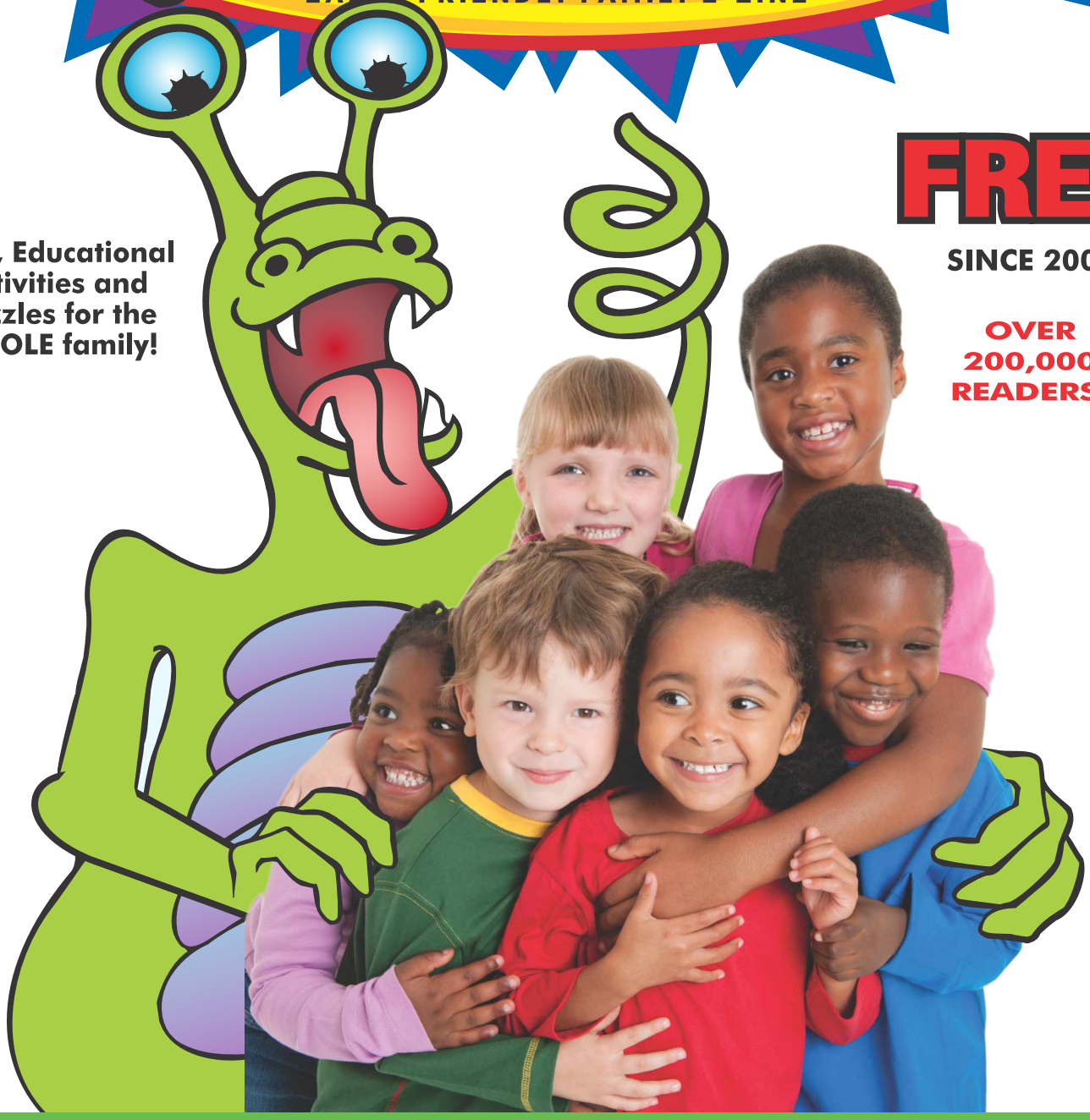
EARTH FRIENDLY FAMILY E-ZINE

FREE

SINCE 2001

OVER 200,000 READERS!

FUN, Educational Activities and Puzzles for the WHOLE family!



2022 MEDIA KIT

IN PARTNERSHIP WITH
MEMPHIS CITY BEAUTIFUL

Jabberblabber MAGAZINE

CELEBRATING 21 Years JABBERBLABBER

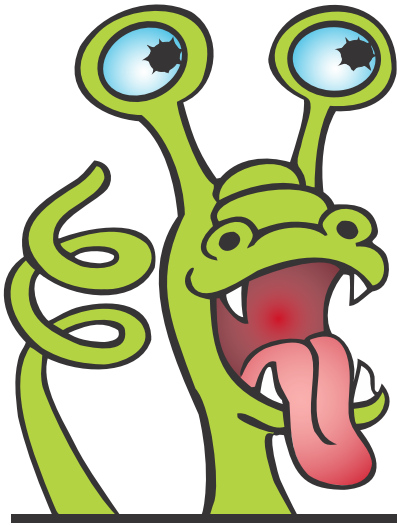
EARTH FRIENDLY FAMILY PUBLICATION

FUN AND EDUCATIONAL FOR THE WHOLE FAMILY

Jabberblabber is a 30+ page downloadable color E-zine!

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
- **Fun Holiday Calendar** - A list of zany holidays
- **Activitie of the Month** - Fun, craft activities you can do at home
- **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 50,000 subscribers

and over 200,000 readers!

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

"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

415 S. Front # 114 • Memphis, TN 38103 • 901.278.5002
fax: 901-274-3361 www.jabberblabber.com jabberblabber@aol.com

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Reader Profile

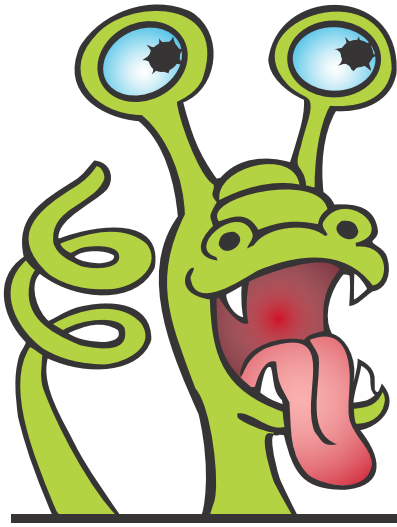
50,000 subscribers

200,000+ 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 (largest audience)	52,540
18-24	11,420
25-49	31,950
50 up	9,170

Source: TWA Winter 2022

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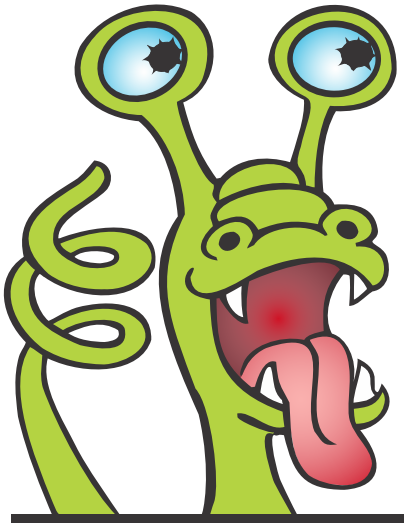
SPONSORSHIP OPPORTUNITIES

E-Zine size: 8.5" x 11"

March 2022

FULL PAGE
8" (w) x 10.5" x (h)

½ PAGE
8"(w) x 5.125"(h)



Providing Art? We need a high resolution tif, jpg, or pdf.
email to: graffgraph@aol.com
(always include a low res. jpg for proofing)

- 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

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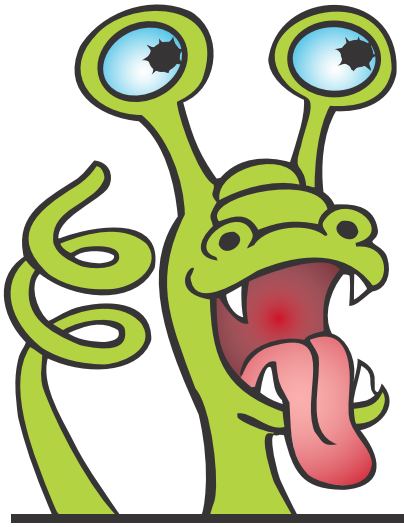
CELEBRATING 21 Years JABBERBLABBER

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 billon 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 (2019): 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

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CONTRIBUTE TO THE EDUCATION OF LOCAL CHILDREN!

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OUR MISSION:

Helping Children Live Healthy and Happy.

Your corporate sponsorship helps keep this magazine FREE to parents and children in YOUR community.

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