

PRINT

DIGITAL

EVENTS

CUSTOM



KIDZ MATTER

2024
Media Kit

KIDZMATTER.COM



[COVER LETTER]

Are You Ready to Connect with Children's Ministry Leaders?

Join forces with KidzMatter, already trusted by over 40,000 pastors and ministry leaders! If your objective is to make an impact in the lives of children and engage with pastors and leaders in children's ministry, then let's team up.

We want to create an innovative package encompassing print, digital, and event resources that will empower you to achieve your goals and expand your influence.

Let's initiate a conversation to identify your aspirations for the upcoming year. Together, we can craft a customized plan that not only helps you reach your targets but also surpasses them. As the ultimate go-to platform for children's ministry leaders, KidzMatter is here to assist you in connecting your passion with our thriving network.

Let us be your catalyst for success in reaching your goals!



Ryan & Beth
Ryan and Beth Frank
PUBLISHERS

facebook.com/kidzmatterinc | pinterest.com/kidzmatter | instagram.com/kidzmatter | facebook.com/groups/ilovekidmin



[OUR AUDIENCE]

OUR LOYAL AUDIENCE IS MADE UP OF:

Full-Time Children's Pastors | Bi-Vocational Leaders | Ministry Volunteers | Preschool Directors | Youth Pastors | Family Pastors | Next Gen Pastors | Parents

READER PROFILE

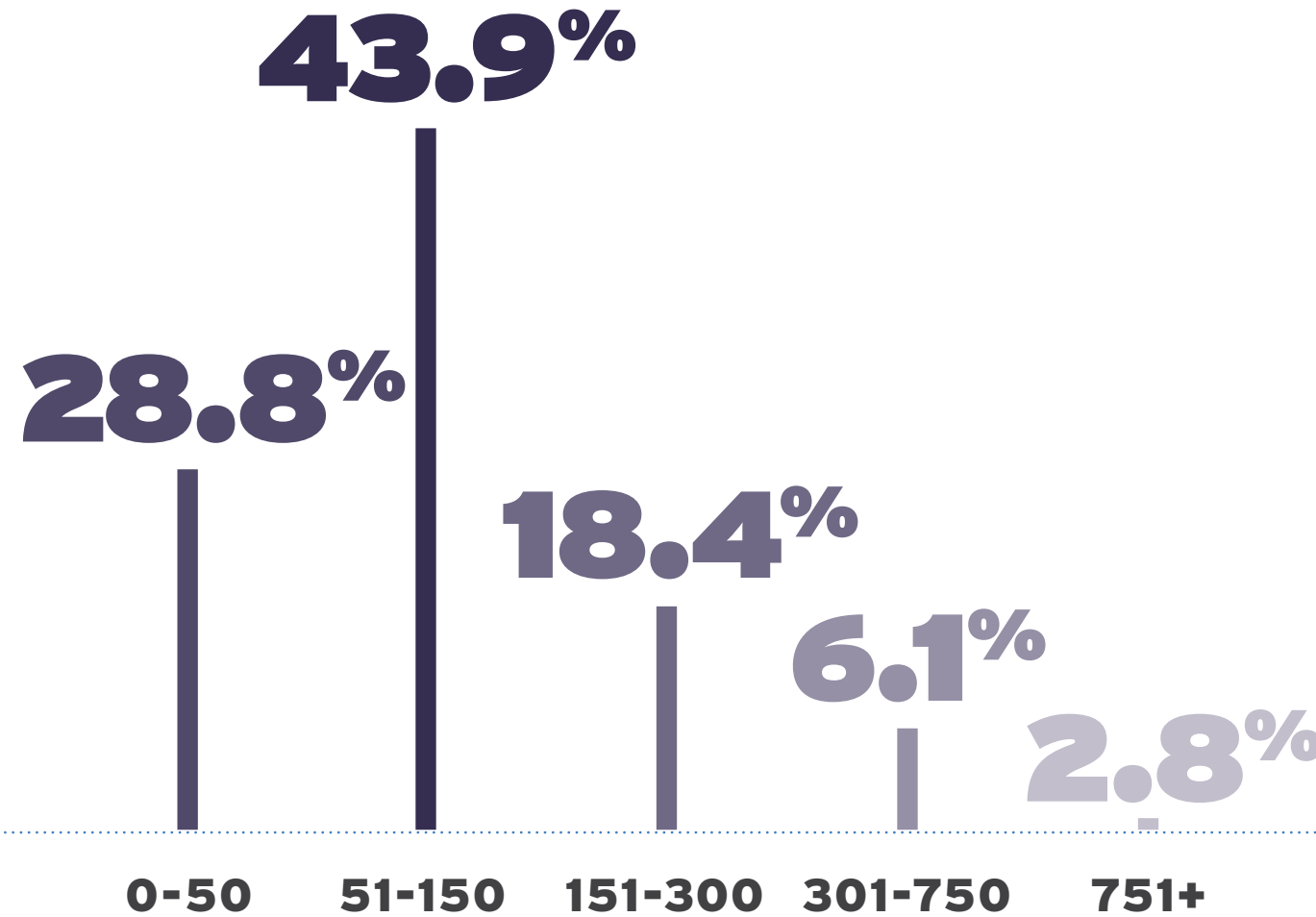


78%
Female



22%
Male

AVERAGE CHILDREN'S MINISTRY ATTENDANCE



SPENDING BEHAVIOR

84.5%
are the decision makers on purchases for the children's ministry.

82.1%
describe their position as Children's Pastor or Ministry Director.

69.1%
have made purchases from KidzMatter marketing efforts in the last 12 months.

[ADVERTISING]

ADVERTISING PACKAGES

PRINT + EDITORIAL + DIGITAL

Game-Changer Package

INCLUDES:

PRINT & EDITORIAL

Your ad in *KidzMatter Magazine* and an Editorial opposite of your ad

DIGITAL

- * A dedicated email to our email list of 18,000+ (available with the 2-Page Spread Package only)
- * Sponsorship of one episode of The KidzMatter Podcast
- * Join our team on Facebook Live in KidzMatter's I Love Kidmin Facebook Community (30,000+ members)
- * 2-Page Spread: \$4,995
- * Full Page: \$2,995
- * Half Page: \$2,495

Print-Only Package

INCLUDES:

PRINT

- * 2-PAGE SPREAD: \$3,995
- * FULL PAGE: \$1,995
Premium Placement: \$2,995
- * HALF PAGE: \$1,495
- * 1/3 PAGE: \$995
- * PREMIUM PLACEMENT: outside back cover or inside cover for additional \$1,000





[SCHEDULE & THEMES]

PRODUCTION SCHEDULE & THEMES

ISSUE	RESERVATION DATE	MATERIALS DUE	MAILING DATE
WINTER	10/10/23	10/24/23	11/15/23
SPRING	1/10/24	1/30/24	2/30/24
SUMMER	4/01/24	4/15/24	5/06/24
FALL	7/01/24	7/15/24	8/12/24
WINTER	10/10/24	10/24/24	11/18/24

ISSUE	THEME
WINTER	VBS
SPRING	Curriculum
SUMMER	Family Ministry
FALL	The KidzMatter Conference

ADDITIONAL THEMES:

Camp, Music | Events | Special Needs | Environments | Education Volunteers
 Security | Christmas | Missions Bibles & Books | Events | Outreach



[AD SPECS]

AD SPECS & INFORMATION

Format	AD Dimensions	BLEED Dimensions
1/3 PAGE VERTICAL (BLEED)	AD: 3.2" x 10.875"	BLEED: 3.325" x 11.125"
1/3 PAGE HORIZONTAL (BLEED)	AD: 8.375" x 3.5"	BLEED: 8.625" x 3.625"
1/2 PAGE (BLEED)	AD: 8.375" x 5.375"	BLEED: 8.625" x 5.5"
Full PAGE (BLEED)	AD: 8.375" x 10.875"	BLEED: 8.625" x 11.125"
2-PAGE SPREAD (BLEED)	AD: 16.75" x 10.875"	BLEED: 17" x 11.125"

PRINT SPECS

In addition to our standard advertising packages, we offer extended promotional options such as polybag inserts, cover wraps, fold-outs, and more.

FOR DETAILS CONTACT

Angie Steely at angie@kidzmatter.com or 765-664-6968.

AD FILE SET-UP

Recommended file format is PDF
 Choose high quality setting
 Check the crop & bleed marks (in the Marks and Bleeds panel) Include crop & bleed even if the ad does not bleed

Important Note: Please keep critical information at least .125" away from the printed edge.

AD SUBMISSION INFORMATION

When you are ready to submit your ad, this is the process:

1. Name the file. YourCompanyName_IssueMonthsYY (acmecompany_Summer21)
2. Send it to Angie Steely (angie@kidzmatter.com) by way of WeTransfer, Hightail, an email attachment, or by sharing it through Dropbox.
3. Email Sarah Carroll (sarah@kidzmatter.com) and let her know that your ad has been submitted.

PODCAST NETWORK

THE KIDZMATTER PODCAST

The KidzMatter Podcast is a fast-paced podcast designed specifically for the children's ministry community.

The bi-weekly show has multiple short features including helpful resources, hacks, and favorite ministry tips.

SPONSORSHIP

\$295

As a sponsor, you will receive a promotional mention and a call-to-action with a link in the show notes.

THE KIDZMATTER PODCAST



“
KidzMatter has proven to be one of the most rewarding partnerships we have ever formed. They offer so many impacting avenues for us to expand our ministry reach. Each time we do a print ad, email blast, or event partnership, we always see tremendous measurable results. I see us partnering with KidzMatter for many years to come.
 ”

BRIAN DOLLAR
 HIGH VOLTAGE KIDS

[E - B L A S T]

DEDICATED E-BLAST

Delivered to more than 18,000 children's ministry leaders!

Dedicated HTML email advertising is a frequently used tool for many of our most successful advertisers. It can quickly get the message out to a large number of children's ministry leaders and give them an opportunity to engage with an easy to respond to call-to-action.

Each email includes a KidzMatter header for a familiar look and implied endorsement.

SPONSORSHIP

\$1,395

Reserve your space as early as possible. With only two spots a week, these often fill up many weeks in advance.



“
We have been using KidzMatter advertising for the last four years. We not only have increased our list of contacts and had sales moving up but we have developed a partnership in ministry that we truly value both professionally and personally.
 ”

B. A. SNIDER
 DIRECTOR OF MARKETING
 GREAT COMMISSION
 PUBLICATIONS



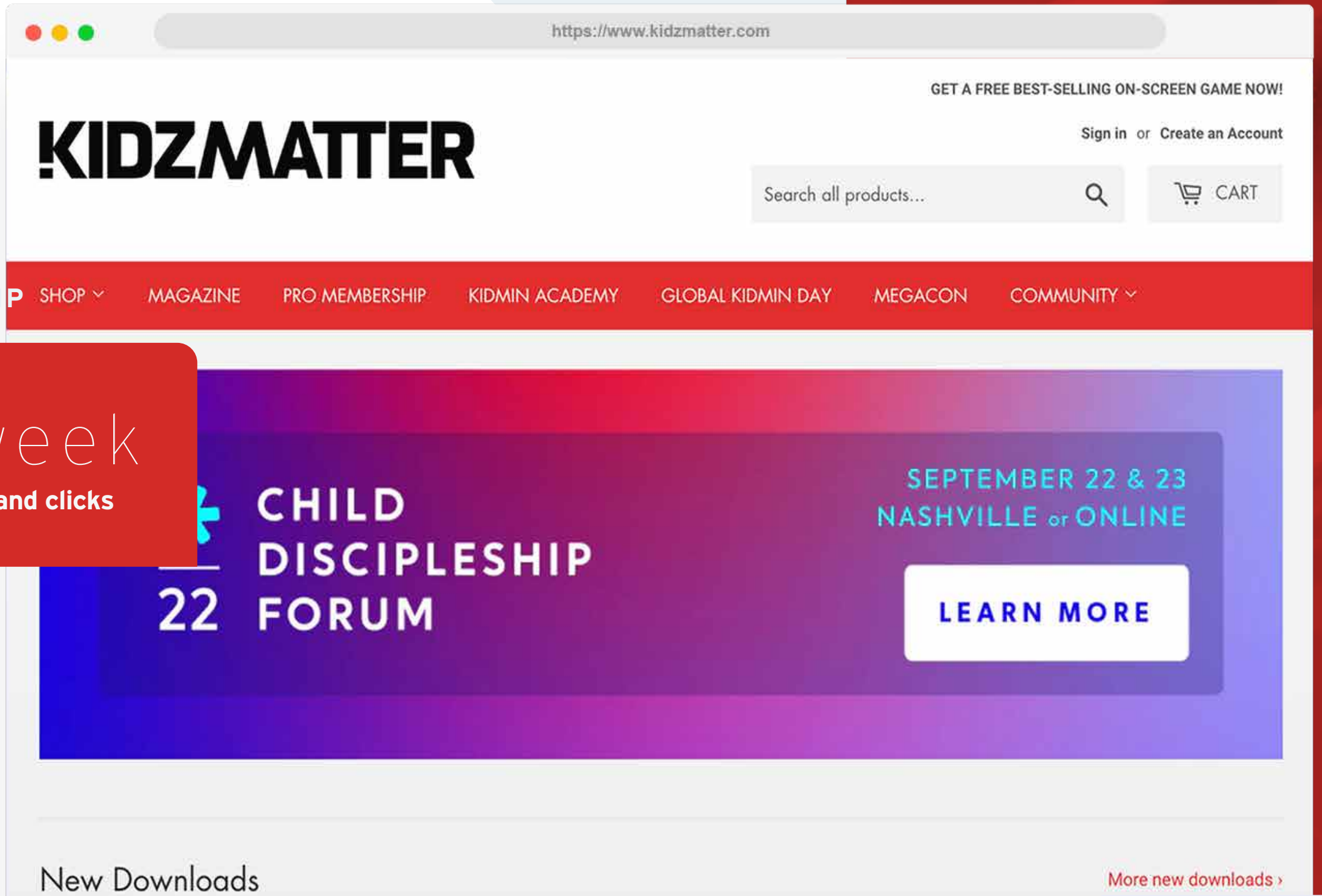
[BANNER ADS]

KIDZMATTER BANNER ADS

Banner ads are placed in high-traffic locations on KidzMatter.com, creating brand awareness and generating click-throughs, purchases, and leads.

\$500 / week

Unlimited impressions and clicks



New Downloads

[More new downloads >](#)



[BANNER ADS]

EMAIL BANNER ADS

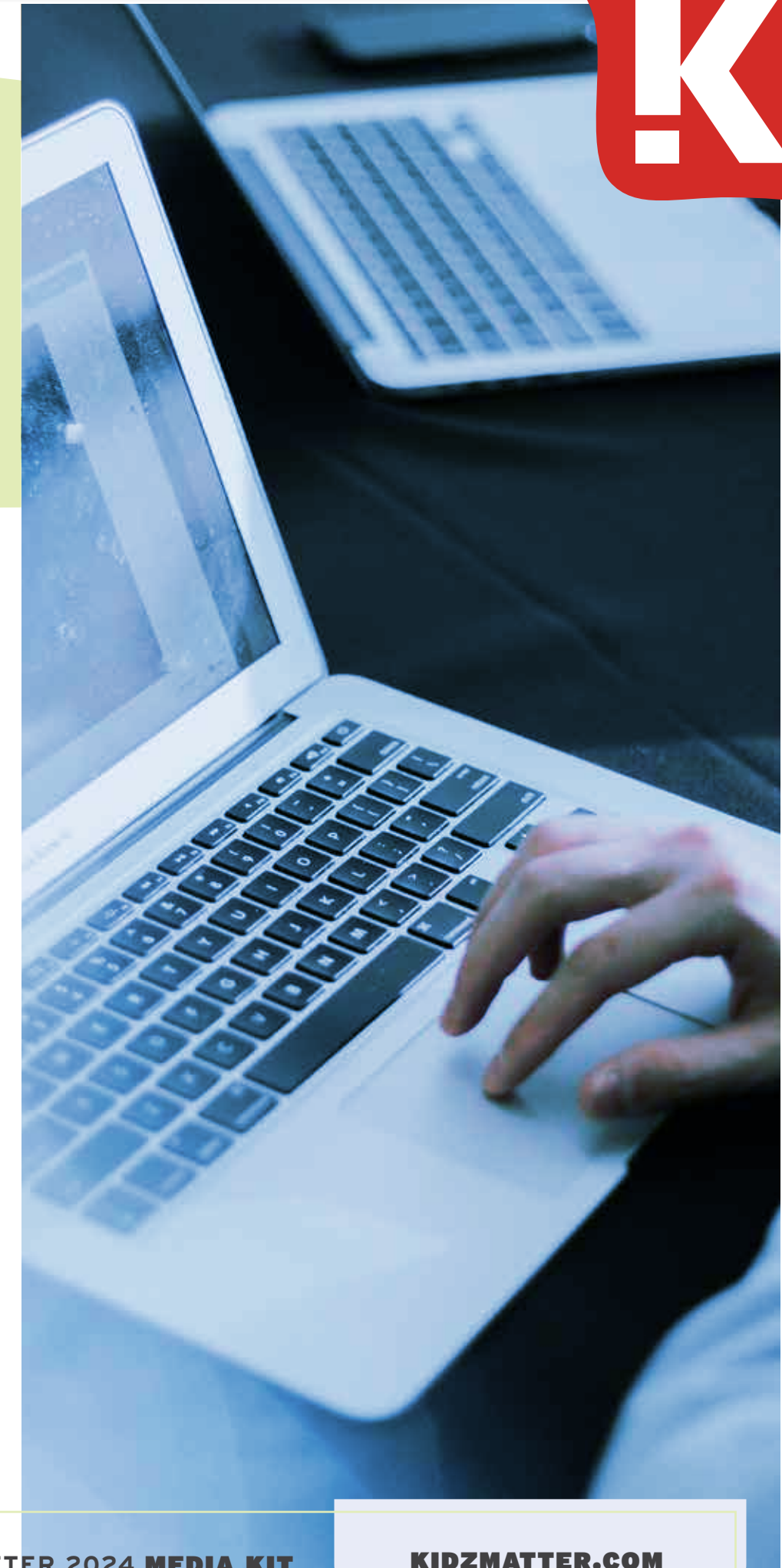
Feature Banner

Your banner included in a KidzMatter Email Newsletter

Elevate your brand visibility with KidzMatter's exclusive Email Banner Ads opportunity. Capture the attention of our engaged audience of over 18,000 subscribers as your web banner is included in our bi-weekly newsletters, reaching them every Monday and Friday. With a diverse readership deeply invested in kidmin, family resources, and ministry content, your message is sure to resonate.

SPONSORSHIP

\$495



[SHOWCASE]

VBS SHOWCASE PARTY

Get ready to showcase your VBS brilliance like never before!

Our 2024 VBS Showcase Party is here! Our VBS Showcase Party offers the ideal stage for you to market your product to our growing community!

STEP 1 Submit a Video



Submit a show-stopping 5-minute video that highlights all the magic your program has in store!

This is your time to shine! Give children's ministry leaders a front-row seat to the excitement as you showcase how your VBS is going to impact kids for Jesus!

STEP 2 Host a LIVE Breakout Room



Elevate the use of a LIVE breakout room on Zoom, where children's ministry

leaders will have the chance to engage with you LIVE to ask questions and be inspired by your VBS mastery!

STEP 3 Showtime!

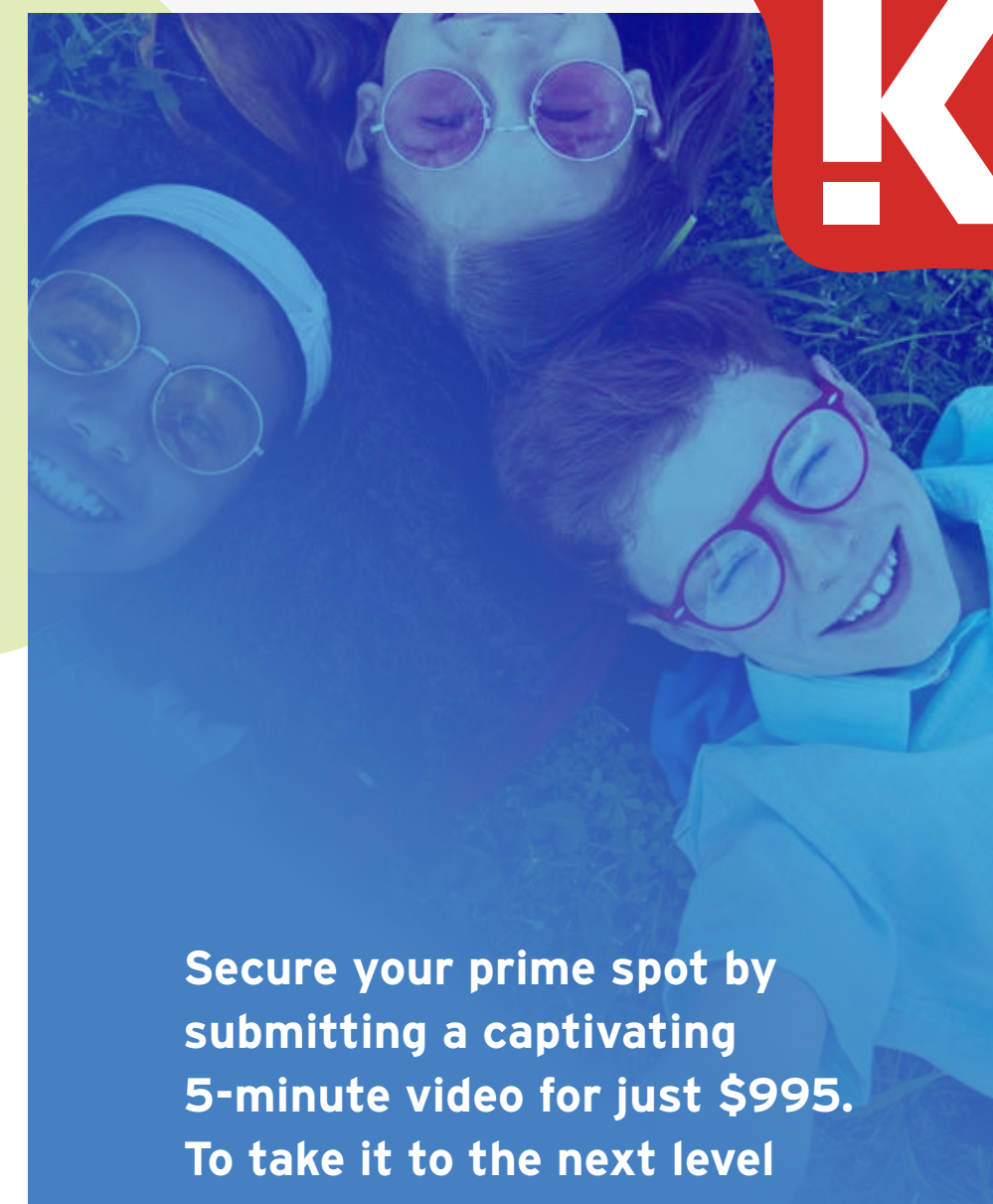


Get ready to dazzle as we showcase the spectacular array of adventures, themes,

and transformative experiences that will connect kids to Jesus and impact the community. So buckle up, as we help make your VBS the talk of kidmin!

Secure your prime spot by submitting a captivating 5-minute video for just \$995. To take it to the next level and engage with decision-makers in real time, host a LIVE breakout for an additional \$495!

Act fast as spots are limited!





[SPONSORSHIP]

COMPARISON GUIDE HIGHLIGHT

Tailored for our subscribers, this guide provides a high-level perspective, allowing them to navigate and compare various features of your product. Uncovering the distinct offerings that set your product apart, empowering them to make informed decisions and maximize their experience with our magazine.

Guide Highlight

FEATUR ISSUES:

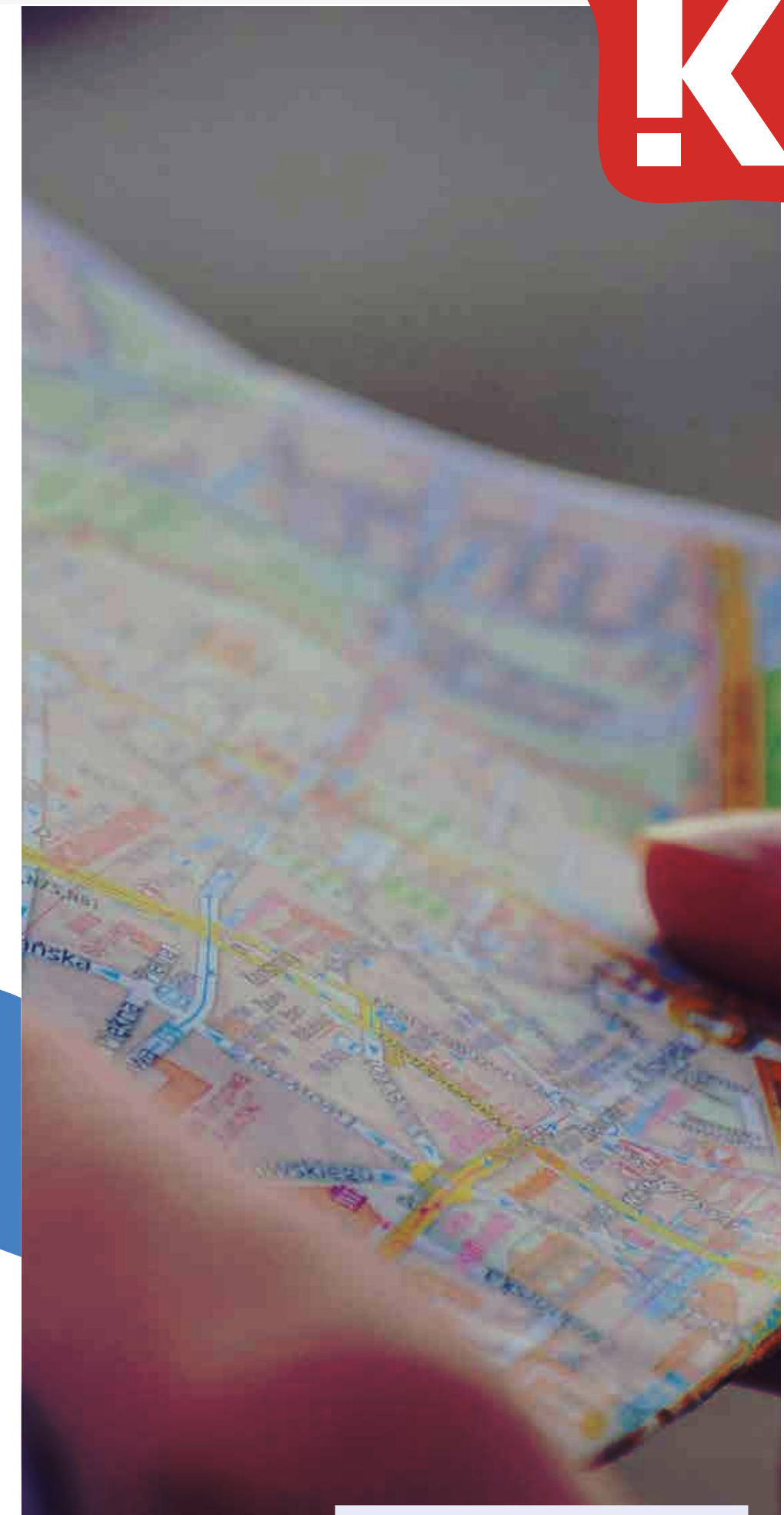
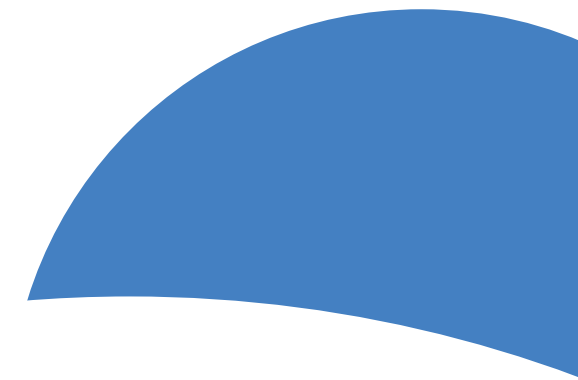
Curriculum Guide Spring

Bible Guide Summer

VBS Guide Winter

SPONSORSHIP

\$495





[WEBINAR]

KIDZMATTER WEBINAR CAMPAIGNS

Designed to bring our audience closer to the topics that matter most, these virtual sessions serve as a platform for insightful discussions, expert insights, and direct engagement. Elevate your understanding and connect on a deeper level with our community as we delve into subjects that resonate. It's not just a webinar; it's a direct line to valuable insights and impactful connections.

Guide Highlight

SCHEDULE:

Day 1 Email Blast

Day 2 FB LIVE

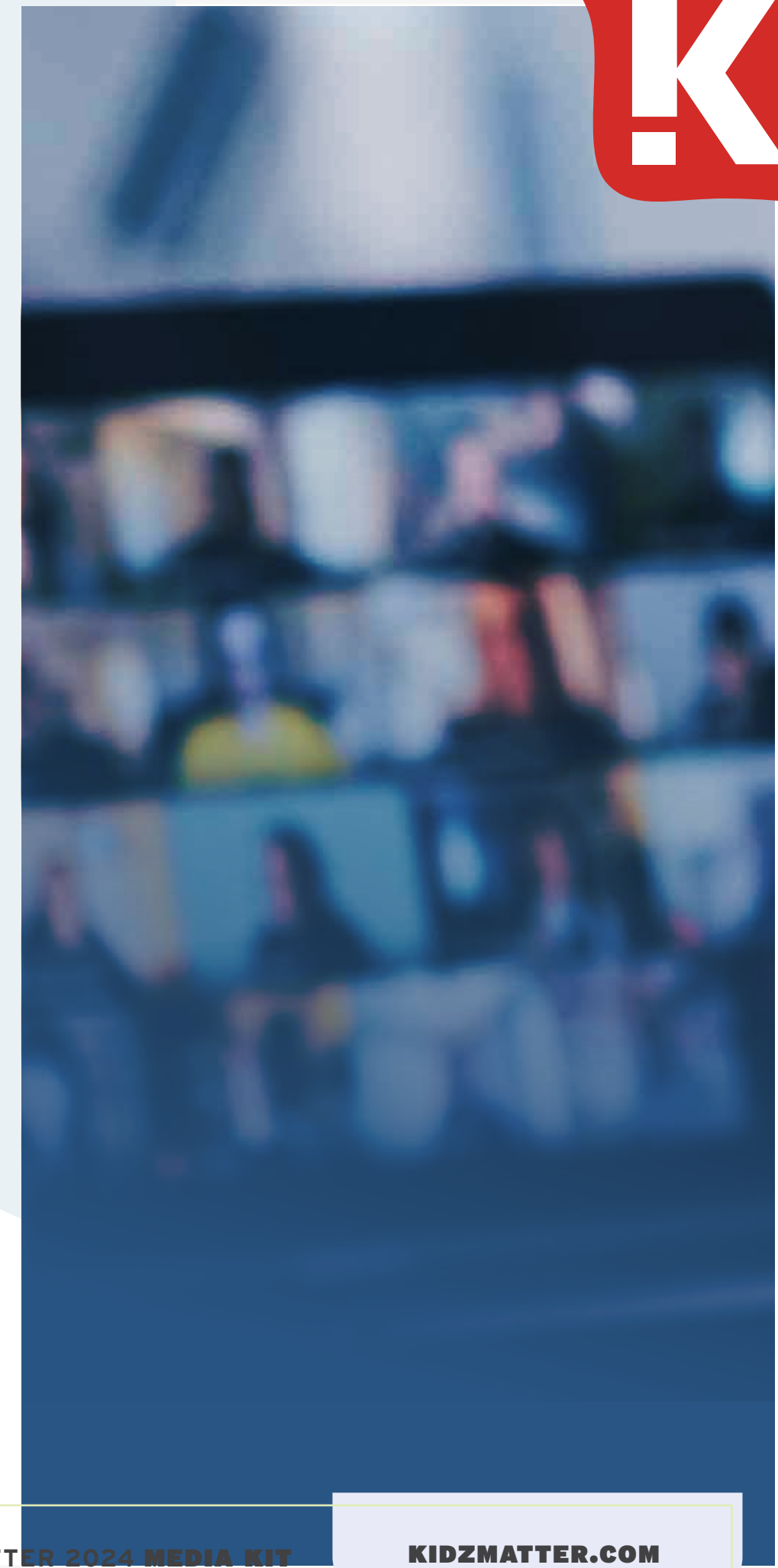
Day 3 2nd Email Blast, Webinar Day, Social Pushes

Day 4 Replay on Podcast

Day 5 Email Recorded Webinar

SPONSORSHIP

\$3,495





[THE CONFERENCE]

THE KIDZMATTER CONFERENCE

We understand the challenges of reaching children's ministry leaders with your message!

At The KidzMatter Conference, we aim to simplify the process for you. We offer personalized sponsorship packages designed specifically to meet your requirements.

Join us at our annual event, The KidzMatter Conference, where we bring together 3,000 children's ministry leaders for an extraordinary three-day experience. It's an unparalleled conference that you won't want to miss!



SPONSORSHIP

SEPTEMBER 24-26, 2024
 OLD NATIONAL EVENTS PLAZA | EVANSVILLE, INDIANA

Learn more at TheKidzMatterConference.com





[ATTENDEE DEMOGRAPHICS]

THE KIDZMATTER CONFERENCE ATTENDEE DEMOGRAPHICS

72%

of attendees control the children's ministry budget.

40

or more denominations are represented at The KidzMatter Conference.

745

different churches were represented in 2023

94%

rate it the "best kidmin conference they have ever attended."





[SPONSORSHIPS]
DIAMOND PARTNER



Event Premium Sponsorship

You will receive

- * **FOUR BOOTH SPACES** in a premium location - 40' wide x 8' deep
- * **FOUR 8' CLOTHED & SKIRTED TABLES**, 8 chairs, 4 trash cans, pipe and drape
- * **FOUR BREAKOUT SESSIONS**
- * **TEN COMPLIMENTARY TICKETS**
- * **1 HOUR EARLY ACCESS** to set up your booth
- * **ELECTRICITY**
- * **LOGO AND LINK** on TheKidzMatterConference.com
- * **ONE WELCOME BAG INSERT**
- * **TWO PRODUCT SLIDES** for the general session loop
- * **ONE VIDEO BUMPER** and one General Session handout
- * **PREMIUM LISTING** on The KidzMatter Conference app
- * **VIP PARTNER RECEPTION** with Ryan and Beth Frank
- * **ONE STRATEGY SESSION** with Ryan & Beth Frank and the KidzMatter team to discuss your conference strategy
- * **LEAD RETRIEVAL** app access
- * **KIDZMATTER KASH: \$600** in KidzMatter Kash to give away at conference

PRINT AD in the Fall Issue of *KidzMatter Magazine*

- * One full page advertisement
- * One full page article

PREMIUM LISTING in the KidzMatter Online Directory

DEDICATED EMAILS

- * One dedicated email to The KidzMatter Conference registration list
- * One dedicated email to the full KidzMatter list of 18,000+

YOUR PRICE
\$19,500

Terms: Payment due March 30, 2024
 All sales are final | No refunds



[SPONSORSHIPS]
SAPPHIRE PARTNER



Event Premium Sponsorship

You will receive

- * **THREE BOOTH SPACES** - 30' wide x 8' deep
- * **THREE 8' CLOTHED & SKIRTED TABLES**, 6 chairs, 3 trash cans, pipe and drape
- * **TWO BREAKOUT SESSIONS**
- * **EIGHT COMPLIMENTARY TICKETS**
- * **ELECTRICITY**
- * **LOGO AND LINK** on TheKidzMatterConference.com
- * **ONE WELCOME BAG INSERT**
- * **TWO PRODUCT SLIDES** for the general session loop
- * **FEATURED LISTING** on the The KidzMatter Conference app
- * **VIP PARTNER RECEPTION** with Ryan and Beth Frank
- * **LEAD RETRIEVAL** app access
- * **KIDZMATTER KASH: \$300** in KidzMatter Kash to give away at conference
- PRINT AD** in the Fall Issue of *KidzMatter Magazine*
 - * One full page advertisement
- LISTING** in the KidzMatter Online Directory
- DEDICATED EMAILS**
 - * One dedicated email to The KidzMatter Conference registration list

YOUR PRICE
\$12,750

Terms: Payment due March 30, 2024
 All sales are final | No refunds



[SPONSORSHIPS]

EMERALD PARTNER



Event Sponsorship

You will receive

- * TWO BOOTH SPACES - 20' wide x 8' deep
- * TWO 8' CLOTHED & SKIRTED TABLES, 4 chairs, 2 trash cans, pipe and drape
- * FOUR COMPLIMENTARY TICKETS
- * ELECTRICITY
- * LOGO AND LINK on TheKidzMatterConference.com
- * LISTING on The KidzMatter Conference app
- * LEAD RETRIEVAL app access
- * KIDZMATTER KASH: \$300 in KidzMatter Kash to give away at conference
- PRINT AD in the Fall Issue of *KidzMatter Magazine*
 - * One full page advertisement
- LISTING in the KidzMatter Online Directory

YOUR PRICE
\$7,000

Terms: Payment due
March 30, 2024
All sales are final | No refunds

[SPONSORSHIPS]

RUBY PARTNER



Event Sponsorship

You will receive

- * ONE BOOTH SPACE - 10' wide x 8' deep
- * ONE 8' CLOTHED & SKIRTED TABLE, 2 chairs, 1 trash can, pipe and drape
- * THREE COMPLIMENTARY TICKETS
- * LISTING on The KidzMatter Conference app
- * LEAD RETRIEVAL app access
- * KIDZMATTER KASH: \$300 in KidzMatter Kash to give away at conference
- PRINT AD in the Fall Issue of *KidzMatter Magazine*
 - * One 1/2 page advertisement
- LISTING in the KidzMatter Online Directory



YOUR PRICE
\$3,000

Terms: Payment due
March 30, 2024
All sales are final | No refunds



[SPONSORSHIPS]

SINGLE BOOTH PARTNER

Event Sponsorship

You will receive

- * ONE BOOTH SPACE - 10' wide x 8' deep
- * ONE 8' CLOTHED & SKIRTED TABLE, 2 chairs, 1 trash cans, pipe and drape
- * TWO COMPLIMENTARY TICKETS
- * LEAD RETRIEVAL app access
- * KIDZMATTER KASH: \$300 in KidzMatter Kash to give away at conference

YOUR PRICE
\$1,800

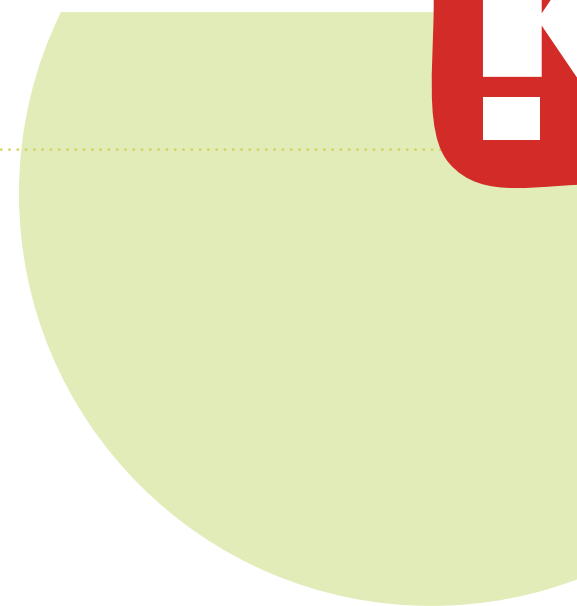
Terms: Payment due
March 30, 2024

All sales are final | No refunds

[SPONSORSHIPS]

THE KIDZMATTER CONFERENCE

ADDITIONAL OPPORTUNITIES



*** ADDITIONAL TABLE RENTAL** \$35 per 8' clothed and skirted table (Before 9/20)

*** ELECTRICITY**
\$250 (before 9/20)
\$350 (after 9/20)

*** PUSH NOTIFICATION TO ATTENDEES** on The KidzMatter Conference App (5 available) | \$800

*** WELCOME BAG INSERT**
\$750
You will need to provide 3,000

*** WELCOME BAG SPONSORSHIP**
(1 available) | \$5,000
Get your logo on both sides of the welcome bag

*** PRODUCT SLIDE LOOP** in the General Sessions | \$1,200

*** KIDMIN ACADEMY GRADUATION SPONSORSHIP**
(1 available) | \$2,500

*** FLEX-TIME PARTY**
(3 available) | \$2,000
Host a 1-hour party to showcase your resources and expand your brand

*** DEDICATED CONFERENCE EMAIL**
(2 available) | \$1,200
Send an email to the conference attendees during the event

*** DEDICATED FLEX-SPACE**
(1 available) | \$5,000

Get a dedicated space for the entire conference that you can use for all 10 breakout sessions, Flex-Time, after-parties and more.

This is the ideal place to offer training, demonstrations, and so much more! (Only available to Diamond, Sapphire, and Emerald Partners.)

“

We love that KidzMatter equips and encourages children’s ministry leaders around the country. The kingdom-minded relationship is key, with the results being a huge bonus. With so many options to reach this unique and engaged audience, KidzMatter is a go-to channel when developing our plans. Our partnership with Ryan, Beth and their team continues to impress as they go above and beyond to support our ministry’s needs.

”

MICHELE BAIRD
SENIOR DIRECTOR, MARKETING
DAVID C COOK



KIDZ MATTER

**FOR MORE INFORMATION,
PLEASE CONTACT US!**

WE CAN'T WAIT TO TALK.



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SALES DIRECTOR

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sarah@kidzmatter.com