

Jabberblabber®

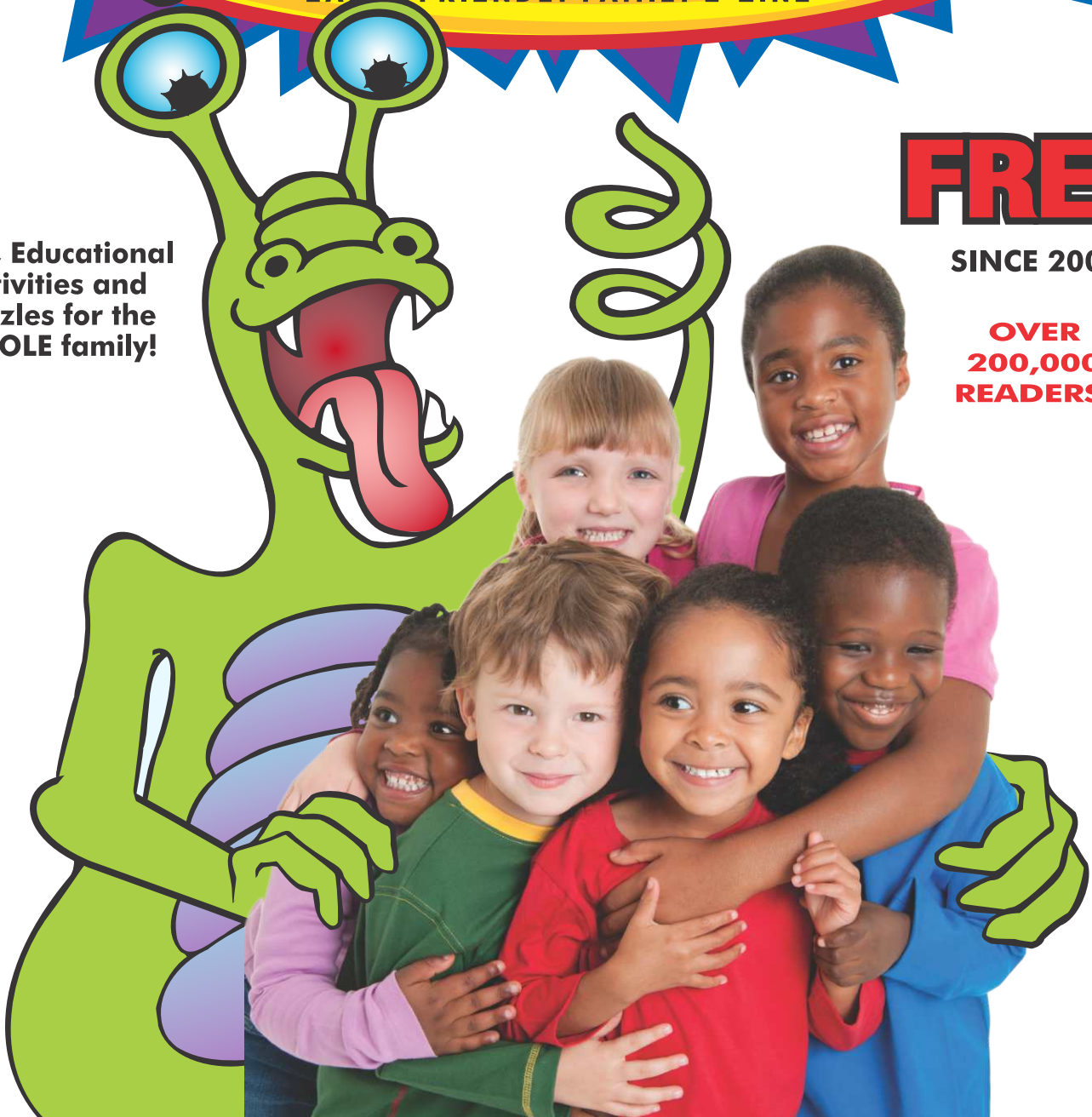
EARTH FRIENDLY FAMILY E-ZINE

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

FREE

SINCE 2001

**OVER
200,000
READERS!**



2023 MEDIA KIT



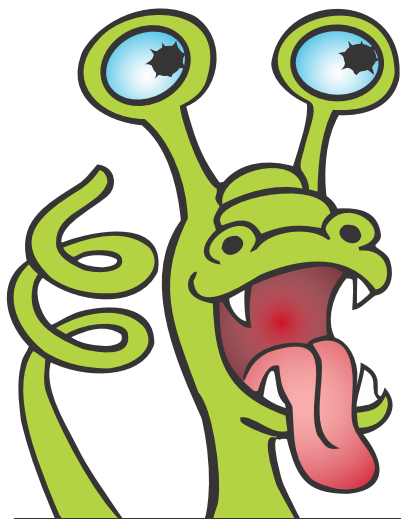


FUN AND EDUCATIONAL FOR THE **WHOLE** FAMILY

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
- **Activities 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

IN
PARTNERSHIP
WITH
MEMPHIS CITY
BEAUTIFUL



EARTH FRIENDLY FAMILY PUBLICATION



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

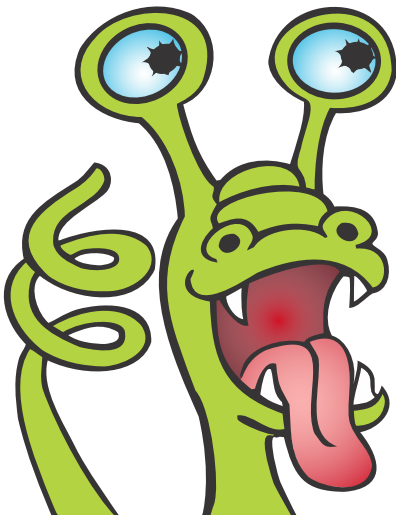
Women 52,540

(largest audience)

18-24 11,420

25-49 31,950

50 up 9,170



Source: TWA Winter 2022

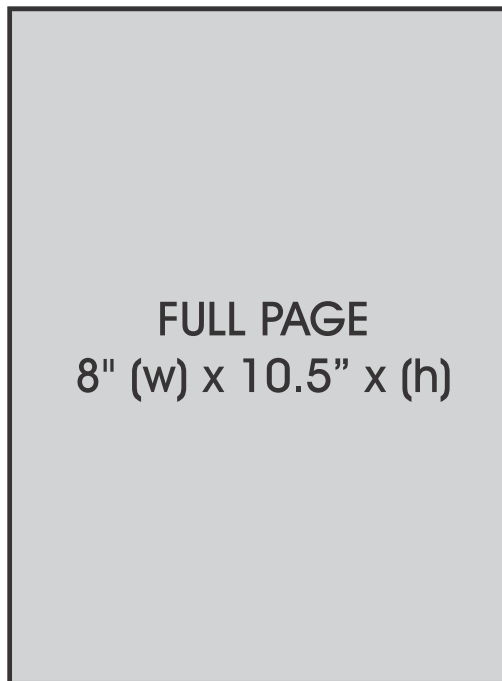


EARTH FRIENDLY FAMILY PUBLICATION

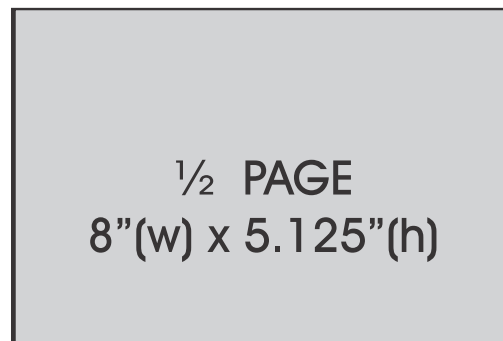
SPONSORSHIP OPPORTUNITIES

E-Zine size: 8.5" x 11"

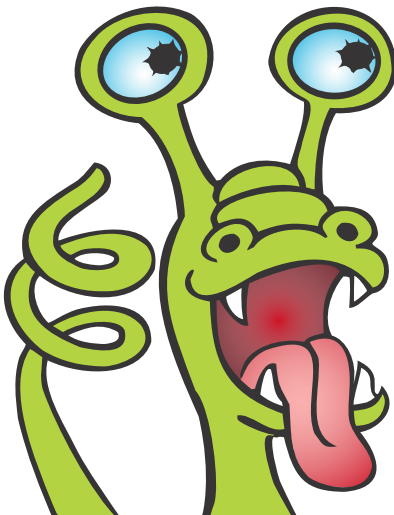
March 2023



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



1/2 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



EARTH FRIENDLY FAMILY PUBLICATION

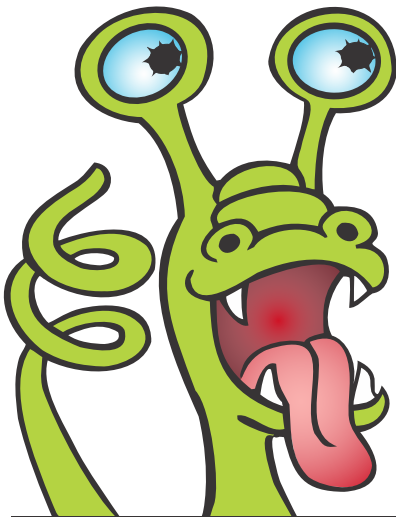
TARGETING YOUTH

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 (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

CONTRIBUTE TO THE EDUCATION OF LOCAL CHILDREN!

Jabberblabber[®]
M A G A Z I N E



OUR MISSION:

Helping Children Live Healthy and Happy.

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

Contact us at
Nikki@Jabberblabber.com for sponsorship rates.



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