



with **leigh
koechner**



Welcome to **The EverydayFamily Room**

>> Brought to you by EverydayFamily.com and EFTV

Reporting daily from the center of the Parenting Universe... The EverydayFamily community of over three million new and expecting parents.

Are you looking for something different? A better way to connect with Life Stage Consumers? A new, interactive advertising medium with powerful appeal, getting parents' attention and keeping

“**Finally! A fresh, new format that delivers unparalleled advertising opportunities. Choose how to best showcase your brand while connecting with your customers!**”

it? The EverydayFamily Room is an online educational series designed to give your target market a new option to engage with the brands they love and the products and services they want to know more about.

The EverydayFamily Room provides viewers with more value than your typical entertainment model, by creating an “Entertaining Educational”

editorial model, one that addresses the broad scope of current and expecting parents' lives. The EverydayFamily Room goes beyond simple instructions and inspiration, combining an engaging and entertaining host, with real-life, real-parent information ... from how to trade in the convertible for a family-safe vehicle, to how to install a car seat, to how to lose that pesky baby fat.

Brought to you by our Grammy and Emmy award-winning production team, The EverydayFamily Room is more than a simple educational series. And, it's more than entertainment. It's both - a hybrid show that targets consumers with aligned needs, aligned priorities, and aligned lifestyles.

OUR MISSION IS SIMPLE: To entertain, educate, and keep viewers "In the know."

The EverydayFamily Room starts with the very best of your favorite educational shows, adding the expertise of industry experts, celebrity parents, and "Everyday Families" in a format proven to bring parents back day after day... year-round. The EverydayFamily Room segments are delivered daily, in 3-5 minute episodes.

The EverydayFamily Room's Powerful Ad Impact

- Reaches consumers while purchase patterns and brand loyalties are being redefined
- Breaks through the clutter by responding to consumers' key overriding priorities and needs
- Delivers an ongoing dialogue with specific market segments, without diluting messages to other segments
- Drives significant, noticeable sales gains by delivering insight-driven messages and offers to large groups of aligned consumers
- Delivers consumers to brands as they begin their journey through life stages, and enables long-term relationship management



The EverydayFamily Room's flexible format allows for various show experiences, all in one easy-to-access package. Each episode will offer expert insights, exclusive product offers, human-interest stories, and celebrity guests or "on the road" appearances with behind-the-scenes footage of hot products, from design to launch.



Expecting Parents:

- EF reaches 400,000 expecting parents monthly
- We reach high-spend households

Young Families:

- EF has over 1.1 million families with new babies
- EF parents are returning to pre-pregnancy habits and needs
- Although The EverydayFamily Room delivers a television-quality viewing experience, viewers will be able to watch the shows on their schedule, based on their needs.





- Quality internet programming is forecasted to outpace Cable and Satellite TV in the next decade.
- This TV format, with no waste, will be delivered to 250,000 parents per day! Based on EverydayFamily's foundation of over 1.3M visitors each month and our distribution partners, The EverydayFamily Room has the potential to reach 250,000 parents a day with a more proven interest and need in your products than any other similar TV programming.

Hurry! We launch on May 14, 2012 to millions of pre-qualified viewers!

Marketing Q&A:

Q: *What do you project your total monthly streams to be at launch?*

A: Based on typical response rates, we estimate 2,520,000 monthly streams. Our rate card is based on 1,000,000 streams monthly.

Q: *How will you drive awareness for the program, prior to launch?*

A: Beginning the first week of May 2012, we'll be executing aggressive RON, Facebook, PR, and Newsletter campaigns, including contests, subscription sign-ups, retailer announcements, and promotions for introductory sponsors.

Q: *What press and publicity support can advertisers expect from the start?*

A: Massive! With 1.4 million newsletters delivered weekly, 157,000 Facebook fans, millions of RON impressions, social networking through our blogger network, and solo email announcements, the EverydayFamily Room will deliver well beyond the 1,000,000 streams.

Q: *Who is the core audience for The EverydayFamily Room?*

A: We will reach three key groups:

- Expecting parents
- New parents
- Young families

Q: *Is The EverydayFamily Room free, subscription-based, or PPV?*

A: The EverydayFamily Room is always free!

The EverydayFamily Room Reaches:

Average viewer: 95.7% Female

Median Age: 32

Median Income: \$72,000

The EverydayFamily Room's Marketing Channels:

- Solo Mail, eMail, & Sampling
- Consumer Acquisition (Online & Off)
- Online Social Networks
- EverydayFamily Community
- Offline Events



GET INVOLVED!

Getting Social in The EverydayFamily Room

STELLAR MOMENTS IN BAD PARENTING: a recurring confessional It will have community- and guest-submitted stories, sharing some not-so-shining moments as parents.

MOMMY LAUGHS: stand up comics doing bits on parenting. This is also open to our community, allowing them to send us their own “kid rants,” and other funny moments.

COMMUNITY OUTREACH: community submitted questions, stories, and advice (via Twitter, Facebook, YouTube Channel, and the EF website).

KIDS TELLING JOKES: part of MOM ON THE STREET. There is nothing better.

KIDS ASKING QUESTIONS: part of MOM ON THE STREET. Hey, they need advice too!

KIDS GIVING ADVICE: part of MOM ON THE STREET. The tides have turned. Let’s see what advice we get on nutrition, relationships, and potty training from 2-6 year olds.

THE ROUND TABLE: Leigh sits at a table with six real moms (who may have different opinions and beliefs), and a topic is thrown out for discussion.

Getting Cozy in The EverydayFamily Room

- Reality-Style “Educational” Features
- Parent-to-Parent Advice from Experts
- Fitness for Moms, and the Entire Family
- Exclusive Product Launches
- Exclusive Contests
- Behind-the-Scenes Reporting (from Your Favorite Brands)
- Plus: Much More!



Sponsor \$25,000 per month. Includes “brought to you by” underwriting credits on all e-newsletter, website, IPTV, print, and events.

Charter Sponsorships \$25,000 per year, and limited to 10. These sponsors will receive 1,000,000 banner impression ROS per year and segment product placement (long tail exposure).

15 Second, Pre-Roll Sponsor \$45 CPM

Post-Roll Sponsor \$25 CPM

In Stream Graphic Ad \$15 CPM

Video Overlay \$30 CPM

Companion Ads \$20 CPM

EFTV Home Page Standard IAB Display \$15 CPM

Product Placement \$2,500 per episode

Segment Buyout \$1,800 per minute (minimum of 15 minutes) in an editorial talk-show format, script-to-screen, plus pre-arranged expenses. Cost includes pre- and post-roll commercial time. Contact Tony Golden for more proposal guidelines.

*These rates are subject to change. Special projects will be quoted on an individual basis. Mechanical specs may vary widely, please contact us for details.

Production Team:

Our production team is an ensemble cast, featuring an award-winning creative director and producer, and a digital media pioneer- both with over 20 years of experience. Whether working on the Tonight Show, The Amazing Race, or picking up MTV Music Video Awards, Grammys, or a Telly Award, our production team has the experience to deliver content any brand would be proud to be associated with.

Contact:

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