



**Kidoinfo**  
parents' guide: providence + beyond

**mediakit**

## **kidoinfomission**

Since its' founding in 2007 by mom and artist Anisa Raooof, Kidoinfo—which targets families with children 12 and under—has become a trusted hub for everything about kids in Rhode Island. Kidoinfo provides a hip platform for parents and caregivers seeking a sense of community, useful resources and interesting offline activities—not to mention the scoop on the best places for ice cream after a bike ride.

Kidoinfo's fresh-spin on delivering information comes from a wellspring of local contributors consisting of local authors, parents and program directors. The website's daily blog provides content on topics relevant to young families, such as education, cooking and crafts, useful tips, reviews, local news and more.

The Kidoinfo brand starts with the website which includes a blog, directory and events calendar. Offline Kidoinfo offers: Craft Workshops for Kids; Conversations; Sponsored Events (AS220 Foo Fest, Providence Children's Film Festival); and Providence Storytime.

By reaching out to the greater community online and offline, Kidoinfo continuously provides innovative solutions to advertisers to reach parents in Providence and beyond.

## **founder • editor • creative director**

**Anisa Raooof** lives in Providence with her husband and twin boys. She created Kidoinfo to be a central source for everything about kids in the Providence area. Anisa combines being a mom with her experience as an artist, designer, psych researcher and former co-director of the Providence Craft Show.

Anisa believes in the power of working together and enjoys finding ways to collaborate with others. By using social media, she has connected hundreds of parents with family-related businesses and services, working tirelessly to discover and share ways "to make parenting easier, still fun and even a little cool."

## **contributors**

A fabulous team of writers and thinkers share their knowledge, passion, fresh ideas and helpful tips:

**Anika Denise** (books) • **Beth Curtin** (art + craft) • **Douglas Itkin** (technology)

**Erin Barrette Goodman** (motherhood) • **Elyse Major** (craft / local adventure / home design)

**Hannah Marcotti** (vegetables: A to Z) • **Jill Davidson** (education) • **Jeanine Silversmith** (nature)

**Jaci Arnone** (general parenting) • **Katy Killilea** (grocery news + more) • **Kristen Kardos & Kathy McGuigan** (new moms)

**Linda Demers** (handmade) • **Michelle Rigger-Ransom** (nature-nurture) • **Maura Keating** (parent tester)

**Nancy King** (editor) • **Providence Children's Museum** (play) • **RISD Museum of Art** (artful family)

**Roger Williams Park Zoo** (animal life) • **The Audubon Society** (nature) • and many more!

# kidoinfocommunity

## website

Original articles post daily from dozens of contributors about topics that range from book reviews to what to look for in a preschool to the best places to sled. Kidoinfo's pool of writing talent comes from sources as varied as well-known authorities like the Providence Children's Museum to up-and-coming organizations such as RI New Moms to local authors. Kidoinfo articles are likely to include a dash of local flavor which adds to the relatable nature of the site as a whole.

## directory

Kidoinfo's resource directory boasts an ever-growing list of categories from camp guides to playgrounds to zoos. Listings contain address and contact information as well as brief and helpful descriptions and details.

## events calendar

Bursting full of Rhode Island area events, parents and caregivers can check the calendar regularly, finding fun family events every day of the week.

## email

Subscribers opt-in to receive: **Daily** (for the most recent blog post in your inbox each morning); **Local** (with deals and Weekend Picks' list of family-friendly events in and around the Ocean State); **Sponsored Events** (targets news about Kidoinfo events including the Conversation series); and **Everywhere** (for fresh ideas, blog news and cool deals for parents of kids anywhere).

## sponsored events

Kidoinfo proudly lends its support to events that enrich the community. Past events include a Parents-Night-Out at Whole Foods, an interactive exhibit at AS220's Foo Fest event, and promoting the Providence Children's Film Festival.

## storytime

In Summer 2010, families packed blankets and enjoyed different weekly storytellers under the trees in Burnside Park, Providence. Kidoinfo featured at least one book each week from a Rhode Island author or illustrator.

## conversations

Kidoinfo regularly hosts panel discussions on topics that are relevant to parents and caregivers. Events are held at local restaurants and attendees look forward to an evening of thoughtful discourse and good food.

**Kidoinfo is a virtual gathering place and resource exchange for people who care about kids while the Children's Museum is a physical one: We are natural partners. We're so happy to work with Kidoinfo to create community and nurture support for children's play and learning.**

*– Janice O'Donnell, Executive Director,  
Providence Children's Museum*

**My children and I had a terrific time at Burnside Park this morning, relaxing under the big shady tree and listening to two terrific authors read to us. Thank you for organizing this awesome story-time, and for encouraging families to come downtown. We took the bus (an exciting event in itself for the kids!) and enjoyed being in the city center for the morning. Thanks for all you do via Kidoinfo to make Providence (and Rhode Island) a better place for families!**

*– Alyssa*



# kidoinfoaudience

Daily unique web readers	700+
Subscribers	2900+
Twitter Followers	2200+
Facebook Fans	1200+
Kidoinfo Conversation Events	40-100

## Household income

50-75K	20%
75-100K	20%
Over 100K	35%

## Employment

Work full-time	40%
Work part-time	35%
Work from home	39%
Work outside the house	61%

## Readers

Female	85%
Male	15%

Have a child 2 and under	40%
Have a preschooler	45%
Have child in elementary school	50%
Have a child in middle school	15%

**Location:** Northeast (United States) 85%

## Location: Rhode Island

Providence	30%
South County	5%
East Bay	15%
Blackstone Valley	5%
Other	30%

Source: Kidoinfo online survey, 2010.

With its trusted brand, Kidoinfo reaches a targeted demographic of parents actively seeking activities, interesting events and resources pertaining to families.

35% of our readers visit Kidoinfo at least 2-3x week.

Over 72% of our readers have attended events because they read about it in Weekend Picks.

# kidoinfoworks

By reaching out to the greater community online and offline, Kidoinfo continuously provides innovative solutions to advertisers to reach parents in Providence and beyond.

*Just wanted to let you know that we had a significant increase in hits to our website yesterday! By at least double! Thank You! - Jen, Renaissance Gymnastics Academy, East Providence*

*I must say, I do credit our ad in your website for the increase in applications we have had to East Side Nursery this year. Thanks for doing such a stellar job. It simply is the go-to for parents. - Cristin, East Side Nursery School, Providence*

*Thank you again so very much for partnering with Whole Foods Market for a Mom's Night Out! I am really appreciative of the outreach you did to bring the moms to the University Heights store. I look forward to doing it again! - Bonnie, Whole Foods Market, Providence*



# kidoinfotop10reasons

## daily news

Fresh content published online Monday through Friday from over 21 contributing writers. Subjects range from locale-specific to topics relevant to parents anywhere.

## where to go

The resource directory provides a comprehensive list of schools, classes, camps, sports, and more.

## what to do

The events calendar offers a wiki-type listing of local events.

## mail call

Daily, weekly and targeted newsletters for opt-in subscribers.

## night out

Kidoinfo's popular Conversations series offers networking events with panel discussions based around a topic important to today's parents.

## summer stories

Kidoinfo's free summer weekly storytime held in the capital city.

## around town

Kidoinfo sponsors creative events which provide opportunities for families to engage with their community.

## a-list editor picks

A descriptive list of Anisa's favorite things to do in and around the Ocean State.

## around the house

Read how local parents decorate on a budget, create home libraries, manage piles of toys and more.

## all in one place

With seasonal guides from winter to Halloween, readers are sure to find plenty to do all year long.

**Kidoinfo is the essential online guide for parents, caregivers and families living in the area, researching their move to Rhode Island, or just visiting.**

# kidoinfopress

**Go Local Prov.** Every Friday, Anisa Raoof shares inside tips for modern family life in her Go Local Prov weekly column, *Family Matters*.

**Providence City News.** June, 2010 – Anisa Raoof talks with Eliza from the office of Mayor David N. Cicilline about Kidoinfo.

**Providence Business News.** April, 2010 – Anisa Raoof's editorial about how parents are using social media to form communities online and in real life; *Immediate, flexible community is result of social media*

**Providence: The Creative Capital web site.** August 18, 2009 – Cutler & Company profiles Anisa Raoof of Kidoinfo as part of a select group of local entrepreneurs, all about innovation and creativity in Providence.

**Providence Journal.** August, 2009 – Kidoinfo mentioned as a valuable play resource in Julia Steiny's article on the importance of open-ended play.

**Providence Monthly.** May, 2009 – Kidoinfo identified as one of the top 10 web sites that have made Providence more net-savvy.

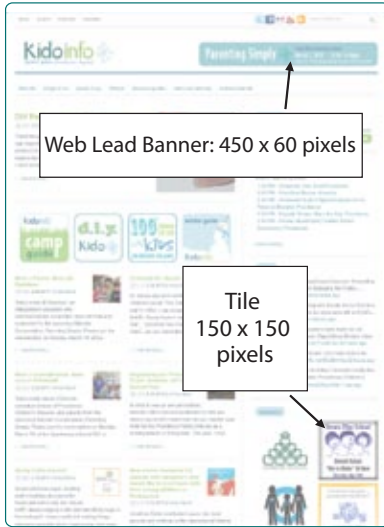
**SO RI Magazine's KIDS Issue.** April, 2009 – Anisa Raoof's classes at Kreatelier are highlighted as well as Kidoinfo mentioned as an excellent resource for all things kids in Rhode Island.

**The Jewish Voice & Herald.** February, 2009 – Kidoinfo is mentioned as a valuable parent resource to find activities for kids in Nancy Kirsch's article; *Family friendly, fiscally frugal*.

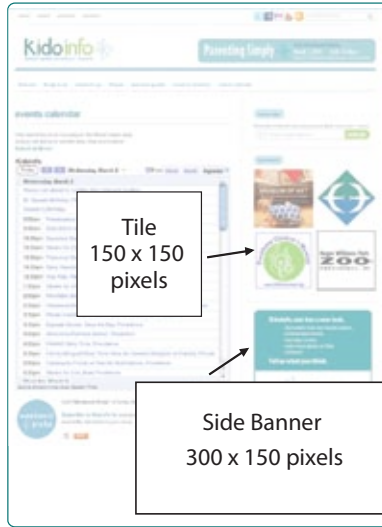
**Rhode Island Monthly.** August, 2007 – Editor's pick Kidoinfo as on the best place to find things to do with your children in Rhode Island.

# kidoinfoopportunities

## website | home page



## website | events calendar



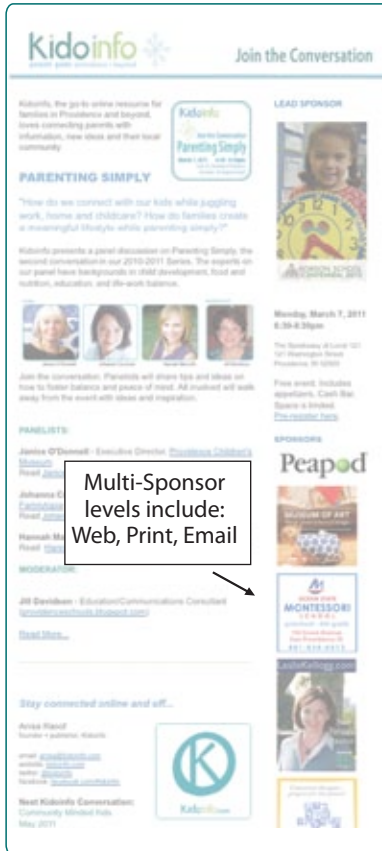
## email | newsletter



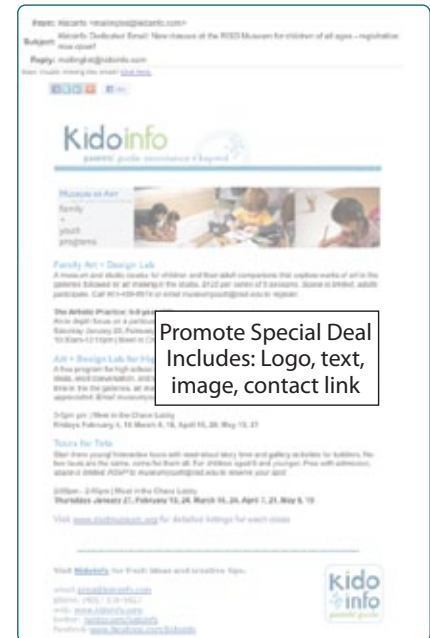
## website | article pages



## conversation sponsor



## email | dedicated



## website | guide



### ONLINE SPECIFICATIONS

Submit all creative files/tags to: [advertising@kidoinfo.com](mailto:advertising@kidoinfo.com)  
 Please include ADVERTISER NAME and start date in email subject line  
 Click-through URL must be supplied with all files  
 File types accepted: .jpg, .gif  
 Max file size: 40k. Animated GIFs accepted: NO

# kidoinfoadrates

## website

		<b>1 Month</b>	<b>12 Months</b>
<b>home page</b>	Lead Banner (450 x 60)	\$500	
<b>home page</b>	Tile (150 x 150)	\$150*	
<b>article pages</b>	Tile (150 x 150)	\$75*	
	Tile (Clicks to Directory)		\$650
<b>camp guide</b>	Tile + Listing (Clicks to Directory)		\$200 / Current Advertisers \$275 / Camp Guide only
<b>events calendar</b>	Tile (150 x 150)		\$1800
<b>events calendar</b>	Side Banner (300 x 150)	\$350	

## email

		<b>1 Month – 4 Newsletters</b>	
<b>weekend picks newsletter</b>	Lead Banner (500 x 90)	\$500	
	Tile (150 x 150)	\$250	
	Classified (Text only)	\$25*	
		<b>Single email to subscriber list</b>	
<b>dedicated email</b> (includes logo, image, text and web link)		\$350	

\*Price reflects 3-month minimum

## custom

Price discounts for combined options and 12-month contracts. Please contact us to find the best way to promote your business and fit your budget.

## sponsorship

Custom packages created for 12-month sponsors. May include web, email, social media campaigns, Conversation events and print.

## design fee

\$50 /hour

### DIMENSIONS:

- WEB-Lead Banner: 450w x 60h pixels
- WEB-Tile: 150 x 150 pixels
- WEB-Side Banner: 300w x 150h pixels
- WEB GUIDE: Tile: 150 x 150 pixels
- DIRECTORY: Logo: 150w x 100h pixels
- NEWSLETTER: Lead Banner: 500w x 90h pixels
- NEWSLETTER: Tall Tile: 250h x 150w pixels
- NEWSLETTER: Tile: 150 x 150 pixels

### ONLINE SPECIFICATIONS:

Submit all creative files/tags to: [advertising@kidoinfo.com](mailto:advertising@kidoinfo.com)  
Please include ADVERTISER NAME and start date in email subject line  
Click-through URL must be supplied with all files  
File types accepted: .jpg, .gif  
Max file size: 40k.  
Animated GIFs accepted: NO