



TWINS™ Magazine **Media Kit**



Educational
Inspirational
Essential

The Magazine for Multiples Since 1988

TWINS

The Magazine for
Parents of Multiples

TWINS™ Magazine is North America's leading parenting publication for families with twins, triplets and higher-order multiples since 1984. TWINS™ Magazine also reaches subscribers worldwide in numerous countries across the globe and has been the definitive resource on issues affecting this specialty niche market for the past 25 years.

The very best way to reach this specialty niche market is by turning to TWINS™ Magazine. Why? Because our readers are affluent, educated, and loyal and are market leaders who purchase more car seats, furniture, baby products, clothing, diapers and services than those families with singleton babies. They represent a market of more than \$3.7 billion in purchasing power and one that is growing each year. TWINS™ families spend an average of \$30,000 per year to care for their twins from birth to age two and this spending trend continues on into the pre-school and school-age years. When a couple finds out they are pregnant with twins, those expectant parents subscribe to TWINS™ Magazine and make it their only parenting publication because it specifically addresses their unique parenting needs in every issue and provides insightful and informative information relevant to today's parent of multiples.

According to the National Vital Statistics Report issued by the Center for Disease Control, the twin birth rate (twins per 1,000 total births) has been rising steadily, climbing an average of three percent a year between 1990 and 2004, for a total increase of 42 percent since 1990, and 70 percent since 1980. In 2005, the twin birth rate was 32.2 twins per 1,000 births and there were more than 140,000 babies born in sets of twins or more. TWINS™ Magazine serves the 80,000+ families per year having multiple birth children and is seen and read by most of the 400,000+ families in the US and across the globe who have twins under the age of six.

TWINS™ Magazine is specifically published for this rapidly growing, specialty niche market. Editorial content offers tips and advice on parenting multiples as well as medical studies & research, product reviews, ages & stages, feature interviews and information directly relating to families with multiples.

Circulation

TWINS™ Magazine has a growing distribution network that includes 15,000 paid subscriptions (& growing); 500 controlled free subscriptions to medical centers, doctors' offices, fertility clinics and OB/GYN offices throughout the US and we have also partnered with the most reputable and very best periodical distribution companies in the country including Ingram Periodicals, Kent News Agency, Select Media, and Magazines First, just to name a few. These companies deliver TWINS™ Magazine to the largest newsstands and stores in the US including Babies-R-U's, Barnes & Noble, Books-a-Million and many more. This distribution map can give you an idea of where your advertising message will be seen when you choose to advertise with the ONLY magazine for multiples since 1984!



At a glance

- There are over 500,000 families with twins in the US and this number is rapidly growing
- TWINS™ Magazine is the only national/international magazine specifically for this specialty niche market of parenting twins and higher order multiples since 1984
- We have been recognized by the Chicago Tribune as one of the Top 50 Magazines in the US for four consecutive years
- www.TwinsMagazine.com gets an average of 60,000 unique visitors per month from all over the world
- According to Quarkbase, a company that measures website statistics, www.TwinsMagazine.com is ranked 149,000 most popular websites in the world and ranked 38,300 most popular websites in the United States
- Our website hosts the largest online support group for parents with twins in the world with over 10,000 members at www.TwinsMagazine.com
- Published Bi-monthly with six issues per year and a special supplemental 7th issue called the Guide to the First Year

TWINS Readers are:

INVOLVED

- * They spend 2.8 hours reading each issue (30% spend 3 hours more)
- * Longer Shelf Life -- Subscribers keep and re-read their issues on average of 13.2 months (66.5% save every issue they get!)
- * Subscribers continue their subscriptions on average for 3.4 years

LOYAL

- * Subscribers pass along their issues to friends and fellow twin club members, giving each TWINS™ Magazine issue an average of 11.6 pass along readers

INFLUENTIAL

- * 65.4% indicated that TWINS™ Magazine was their key source of information about parenting multiples and was their primary source for purchasing their products online and through the mail

RESPONSIVE

- * 98% find that the product information inside TWINS™ Magazine is extremely useful to them
- * 52.3% of readers purchased products or services within the last year after seeing them inside TWINS™ Magazine
- * 68.3% of readers purchased child-related merchandise or services within the last year after seeing them inside TWINS™ Magazine

ACTIVE

- * Most readers belong to one of the 400+ parents of multiples support clubs in the US
- * Many parents with multiples are active and involved members of their community

WIRED

- * www.twinsmagazine.com tallies more than 60,000 unique visitors each month to its website and we are ranked the 150,000 most visited website in the world. Compare this to our closest competitor and their website is ranked in the 5 millions so our readers are wired and come to us for all of their multiple needs.
- * More than 10,000 people are registered and actively participate in the TWINS™ Magazine Message Boards (one of the largest online support communities for parents of multiples!)

CORE

- * 98.2% are female
- * 33.7 is the average age of our readers
- * 92.3% have twins
- * 49.6% have other children
- * 61.2 % are working moms
- * 3.2% of our readers are international subscribers all over the world

EDUCATED

- * 68.4% of our readers have college degrees or higher

AFFLUENT

- * The average family income is over \$85,000 per year
- * 82.6% of families own stocks, bonds or mutual funds

At a glance continued...

- Circulation is 45,000 bi-monthly; 15,000 paid subscribers; 500 to controlled medical centers, hospitals, OB/GYNs and doctor's offices and remaining copies are distributed to the largest newsstands, bookstores and other popular retailers across the US and by direct request to our corporate headquarters
- Every issue reaches close to 135,000 parents of multiples since more than half of the 400+ twins clubs in the US have two or more subscriptions for their members and reference libraries.
- A reader survey indicated an extended shelf-life on average of six months or more per issue with an even higher percentage of pass alongs
- Public libraries, newsstands, bookstores, and other retailers across US are all proud to carry a brand that has been successfully reaching this market for the past 25 years.

- Readers are highly educated and continually seeking information about parenting multiples

- Readers are affluent with an average family income over \$85,000 per year



TWINS™ Annual Guide to the First Year

This special annual supplemental issue is specifically published for expectant and new parents of twins, triplets and higher-order multiples and this must-have invaluable resource has a shelf life of one full year!

Published in the late summer, the TWINS™ Magazine Guide to the First Year has a print run of 50,000 copies and is also featured online on our highly visited website as a free digital download to any family interested in receiving this valuable information instantly and at their fingertips.

The Guide is placed directly into the hands of eager expectant and new parents of multiples by means of an exclusive distribution system established by TWINS™ Magazine. We ship in bulk, directly to our contacts – more than 750 hospitals around the US (the large medical facilities where nearly all twins and multiples are born); more than 400+ twins clubs across the US and in Canada; and a selective group of fertility clinics, childbirth educators, lactation consultants and doulas who specialize in helping families with multiples and they pass the Guide along to parents of multiples throughout an entire year. The quantity of copies shipped to each location is determined by specific requests and by the number of multiples births each year at that particular location.

The annual TWINS™ Guide to the First Year reaches expectant and new parents of multiples when they need it the most – as families prepare for their twins to be born or when many expectant moms are put on bed rest by their physicians. TWINS™ Guide is a handy reference for parents of multiples because it teaches them how to prepare for their babies, how to cope with the life changes two or more new arrivals bring, and the developmental milestones twin babies experience in the first year of life. Parents of multiples have told us they re-read the Guide many times in the course of their first year raising twins and that it is an extremely helpful resource to turn to when inevitable questions arise.



A Practical Reference

Many childrearing situations are unique to parents of multiple babies. The annual TWINS™ Guide is the ONLY publication that addresses their special needs and challenges.

Do they need to buy two of everything? What products should they buy first, second and third? How can they prepare their home for two babies at once? What do they need to know about breastfeeding two babies?

Most parents with twins experience problems while helping their babies adjust to normal routines, sleeping, feedings, constant diaper changes, doctors' visits and more. Many twins and higher-order multiples are born prematurely and the TWINS™ Guide addresses their special needs as well as examines the growth and development through each month in the first year of raising twins including the indicators and important milestones for their babies.

The Guide is just what parents of multiples need – a convenient overview of the first year of raising twins filled with practical tips and reassuring advice for meeting the many joys and challenges of raising two or more at one time.



A must-have, invaluable resource for any expectant or new parent of multiples...

135,000 Readers



Twins

Published 4x year
55,000 Circulation
135,000 Readers

ADVERTISING RATES

Classified Rate:
\$6.95 per word (14 word min.)

Display Rate:
\$125.00 per inch

ABOUT THE READERS

Parents of Twins: 98%
Age: 26-30: 29%
Age: 31-35: 37%
HHI Over \$55,000: 44%
Employed: 53%
Married: 92%

Twins

Twins is a international magazine designed to give professional guidance to help multiples, their parents and those professionals who care for them. Learn about twin facts and research.

Twins offers a wide variety of view points on twins, triplets and more with research - based child development and family living guidance written by healthcare authorities, as well as multiples and parents themselves.

HOW TO PLACE YOUR AD

Simply complete the order form
and fax it back to us at (352) 597-6201
or mail it to:
AMERICA'S MediaMarketing
13169 Jacqueline Rd.
Brooksville, FL 34613

<u>ISSUE</u>	<u>CLOSE DATE</u>	<u>ON-SALE</u>
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*If you have any questions,
please call your representative:*

Or call (800) 675-7636

Twins