



“

Your newsletter is great for sending me on a direction I wouldn't have known about otherwise. As a new parent, your resources are priceless.

”

Michelle, new mom
San Francisco



MEDIA KIT

DISCOVER THE BEST LOCAL
EXPERIENCES FOR YOUR FAMILY

Red Tricycle is a digital media company that provides local, community-based content to its ever-expanding online audience of parents in key markets nationwide.

Each weekday, we deliver must-do recommendations for hip people who just so happen to be parents too – from kid-friendly food truck festivals to new modernist art exhibits where finger painting is on the agenda.



“

I have passed this on to every Mom I know. Everyone is in agreement - easy to use, fantastic information, good product recommendations.

”

Sarah, mom of 2
Seattle



BRAND OVERVIEW

With penetration in eight key markets that reaches over 500,000 families nationwide, Red Tricycle's set of localized and national content connects with parents in an authentic and genuine way through a variety of multimedia touchpoints.

It's because of this deep connection with our audience that Red Tricycle can provide our advertising partners with the opportunity to start conversations and build relationships in an organic, well-timed and relevant context.

Red Tricycle's Markets:

- National
- New York
- Los Angeles
- San Francisco
- San Diego
- Seattle
- Portland
- Chicago
- Atlanta
- Washington DC

Digital Metrics:

Average Monthly Page Views: 1,400,000+
Average Monthly Unique Visitors: 600,000+
Total Subscriptions: 500,000+

Source: 2013 Google Analytics; 2013 Contactology



“

Email newsletter editors do their homework and are experts in their beats. Email newsletters not only introduce products to consumers, but also to the mainstream media.

”

PR Newswire



DIGITAL PLATFORMS

The Red Tricycle Email Platform

From art exhibits and concerts to weekend getaways and vacations abroad, Red Tricycle uncovers fun, family-friendly events and activities.

We deliver the scoop directly to our subscribers inboxes with newsletters that serve as a word-of-mouth guide on what's current and cool for kids.

The Red Tricycle Website

Red Tricycle's network of interactive websites offer comprehensive editorial features, detailed event calendar listings and a wealth of local community resources in a voice that's as smart as it is sassy.



OUR STRENGTH IS LOCAL

A Trusted and Authoritative Local Voice

From daycares around the corner to dentists just down the street, local businesses are at the heart of Red Tricycle.

It's because of our deep-rooted, long-standing relationships with these local brands that Red Tricycle is uniquely intertwined with the spirit and soul of each neighborhood we cover.

Authentic and relevant, Red Tricycle's unwavering commitment to each of our local cities has enabled us to become *the trusted guide for parents*.

A Local Voice with National Impact

With an ever-expanding audience of subscribers in eight key markets across the country, Red Tricycle's network of urban moms have reached critical mass—creating impact and awareness for partner brands on a national scale.

“Parents read Red Tricycle because it distinguishes itself from the horde of family sites blanketing the internet, such as urbanbaby, nedandshell and DailyCandy in one key way: It is local.”

Seattle Post Intelligencer





HONORS & ACCOLADES

Positive user feedback is made even more meaningful when it's complemented by prestigious recognition from leading media properties.

"Advertisers continue to love email – like Red Tricycle—as a marketing tool. It gives them a chance to build a one-to-one relationship with consumers that few other types of media can match."

5 Secrets of a Great E-Newsletter Business
Inc. magazine, 2/2012

"I can personally attest to spending hours on Red Tricycle trying to figure out what I'm going to do with my kid on the weekend"

Mother's I'd Like to Fund
Forbes.com 4/2012

"Parents read Red Tricycle because it distinguishes itself from the horde of family sites blanketing the internet, such as urbanbaby, nedandshell and DailyCandy in one key way: It is local."

Seattle Post Intelligencer

"Voted Best Parenting Resource of the Decade"

Seattle Magazine

"As a parent in New York, I'm often at a loss as to how to entertain my children. Thankfully, there's Red Tricycle."

TechCrunch, 12/2012

“

I am a working mom of three. I have found out more about my city since I visited your website than I have in all the networking and living I have done here!

”

Heather M.
Seattle





“Red Tricycle tells me exactly what I need to know—it is succinct, informative and fun.”

Katherine T.
Los Angeles



MOM INFLUENCERS

Active and influential members of the parenting community—from leaders in the technology space to music and television celebrities—use Red Tricycle as their guide for family-friendly activities.



Randi Zuckerberg
@randizuckerberg

My new current obsession: @redtricycleSF by @RedTricycleMom -- Jacqui, you rock! Would love to get in touch and have lunch!

06:06 PM - 14 May 13



Jessica Seinfeld > Red Tricycle
about an hour ago near Palm Beach, FL via mobile

Thank you for including me in your New York list of power moms! I'm honored to be part of such a great group of hard-working and talented women.

Tweets All /



Pink @Pink
A Farmers Market with a View (and Dinner & Crafts, Too)
redtri.com/los-angeles/ya...
Expand

24m



“Have I told you how much I LOVE Red Tricycle?”

- Tiffany Shlain, via email





MOMS: CEO OF THE HOUSEHOLD

From groceries to gaming devices to getaways and more, moms have massive, trillion-dollar spending power.

- There are 85 million moms in the U.S.
- Moms are the primary decision makers for 80% of all consumer purchases
- Moms direct \$5 trillion per year in consumer spending
- A record 40% of all households with children include mothers who are either the sole or primary source of income for the family

“

Moms are 35 percent more likely than the general population to shop for clothes, 50 percent more likely to buy toys, and 23 percent more likely to purchase e-books online within the past 30 days.

”

Nielsen Study, 2012



Red Tricycle's Online Audience Profile

Connect your brand to active, metro-dwelling moms looking for ideas that not only complement her busy lifestyle, but the lifestyle of her family.

- 92% are women
- Nearly 70% are 26 – 45 years old
- 85% have one or two children
- 65% have an HHI over \$100K
- 80% have college/post graduate degrees
- 72% have bought a product or attended an event featured in Red Tricycle in the past 12 months

Red Tricycle's Subscriber List

Powerful and poised to purchase, Red Tricycle's 350,000+ subscription list has been organic in its growth, using word-of-mouth and high pass-along rates to create one of the most influential lists in the parenting market.

Source: 2013 Pew Research Center; 2013 Subscriber Study



“

85% of moms are far more tuned into ads related to children or pregnancy than those of any other subject matter.

”

Kelton Research, 2012



PARTNERSHIP OPPORTUNITIES

Dedicated Emails

Our team of Red Tricycle editors will develop an advertorial recommendation that's written exclusively for your brand.

With a **Dedicated Email**, your brand will receive a trusted recommendation by our editors, along with 100% share-of-voice and a distinctive call to action that may include clicking thru, logging on or liking your brand on Facebook and more.

- A trusted “recommendation” from our editors about your product
- A distinctive call to action
- 728 x 90 and 300 x 250 or 300 x 600 ad units
- 100% share of voice

The screenshot shows the Red Tricycle website interface. At the top, there's a navigation bar with links: 'things to do', 'style+design', 'family meals', 'celebrations', and 'recess'. Below this is a 'partner' banner for Old Navy's 'Kidtacular Kids & Baby Sale', which offers 'up to 40% off everything'. The main content area features a section titled 'Stock Up And Save At Old Navy's Kids And Baby Sale' with images of children's clothing. To the right, there's a 'Kidtacular' sale banner with a 'SHOP NOW' button. The footer includes social media icons and a 'NEW THROUGH 2/20 IN STORES AND ONLINE' message.



“

Thanks for the support in putting us on your website. So many people turned out to our event because of the listing—it's a divine illustration of your impact.

”

Lei Ann Shiramizo
Kobo Trunk Show



PARTNERSHIP OPPORTUNITIES

Sponsored Newsletters

Associate your product with our stylish and sassy Red Tricycle editorial content and reach moms at an actionable moment—when they're enjoying their daily dose of fun news for their family.

- Reach subscribers on either a local level or national level
- 728 x 90 and 300 x 250 or 300 x 600 ad units
- Supplied copy
- 100% share of voice





“

Moms rely most on trusted websites and email to make purchasing decisions.

”

eMarketer Study, 2012



PARTNERSHIP OPPORTUNITIES

Website Campaigns

With timely and fresh editorial content at the core of each of our sites, users are consistently engaged—both with featured articles and advertising. Receive maximum brand awareness through national or geo-targeted advertising campaigns that may include:

- Traditional banner advertising
 - 728 x 90
 - 300 x 250
 - 300 x 600
- Rich media and/or high impact units
- Wallpaper, interstitials and takeovers
- Sponsored Special Sections
- Sponsored Content/Sponsored Articles





“

A total of three out of four mothers—27.9 million moms—visited Facebook in March. And, at least half of all moms use social media on their mobile devices.

”

Nielsen Study, 2012



PARTNERSHIP OPPORTUNITIES

Social Media Platforms & Custom Marketing Programs

Our breadth of innovative advertising solutions—from sticky custom microsites, Facebook campaigns, Twitter parties, online sweepstakes, off-line events and more—allow for clients to distinguish themselves in an insightful and inspiring way.

Join Our List of National Brands





“

On Madrona street, a tiny company is quietly helping to lead a new-tech boom by tapping into one of the most lucrative markets in the city: moms with more money than time...

”

Seattle P-I



PARTNERSHIP OPPORTUNITIES

Partnership Opportunities for Local Businesses

Red Tricycle offers a wide-breadth of advertising and marketing solutions at affordable price points for our local partners.

In addition to Dedicated Emails, Sponsored Newsletters and Website Campaigns, Red Tricycle also offers the following:

- **Favorites** – Select local businesses are profiled by Red Tricycle writers in an editorial format
- **Hotlist** – a monthly email featuring local special events, store sales and offers
- **Summer Camp Guide** – a comprehensive handbook of summer camps and classes
- **Back-to-School Guide** – an indispensable guide of products and services for back-to-school season
- **Regional Special Events**, social media campaigns and more



“ The Daily Candy for the stroller set. ”

Seattle Magazine



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