



MEDIA KIT 2011

MARKETING OPPORTUNITIES



DEMOGRAPHIC INFORMATION

STROLLER STRIDES IS THE LARGEST STROLLER FITNESS PROGRAM IN THE COUNTRY.

For three years in a row, Stroller Strides has been ranked as one of fastest growing franchises in the country by *Franchise Times* and *Entrepreneur Magazine*.

FRANCHISES

- 300+ in 43 states

CLASS LOCATIONS

- 1,200+

NATIONWIDE MEMBERSHIP

- 15,000+

MEMBER AGE RANGE

- 25-40 females



OUR MISSION

Stroller Strides helps moms
make strides in
fitness, motherhood
and life™.

STROLLER STRIDES FRANCHISEES are from all over the US and Canada (mostly US). They are women, mostly moms typically between the ages of 25 and 40. Their children range in age from 0-6+ years and they are all fitness enthusiasts or have a professional fitness background. Generally, they have an eco-friendly mind-set and are advocates for healthy families and a healthy world.



ONLINE & EMAIL OPPORTUNITIES

CONNECT WITH our 75,000+ newsletter recipients and 50,000+ unique monthly Internet visitors in order to market your brand and products.

WEB TRAFFIC

- 250,000 average page views per month
- 7.26 minutes average time on site
- 3.43 pages per visit

SOCIAL MEDIA

Word-of-mouth is the most powerful marketing tool available. Partner with us for a one-of-a-kind integrated print, online and experiential campaign!



WEBSITE HOMEPAGE

CORPORATE eNEWSLETTER



Ad placement in footer of eNewsletter



SAMPLING OPPORTUNITIES

REACH MOMS ON A GRASSROOTS LEVEL

- 60% of Moms feel that marketers are ignoring their needs.
- 73% of Moms feel that advertisers don't really understand what its like to be a Mom. Our franchisees influence thousands of moms every day recommending products and services that moms want.

¹Percentages were provided by M2Moms.com



SAMPLING/PRODUCT SEEDING

Stroller Strides must approve your product as a good fit for our population. Cost of distribution must be paid for by the advertiser. Samples will be sent to franchisees and are then distributed to clients. Stroller Strides will provide addresses to a mailing house or you can use our own distribution center. Sampling opportunity includes one ad in the monthly member newsletter.

- 1 – 50 franchisees\$1000
- 1 – 100 franchisees\$1,500
- All Franchisees\$2,000

NOTE: Stroller Strides will only accept advertisers and sponsors that they deem to be representative of their brand, vision and values.





SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSOR (ONE AVAILABLE)

- **EXCLUSIVITY IN YOUR CATEGORY**
- 670 x 296 PROMINENT AD POSITION ON HOME PAGE
Above the fold
- 160 x 600 SKYSCRAPER AD AND LINK
Run of site
- LOGO ON CLASS SCHEDULE TEMPLATE
Approximately 15,000 distributed monthly
- ONE ADVERTORIAL IN EMAIL NEWSLETTER
- MONTHLY ARTICLE CONTRIBUTION TO OFFICIAL STROLLER STRIDES BLOG
- LOGO AND TITLED AS PLATINUM SPONSOR ON SPONSOR AND PARTNERS PAGE
- LOGO ON INSTRUCTOR AND FRANCHISEE PORTAL
- LOGO ON MEMBER T-SHIRTS
- LOGO ON RETAIL BAGS
- LOGO AND TITLE SPONSOR RECOGNITION PROMINENTLY FEATURED IN EMAIL NEWSLETTERS
75,000 Monthly Distribution (12 per year)
- QUARTERLY SAMPLING DISTRIBUTION TO ALL FRANCHISEES
Sponsor to cover distribution costs
- INCLUDED ON BOILER PLATE OF ALL PRESS RELEASES
- THE PLATINUM SPONSOR WILL ALWAYS RECEIVE SPECIAL RECOGNITION AS THE MAIN SPONSOR OF THE PROGRAM

\$3,500 per month (1 year required)



GOLD SPONSORS (TWO AVAILABLE)

- **EXCLUSIVITY IN YOUR CATEGORY**
- 300 x 250 BOX AD AND LINK
Run of site
- LOGO AND TITLED AS GOLD SPONSOR ON SPONSOR AND PARTNERS PAGE
- LOGO ON INSTRUCTOR AND FRANCHISEE PORTAL
- LOGO IN FOOTER OF ALL EMAIL NEWSLETTERS
- LOGO ON MEMBER T-SHIRTS
- LOGO ON RETAIL BAGS
- 120 x 240 TILE AD ON ALL MONTHLY EMAIL NEWSLETTERS
75,000 Monthly Distribution (12 per year)
- QUARTERLY ARTICLE CONTRIBUTION TO OFFICIAL STROLLER STRIDES BLOG
- INCLUDED ON BOILER PLATE OF ALL PRESS RELEASES
- QUARTERLY SAMPLING DISTRIBUTION TO ALL FRANCHISEES
Sponsor to cover distribution costs

\$1,900 per month (1 year required)

SILVER SPONSORS (TWO AVAILABLE)

- 120 x 240 TILE AD ON ALL MONTHLY EMAIL NEWSLETTERS
75,000 Monthly Distribution (12 per year)
- 125 x 125 BOX AD ON STROLLER STRIDES PARTNER PAGES AND TITLED AS SILVER SPONSOR
- 120 x 240 TILE AD ON CLASS SCHEDULE TEMPLATE
Approximately 15,000 distributed monthly
- ONE EXCLUSIVE PRODUCT OR SERVICE BLOG REVIEW
- SAMPLING OPPORTUNITIES TO FRANCHISEES
Sponsor to cover distribution costs
- ONE SOCIAL MEDIA CONTEST OR PROMOTION
Linked to blog review

\$600 per month (1 year required)

All sponsors will be invited to participate in various events and conferences with Stroller Strides. There may be fees associated for participation beyond the scope of the sponsorship.



ADDITIONAL ONLINE ADVERTISING OPTIONS

STROLLER STRIDES WEBSITE

PREMIUM POSITIONS (Home page only - avg 30K hits per month)

- HOME PAGE (300 x 250 Big Box)\$750/MO
- HOME PAGE (728 x 90 Leaderboard)\$350/MO

STROLLER STRIDES WEBSITE

SUB PAGES (Run of site, except home page)

- 160 x 600 Skyscraper\$500/MO
- 300 x 250 Box\$350/MO
- 728 x 90 Leaderboard\$200/MO
- 140 x 240 Vertical Tile\$125/MO
- 125 x 125 Box\$25/MO
Partner pages only

FRANCHISEE LOCAL PAGES

- 300 x 250 Box\$500/MO
- 300 x 100 Box\$200/MO

MONTHLY EMAIL NEWSLETTER

| SIZE | 120 x 240 Tile |
|--------------|-------------------|
| OPEN RATE | \$350 |
| 3-MONTH | \$325 |
| 6-MONTH | \$300 |
| 12-MONTH | \$250 |

STROLLER STRIDES BLOG PRODUCT REVIEWS

Blog post dedicated to product review\$150

All advertisers will be invited on occasion to participate in various viral marketing campaigns with Stroller Strides. Advertiser may be asked to donate product for contests and other giveaways.

JOIN OUR PARTNER NETWORK

and have your product/service featured in:

- 120 x 240 TILE AD ON ONE MONTHLY EMAIL NEWSLETTER
75,000 Monthly Distribution (12 per year)
- 125 x 125 BOX AD ON STROLLER STRIDES PARTNER PAGES ON WEBSITE
12 months
- ONE EXCLUSIVE PRODUCT OR SERVICE BLOG REVIEW
- ONE SOCIAL MEDIA CONTEST OR PROMOTION
Linked to blog review

Cost of shipping must be paid for by the advertiser. Stroller Strides must approve your product as a good fit for our population.

\$750 per year

Don't see a campaign that fits your budget or marketing needs?

We work with many different budgets and we enjoy developing creative co-marketing programs! Please contact the marketing department directly at 888.627.5999 or at marketing@strollerstrides.com today to discuss your campaign ideas!