

2010 Editorial Calendar

Issue Highlights

February	Valentines, Readers' Best Money Ideas
March	Birthday Blowout, Spring Boredom Busters
April	Eco-crafts, <i>FamilyFun</i> Volunteers
May	Home and Garden Ideas
June/July	Fourth of July Fun, Summer Vacation
August	Neighborhood Fun
September	Back-to-school, Nurturing Creativity
October	Creative Halloween Costumes and Treats
November	Thanksgiving Ideas and Recipes
December/January	Holiday Activities

Regular Departments

Everyday Fun, including Fun for Little Ones	Simple, creative crafts, recipes, and games - now including a dedicated page of activities perfect for moms of preschoolers
Creative Solutions	Parent-to-parent strategies for greater household harmony
Family Getaways	Great destinations and tips for family vacations
Let's Cook	Favorite recipes that kids and parents can make together
My Great Idea	Tips, strategies, and ideas from our resourceful readers
Healthy Fun	Fun and practical ways to maintain family wellness
Family Home	Easy projects, organizing tips, and decorating ideas, bi-monthly
Family Traditions	Stories of simple activities that bring meaning to the lives of families
Our Favorite Things	A parent's guide to the best in family entertainment and gear
3 Fun Things	Three clever crafts and activities using a common household object, bi-monthly
<u>New</u> Disney Fun	Highlights activities or recipes inspired by Disney stories, plus great deals and special offers

2010 National Rate Card

A trusted source for moms, *Disney FamilyFun* delivers real ideas for — and from — real families. *FamilyFun*'s lively and informative content focuses on making the most of family time together through cooking, crafts, celebrations, travel, volunteering and other family activities.

2010 Rate Base: 2,100,000

Advertising Rates (Gross) - Effective with the February 2010 Issue

Four Color

Full Page	\$172,455
2/3 Page	132,875
1/2 Page	103,470
1/3 Page	72,845

Two Color

Full Page	\$146,585
2/3 Page	112,945
1/2 Page	87,950
1/3 Page	61,920

Black/White

Full Page	\$129,340
2/3 Page	99,660
1/2 Page	77,605
1/3 Page	54,635

Covers

Cover 2	\$198,320
Cover 3	189,700
Cover 4	224,190

Commission:

- 15% commission is allowed to recognized advertising agencies placing accepted copy and assuming credit risk.
 - Advertising billed to advertising agencies with credit by the on-sale date of the issue, due and payable 30 days later.
- Rates and closing dates subject to change

2010 Publishing Schedule

Issue	Ad Close	Ad Materials Due	On Sale Date
February	11/19/2009	11/26/2009	1/19/2010
March	12/24/2009	12/31/2009	2/23/2010
April	1/28/2010	2/4/2010	3/30/2010
May	2/25/2010	3/4/2010	4/27/2010
June/July	4/8/2010	4/15/2010	6/8/2010
August	5/20/2010	5/27/2010	7/20/2010
September	6/17/2010	6/24/2010	8/17/2010
October	7/22/2010	7/29/2010	9/21/2010
November	8/19/2010	8/26/2010	10/19/2010
Dec 2010/Jan 2011	9/23/2010	9/30/2010	11/23/2010

2010 National Advertising Specs

Sizes	Bleed	Trim	Non-Bleed
Full Page	8 1/8 x 10 3/4	7 7/8 x 10 1/2	6 7/8 x 9 1/2
Full Page Spread	16 x 10 3/4	15 3/4 x 10 1/2	15 3/8 x 9 1/2
1/3 Vertical	2 13/16 x 10 3/4	2 9/16 x 10 1/2	2 1/16 x 9 1/2
2/3 Vertical	5 1/8 x 10 3/4	4 7/8 x 10 1/2	4 5/16 x 9 1/2
1/2 Vertical	4 1/16 x 10 3/4	3 13/16 x 10 1/2	3 1/4 x 9 1/2
1/3 Square	5 1/8 x 5 3/8	4 7/8 x 5 1/8	4 5/16 x 4 9/16
1/2 Horizontal	8 1/8 x 5 3/8	7 7/8 x 5 1/8	6 13/16 x 4 9/16
1/2 Digest	5 1/8 x 7 5/8	4 7/8 x 7 3/8	4 5/16 x 6 7/8

Mechanical Specifications

FamilyFun magazine adheres to the Recommended Standards for Advertising Material for Web Offset Publications (Revised May 1977), as listed in the General Information section of Standard Rate and Data, and SRDS Print Media Production Data. All body pages and covers are printed on web offset multicolor presses.

Printing:	Web Offset
Binding:	Perfect
Magazine Trim Size	7 7/8 x 10 1/2
Page Format:	Three columns to a page
Column Width:	2 1/16
Column Height:	9 1/2

Bleed area of 1/8 inch is allowed beyond trim. Keep live matter 1/4 inch from head, face, foot trim and gutter grind-off. Specs subject to change. Prior to sending materials, please verify specs with the production/shipping contact. Any unit sizes different than those listed above, please verify specs with Tisha Paul, Ad Production Manager at 914-288-4257.

Materials

FamilyFun currently accepts the following digital ad file format: PDF -X1a. Digital files should be supplied on CD. The CT Resolution should be 300 dpi or higher and the linework resolution should be 2400 dpi or higher.

Send all materials to:
 FamilyFun
 Ad Production
 44 South Broadway
 White Plains, NY 10601

Proofs

Two (2) proofs for color, including one (1) ruled. We accept both digital, press and offpress proofs which meet SWOP specifications. Kodak Approvals proofs are preferred.

Disposition of Ad Materials

Ad materials are held for one year and then destroyed unless the Publisher is otherwise notified.

- a. The terms and conditions set forth in this rate card shall govern the relationship between *FamilyFun* magazine and the advertiser and/or agency. Unless expressly agreed to in writing by the Publisher, no other terms or conditions appearing in contracts, orders, insertion instructions or otherwise that conflict with the provisions of this rate card shall be binding on *FamilyFun* magazine.
- b. All advertisements are accepted and published by the Publisher entirely on the representation that the agency and/or advertiser are duly authorized to publish the entire contents and subject matter thereof. In consideration of the publication of advertisements, the advertiser and/or agency, jointly and severally, will indemnify and save harmless *FamilyFun* magazine, its officers and employees, from any loss, liability or expense (including reasonable attorneys' fees) incurred as a result of any claim, proceeding or suit for libel, violation of the right of privacy or publicity, plagiarism, copyright infringement and any other claim or suit, based on the contents or subject matter of such advertisements.
- c. *FamilyFun* magazine reserves the right to reject or cancel any advertising. All advertisements must be clearly identified by the trademark or signature of the advertiser. Those which, in the judgment of the Publisher, can be confused for editorial pages will be marked "Advertisement." Acceptance of an advertisement for publication does not guarantee that it will be published in issues circulated in foreign countries.
- d. The liability of *FamilyFun* magazine for any act, error or omission for which it may be held legally responsible shall not exceed the cost of the space ordered or occupied by the error. The Publisher will not, in any event, be liable for consequential damages, including, but not limited to, lost income or profits. *FamilyFun* magazine specifically assumes no responsibility for errors in key numbers. *FamilyFun* magazine shall not be subject to any liability whatsoever for any failure to print, publish or circulate any issue or issues or parts thereof, or otherwise fulfill an order, occasioned because of accidents, fires, strikes, work stoppages or other circumstances beyond *FamilyFun* magazine's control. Unintentional or inadvertent failure of *FamilyFun* magazine to print, publish or circulate advertising shall not be considered a breach of the advertising contract.
- e. All rates and units of space are subject to change without notice.
- f. The Publisher is not responsible for the errors or omissions in, or the production quality of, furnished inserts. A facsimile of any furnished insert must be supplied to the Publisher prior to printing of the insert. The advertiser and/or advertising agency shall be responsible for any additional charges incurred by the Publisher arising out of the advertiser's and/or agency's failure to deliver furnished inserts pursuant to *FamilyFun* magazine's specifications. In the event that the Publisher is unable to publish the furnished inserts as a result of such failure to comply, the advertiser and/or agency shall remain liable for the space cost of such inserts. It is the advertiser's responsibility to insure that all inserts and other advertising comply with the U.S. Postal Regulations and other applicable Federal and State laws and regulations.
- g. All restrictions, including but not limited to, positioning, separations, facings, editorial adjacencies or other stipulations, are at the sole discretion of the Publisher. Fixed position orders are acceptable only for covers. The Publisher makes no guarantee that advertisements will not face subscription cards or be backed by coupons.
- h. Orders for specific units of space and specific date of insertion are necessary.
- i. Orders which contain incorrect rates or conditions will be inserted and charged for at the regular schedule of rates, and such errors will be regarded as clerical.
- j. Cancellation of any portion of a contract nullifies rate and/or position protection for the remainder of that contract. Cancellations or changes in orders are not accepted after closing date except at the Publisher's discretion.
- k. Rates charged and discounts allowed are subject to short rate or rebate if rates or discounts used differ from space actually used.
- l. The Publisher reserves the right to cancel the contract upon default in payment or breach of any provision herein, and all unpaid charges and short rates shall become immediately payable.
- m. The Publisher reserves the right to hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the Publisher.

Demographic Profile

Total Audience: 5,465,000

Women: 4,788,000

	<u>% Comp</u>	<u>Index</u>
<u>Age</u>		
Age 18-34	38.7	131
Age 25-34	28.5	165
Age 25-49	71.3	155
Age 25-54	78.2	141
Age 35-54	49.7	131
Median Age	38.7 years	
<u>Household Income</u>		
HHI \$40,000+	72.9	117
HHI \$50,000+	63.3	118
HHI \$75,000+	42.7	123
Median HHI	\$67,108	
<u>Education</u>		
College Educated+	68.1	125
<u>Employment</u>		
Employed	68.1	117
Professional/Managerial	29.8	131
<u>Children in Household</u>		
Any Kids in HH	78.4	180
2+ Kids	55.8	213
3+ Kids	25.5	235
<u>Age of Children</u>		
Age 3 - 12	65.4	228
Age 0 - 2	20.8	161
Age 3 - 5	33.1	258
Age 6 - 11	45.7	234
Age 9 - 14	39.2	191

Delivers a Distinct Audience

Confident Moms with Large Families

		FamilyFun	Parenting ^x	Parents	Scholastic Parent & Child	Working Mother
AGE						
Median Age (yrs.)		38.7	33.2	32.9	32.7	37.6
MEDIAN HHI		\$67,108	\$52,361	\$54,961	\$46,653	\$57,995
EDUCATION						
College Educated +	<i>% Comp Index</i>	68.1 125	54.1 100	55.5 102	52.8 97	61.5 113
KIDS IN HH						
2+ Kids	<i>% Comp Index</i>	55.8 213	51.2 196	51.6 198	52.9 202	52.1 200
KIDS AGE						
0 to 2	<i>% Comp Index</i>	20.8 161	44.0 341	39.7 307	33.4 259	22.7 175
3 to 5	<i>% Comp Index</i>	33.1 258	32.9 256	33.1 258	38.4 299	24.5 191
6 to 11	<i>% Comp Index</i>	45.7 234	30.8 158	33.6 172	38.9 199	38.0 195
9 to 14	<i>% Comp Index</i>	39.2 191	28.1 137	29.5 144	32.5 158	35.3 172

Source: MRI Fall 2008; Base: Women

^xParenting full edition; new split editions not measured

The Most Involved and Engaged Readers

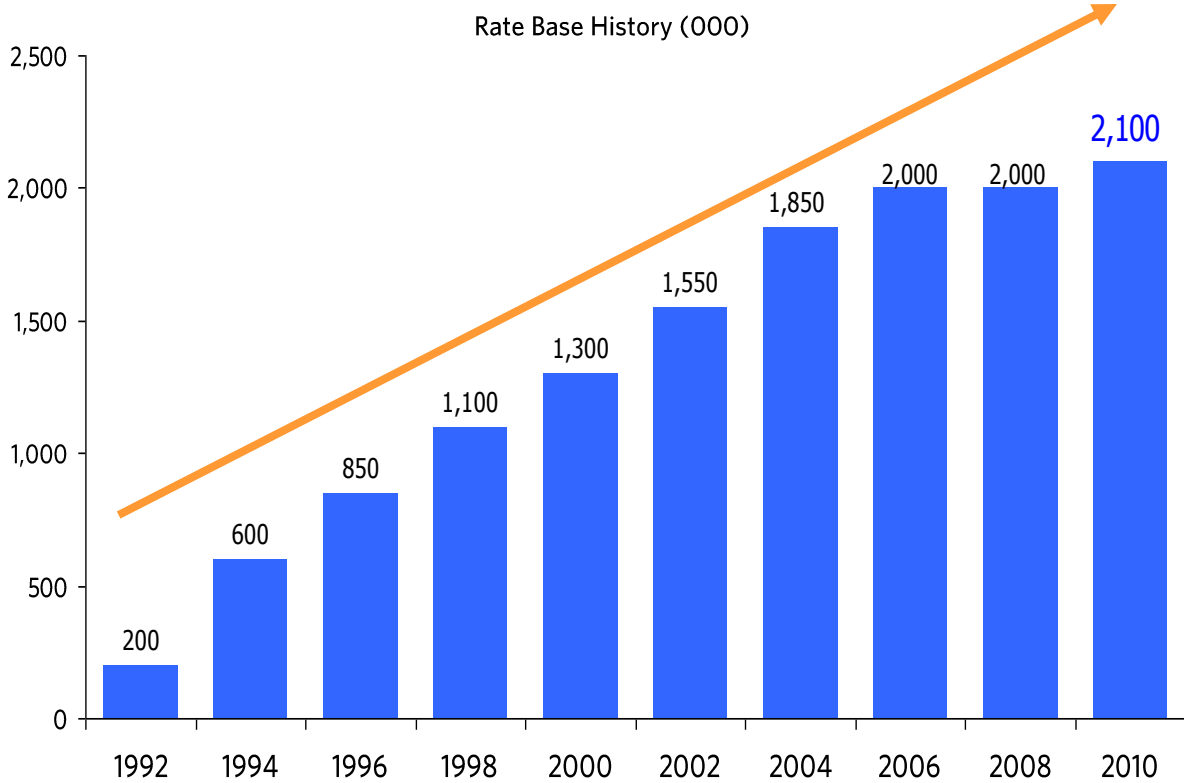
	FamilyFun	Parenting ^x	Parents	Scholastic Parent & Child	Working Mother
Involvement Index	140	126	111	77	87*
Rated "One of My Favorites"	37.5%	32.1%	26.5%	14.7%	17.7%*
Took Action as a Result of Reading	42.2%	31.2%	27.9%	28.3%	20.4%
Primary Readers	47.2%	36.2%	22.7%	21.5%	37.3%
Read 4 out of 4 Issues	53.6%	48.7%	43.0%	29.8%	33.9%
In - Home Readers	52.7%	49.4%	44.3%	33.9%	39.0%
Buyers	40.0%	24.6%	15.6%	15.2%	30.7%

Source: MRI Fall 2008; Base: Total Women

^xParenting former full edition; split editions not measured

Strong, Vital Circulation

2.1 million rate base



For more information, please contact your *FamilyFun* sales representative or Deb Mignucci, VP Group Publisher, (212) 633-5944, deb.mignucci@disney.com

Winter Carnival on the Slopes

February 26, 2010
Smugglers' Notch, VT

Come celebrate wintertime fun on the slopes with *Disney FamilyFun*! Our Winter Carnival on the Slopes is a fun-filled family event held during the peak ski season and features off-mountain activities for families and kids of all ages. We welcome advertisers to kick off the festivities with us and participate in our Winter Carnival event reaching over 6,000 upscale, active families at one of the country's premiere ski resorts!

Winter Carnival on the Slopes - Slope-Side BBQ Party

We will host a lively, outdoor barbecue featuring music, face painting, carnival games, snow cat rides, sledding and more. Advertisers can sponsor product demonstrations, prize giveaways, wet and dry sampling, customized interactive activities and receive logo placement on all event signage.

Advertiser Opportunities

- Customized and fully staffed 10x10' activity booth
- Product demonstrations
- Wet & dry sampling opportunities
- Prize giveaways
- Event signage: logo visibility on banners
- Premium/sample/literature dissemination (Qty: 2,000)
- Food Advertisers are offered the opportunity to have their product served or sampled at the barbecue in each market

Event Promotion

A promotional ad will run in the February 2010 issues of *FamilyFun*. Participating advertisers will receive logo placement in this ad.

Advertising Requirements

Three national pages in *FamilyFun*

Commitment Due Dates

Advertiser commitment due:	11/19/09
Logos and product shots due:	11/19/09
• Promo Ad Inclusion:	11/19/09
• Event Inclusion:	1/15/10
Booth activity product/equipment due:	1/8/10

Dates subject to change.

All food advertisers must pass TWDC Food Guidelines.

For more information, please contact your *FamilyFun* sales representative or Deb Mignucci, VP Group Publisher, (212) 633-5944, deb.mignucci@disney.com

Direct Mail Opportunities

Renewal Stuffers

Supplied Renewal Stuffers

Reach a proven consumer audience by including your promotional piece inside *Disney FamilyFun* magazine subscription renewal envelopes. Send recipe cards, coupons or activity ideas to get your product noticed by responsive families.

- Maximum size: 7" x 3.5"
- Maximum paper weight: 60 lb.
- Quantity levels: 25,000 per three national pages of advertising
- Materials due at Plant: 2 weeks prior to SHIP DATE
- Materials due to *FamilyFun*: 6 weeks prior to SHIP DATE

Custom Renewal Stuffers

FamilyFun magazine will write, design and produce a customized renewal stuffer to be inserted inside our subscription renewal envelopes. Our creative team will bring your idea to life from start to finish - all you need to do is provide us with copy points and your logo, and a product shot (if desired).

- Quantity levels: 10,000 per three national pages of advertising

Please Note: Renewal Stuffers are limited to 25,000 pieces per month. Space is booked on a first-come, first-served basis. Space and content subject to approval by *FamilyFun*'s Circulation Department.

For more information, please contact your *FamilyFun* sales representative or Deb Mignucci, VP Group Publisher, (212) 633-5944, deb.mignucci@disney.com

Custom Direct Mail Opportunities

Database Names

Disney FamilyFun has an extensive database of highly-responsive subscribers whose names and addresses can be used for targeted, one-time mailings that may feature product literature, retailer listings, coupons or trial incentives. Names can be selected by demographic, geographic and lifestyle qualifiers. This powerful marketing tool allows advertisers the opportunity to target and communicate with excellent prospects for their products or services, *FamilyFun* subscribers.

- 10,000 names for a two page commitment (available on labels, floppy disc, Excel file or magnetic tape)

Postcard Mailing To FamilyFun Subscribers

FamilyFun magazine can create and produce a customized postcard to be mailed to our subscribers. The recipient names can be selected by demographic, geographic and lifestyle qualities such as income levels and interests. This is a powerful marketing tool that allows advertisers the opportunity to target and communicate with excellent prospects for their products or services, *FamilyFun* subscribers.

- Quantity levels: 5,000 postcards based on three national pages
- Quantity levels: 10,000 postcards based on six national pages

*Pending approval

For more information, please contact your *FamilyFun* sales representative or Deb Mignucci, VP Group Publisher, (212) 633-5944, deb.mignucci@disney.com

Custom Sampling Programs

Disney FamilyFun offers advertisers the opportunity to reach moms at key touch-points nationwide via targeted sampling programs.

Venues Include*

- Supermarkets
- Drug Stores
- Big Box Retailers
- Daycare Centers
- Family Resorts
- Childbirth Educator Centers
- Preschools
- Health Clubs
- Zoos
- Children's Museums
- Yoga Studios

Program Elements

- 250-500 samples per venue (depending on type of sample)
- Number of venues depends on advertising schedule
- Timing and locations to be determined by advertiser

*Pending approval

For more information, please contact your *FamilyFun* sales representative or Deb Mignucci, VP Group Publisher, (212) 633-5944, deb.mignucci@disney.com

In-Book Opportunities

Custom Advertorials, Contests & Sweepstakes

Disney FamilyFun will put our promotional expertise to work for your product with a completely customized advertorial, contest or sweepstakes. *FamilyFun* will write, design and produce a piece that is perfectly suited to our family-oriented editorial environment. You provide the marketing objectives, and we'll develop the idea and bring it to life. Advertorials may also include coupons, sweepstakes, contests or premium offers.

With a custom contest or sweepstakes, *FamilyFun* will generate excitement for your brand with creative programming designed to inspire our highly-responsive readers to take action. *FamilyFun* will write, design and produce the contest or sweepstakes, and will administrate all aspects of the program from collecting and judging entries to awarding prizes*.

FamilyFun Reader Resource

FamilyFun Reader Resource, a reader service listing, is published in the magazine four times a year: February, April, June/July and November. *FamilyFun* Reader Resource is a valuable tool for advertisers, because it works as a bulletin board to promote products, services and travel destinations. Readers respond to receive FREE brochures, catalogs, coupons or any other information an advertiser would like to provide by logging onto MomsConnectionOnline.com.

It's a great way to gain exposure, learn about and reach the *FamilyFun* consumer, and create a database of interested customers all at once. Just provide us with 20-25 words of copy**, an email address and contact name -- we'll do the rest! You can receive leads via email or other formats such as disk or labels. (Please, no phone numbers or Internet addresses permitted in the listing.)

FamilyFun Website Directory

Disney FamilyFun magazine runs the *FamilyFun* Website Directory, a 1/3-page advertiser listing column, four times a year: February, April, June/July and November. An advertiser who runs a full-page, national advertisement in an issue coinciding with the Website Directory will have the opportunity to provide its website address and color logo for inclusion in this program***. This is a turnkey opportunity for advertisers to increase awareness of and traffic to their websites.

*Talk to your sales representative about the necessary paging levels to be considered for this program.

**Logo provided as an Adobe Illustrator EPS file. *FamilyFun* reserves the right to edit for space and clarity.

***Advertiser URL and four-color logo to be provided.

For more information, please contact your *FamilyFun* sales representative or Deb Mignucci, VP Group Publisher, (212) 633-5944, deb.mignucci@disney.com

2010 Promotions Page

The *Disney FamilyFun* Promotions Page is the perfect place to share what's new with you and your products with our highly responsive readers.

Do you have a new product, special offer, or are you looking to generate excitement with a great sweepstakes or contest? If so, then make sure *FamilyFun's* active, responsive readers are in the know via this special opportunity!

FamilyFun offers select advertisers the opportunity for added exposure in-magazine with the *FamilyFun* Promotions Page - a four-color showcase for your products, services, special events or promotions.

Just supply 25 words of promotional copy* along with a logo, high-resolution photograph, and call-to-action (phone number or URL). *FamilyFun* will do the rest!

Program Commitment

Two national pages in *FamilyFun*

**FamilyFun* reserves the right to edit copy for space and clarity. Space is limited and provided on a first-come, first-serve basis

For more information, please contact your *FamilyFun* sales representative or Deb Mignucci, VP Group Publisher, (212) 633-5944, deb.mignucci@disney.com



Breezes Resorts, the Playful Side of Paradise, where virtually everything you can eat, drink and do is included in one simple, upfront price with no tipping allowed.

www.breezes.com



Encourage your kids to eat right and it'll benefit them throughout their lives. Our **SUBWAY FRESH FIT FOR KIDS™** meal can fit into the American Heart Association's approach to a healthy lifestyle. It's an easy way to give kids a delicious meal they'll love and the fuel they need to make the most of their day.

www.SubwayKids.com



This magic train picks up & lays down train track all by itself while Mickey sings the Choo Choo song. Includes Mickey, 10 track pieces, train engine, caboose and signs.

www.fisher-price.com

Give learning a personal touch with this soft, cuddly puppy named Scout! **My Pal Scout** connects to the computer so you can personalize the learning with your child's name and favorite food, animal and color, as well as customizing the play list of learning songs and lullabies. Introduces first words, daily routines, feelings and emotions and animals. Priced around \$19.99.

Personalize me!



www.leapfrog.com/toys/



Disney FamilyFun invites you to join us at our **2009 Holiday Magic Mall Event!** Family-friendly activities, prizes and giveaways while supplies last.

Mall of America • Minneapolis, MN
November 13 & 14 • 10am – 9:30pm

Be There!



statefarm.com®

OxiClean® Max Force™ combines four types of active stain fighters to safely remove more of your toughest dried-in laundry stains than other spray pre-treaters. 1-888-OXICLEAN

www.OxiClean.com



SPECIAL OFFER

Baby Orajel® relieves teething pain instantly, and it's chosen by more moms than all other teething brands combined.



And for a limited time, there's another great reason to choose Baby Orajel: an exclusive subscription offer!

Get a year of **Disney FamilyFun** magazine (10 issues).



Send your name and address with 2 Proofs of Purchase from any Orajel Product plus \$2.95 for S&H, U.S. only, to: **FamilyFun**, P.O. Box 37032, Boone, IA 50037-0032.

Moms Connection Online

Disney FamilyFun's exclusive online opportunity for our advertisers!

Showcase your brand in *FamilyFun's* special online resource, Moms Connection Online. An exclusive page for highly-involved, in-the-know moms, www.MomsConnectionOnline.com is brimming with information from key advertisers. It is the perfect spot to highlight your product, service, or travel destination.

Moms Connection Online

For each page of national advertising, *FamilyFun* will provide advertisers with one month of hotlinks on www.MomsConnectionOnline.com.

This alphabetical listing will showcase advertiser logos and 20 words of copy about each brand's product or service. Each advertiser listing hotlinks to the respective advertiser's website via the advertiser's logo and URL within the text.

Moms Connection Online is updated ten times a year, corresponding with *FamilyFun's* ten-issue publishing schedule. The website is promoted in special marketing sections within the pages of *FamilyFun*.

The advertiser will supply its logo, URL and copy -- *FamilyFun* will create the hotlink. Logo may be sent as a JPG, Adobe Illustrator, or Adobe Photoshop file and must be 50 pixels tall x 100 pixels wide*.

Moms Connection Online Travel Directory

To coincide with our in-book travel directory, *FamilyFun* offers participating travel advertisers the opportunity to feature their logo and 20 words of copy within the Mom's Connection Online Travel Directory. This on-line feature will showcase each advertiser's logo, copy, and a hotlink to their website.

The advertiser will supply its logo, URL and copy -- *FamilyFun's* online editor will create the hotlink. Material will be updated once a month. Logo may be sent as a JPG, Adobe Illustrator, or Adobe Photoshop file and must be 50 pixels tall x 100 pixels wide.

*The participation form provides detailed spec and deadline information.

For more information, please contact your *FamilyFun* sales representative or Deb Mignucci, VP Group Publisher, (212) 633-5944, deb.mignucci@disney.com

Moms Connection *online*

web links



The advertisers of FamilyFun magazine listed below have provided information on their products and services. Click on a logo or text block to link to that company's website.



Little Readers Sweepstakes

Spread the love of reading — and win! For a chance to win one of ten Tag or Tag Junior systems for your child, enter at: leapfrog.com/familyfun.

Hotlinks



Exclusive Offer from Orajel

Get a year of FamilyFun magazine (10 issues). Send your name and address with 2 Proofs of Purchase from any Orajel Product plus \$2.95 for S&H, U.S. only, to: FamilyFun, P.O. Box 37032, Boone, IA 50037-0032.

American Association of
Orthodontists



Orthodontists receive an additional two–three years of specialized education beyond dental school to properly align and straighten teeth. www.braces.org



Blue Bunny® Premium Ice Cream provides the classic and indulgent flavors your family loves in a seal-tight container. www.bluebunny.com



Visit
**Moms Connection
Info Exchange** to
Receive **FREE** Product
Information by Mail

[click here](#)



2010 VISTA Print Effectiveness Study

Get detailed, actionable feedback on your ad in *Disney FamilyFun*

Effective advertising involves more than proper targeting. Learning how consumers perceive your brand, product and advertising creative is invaluable knowledge, vital to a successful ad campaign.

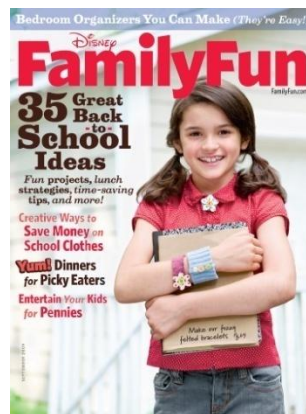
To help you learn how effective your print advertising is among your best prospects, *FamilyFun* has partnered with Affinity Research to measure all ten issues in 2010 with the VISTA Print Effectiveness Rating Service.

How It Works:

- Factors measured:
 - Recall of ad
 - Brand association
 - Advertising actions
- Study will be launched 2 - 2 1/2 weeks after the issue goes on sale
- Data available to advertisers 4 - 6 weeks after the issue goes on sale

Commitment: Available to any **national ad of 1/3 page or larger** in measured issues

All 10 Issues Measured in 2010: February, March, April, May, June/July, August, September, October, November, December/January 2011



Months subject to change

For more information, please contact your *FamilyFun* sales representative or Deb Mignucci, VP Group Publisher, (212) 633-5944, deb.mignucci@disney.com

Disney FamilyFun Group offers end-to-end custom media capabilities to help you communicate your message to your best customers efficiently and effectively – while leveraging the resources and maintaining the high standards of The Walt Disney Company.

Strengths of the Disney FamilyFun Group

- 18 years of experience connecting with moms and families
- Proven ability to drive moms to act
- Dedicated editorial, creative, production and sales staff
- Audited distribution
- Economies of scale

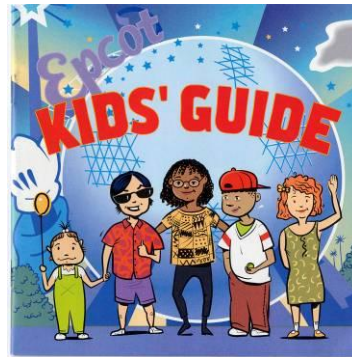
End-to-End Solutions

- Insights
- Creative
- Production
- Distribution
- ROI



Targeted Distribution Options

- In-magazine distribution
- Out-of-magazine
 - Direct-to-home
 - Client database
 - FamilyFun database
 - Disney database (60 million+ names)
 - Special Distribution
 - Healthcare professionals' offices
 - Retail
 - Events
 - Digital
 - On-pack



A Variety of Formats

- Magazines
- Booklets
- Activity calendars
- Brochures
- Placemats
- Hang-tags
- Posters
- Digital format
- Others

