

2024 Media Kit



ourKids

For over 39 years...

Our Kids Magazine is a monthly publication dedicated to serving San Antonio area families. We speak directly to families about parenting concerns and local happenings. Our Kids provides parenting resources along with targeted advertising which helps families find services, healthcare, childcare, schools, party places and more. Our extensive calendar helps parents locate family friendly fun and entertainment in and around San Antonio.

For More Information:

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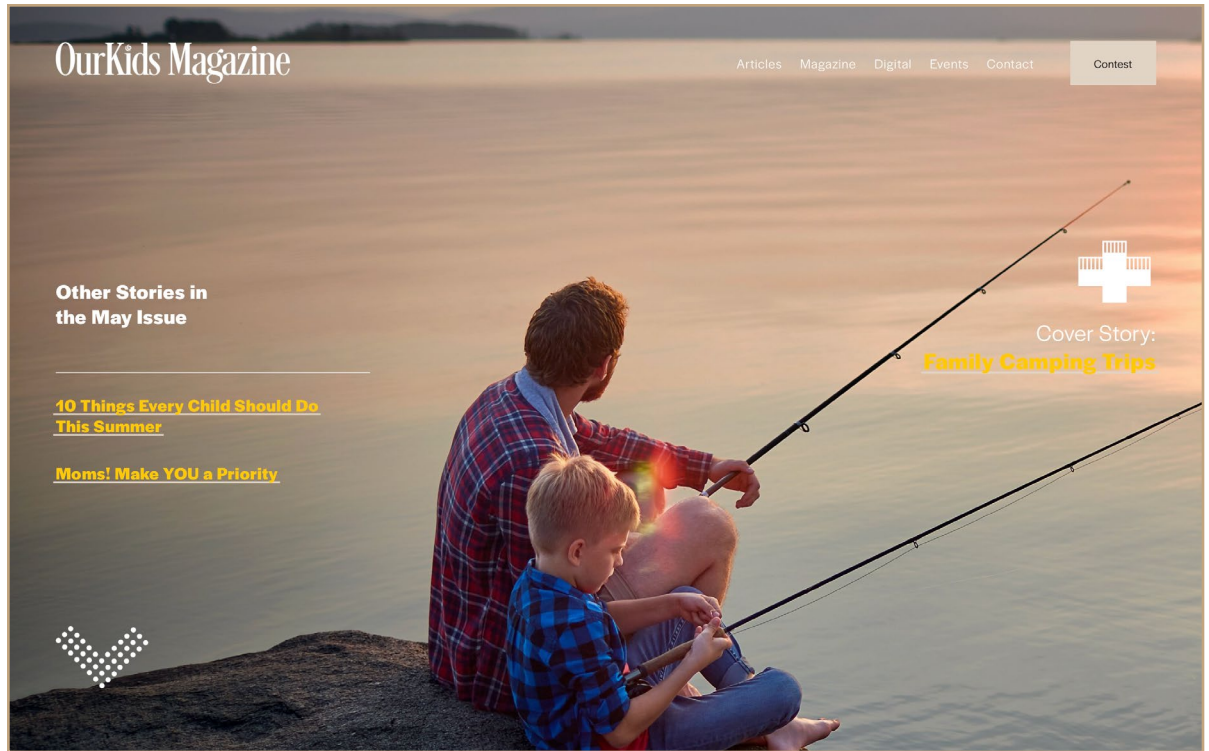


* Sample covers

Redesigned Website

New Look:

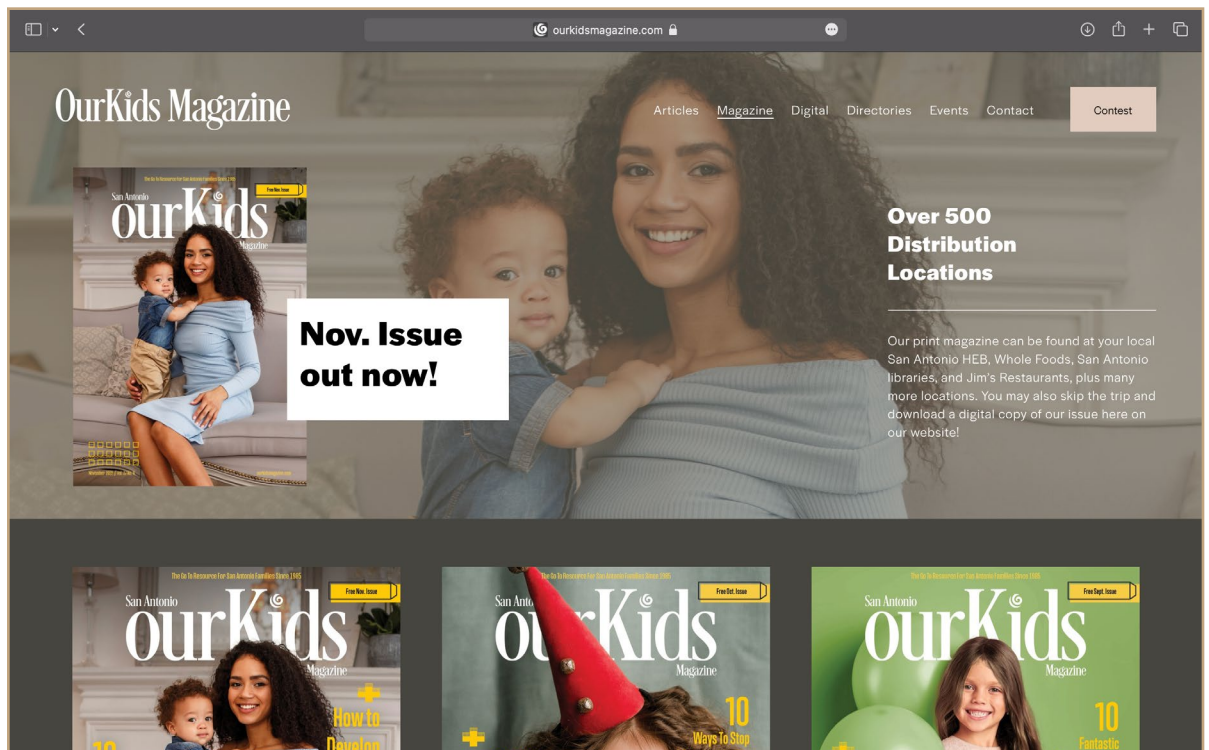
Our website is going through a redesign. We are seeking to improve user friendliness and attract traffic to our website as a source for directories and upcoming events.



Digital

Download:

We upload our magazine to our website that it's accessible from anywhere.



Redesigned Magazine

Updated magazine design:

We're improving our layout and cover designs for easier readability.



AI Prompt: "Teenager surrounded by genetic code, digital art."

Story by Kimberly Blaker

Prepare Your Kids for Careers in an AI Driven Future-World



Publisher note: Images from this article were generated using AI from the DALL E 2 project by OpenAI. Even my photo was created with AI. Be sure to check out the prompts that generated that image.

Many parents today never experienced a world where computers weren't a standard household fixture, let alone a world without the Internet. When the World Wide Web first became available to the public in 1991, it was archaic compared to today. Yet at the time, it was quite the phenomenon. But the rapid speed of technological progress over the past couple of

decades will resemble the crawl of a tortoise in another decade or two as technology continues to advance at an exponential rate.

In fact, according to Ray Kurzweil, a world-renowned inventor, thinker, and futurist, "We won't experience 100 years of progress in the 21st century – it will be more like 20,000 years of

progress (at today's rate)." If you have any doubt, Kurzweil has a remarkable thirty-year track record of making accurate predictions.

This means the rapid change in recent years is nothing compared to what's to come. The world in which tomorrow's young adults will enter will be startlingly different from the

one in which we live today. That's because our world is increasingly dependent on robotics, technology, and now artificial intelligence (AI).

But what is AI? It's machines or programs with the capabilities of human intelligence. AI capabilities include learning, presenting knowledge, reasoning, problem-solving,

planning, perception, manipulation, and motion. Right now, AI is in its infancy, and much of what's purported to be AI is actually pseudo-AI. Whether imitation or the real thing, there are several current AI technologies: chatbots, Tesla, Siri and Alexa, Facebook feed, and Pandora, to name a few – and AI is on the brink of changing the world as we know it.

But with all good things come drawbacks. Within the next 20 years, AI will result in a loss of anywhere between 9 and 47 percent of jobs, according to various studies by Oxford University and other institutions. So kids must be fully prepared for our vastly changing world and careers of the future.

Local Content:

We have a new initiative to feature local kids, attractions and stories.

ourCommunity

Introducing our Community. Look for this section in each issue learn more about interesting people in our community and learn to find hotspots, attractions, and events happening in San Antonio

Follow this link to watch our interview with the Castillo Family and Ranger PT Lathrop from San Antonio San Antonio Missions National Historical Park, or go to our website at ourKidsMagazine.com and find the article: Meet Journey



Journey Castillo at Lassen Volcanic National Park in northern California. Photo by: Valerie Castillo

Meet Journey

an ourKids DIGITAL Interview by Andres Flores

I didn't know what I was expecting when I set up an interview with Eric, Valerie and their daughter Journey, a two year old who has been to 45 national parks. That number will have already increased by the time you read this at home.

Forty-five is a big number... And Journey has a big personality to boot. She loves the outdoors, and knows what to do when it's time to snap a few photos. Eric and Valerie Castillo have documented every trip since she was born and have organized them on Journey's very own website.

So, you might be thinking "Will she even remember this?" Or simply "Why?". I took a walk at San Antonio Missions National Historical Park with the Castillo family to learn more about why national parks are so special to them and their daughter.

Eric and Valerie say their family hikes are a great way to connect with nature, stay healthy, and take a break from technology. But, that's not all we covered during our talk.

I was pleased to meet the Castillos and to visit the park for the first time. I wish I could share the entire conversation here, but I'm happy to announce OurKids DIGITAL. Our new series of digital content. Follow the link at the top right of the next page to learn about the Castillos and watch my conversation with PT Lathrop, Chief of Interpretation & Education at San Antonio San Antonio Missions National Historical Park as we discuss what the park can provide local families.

Attraction:

San Antonio Missions National Historical Park

Since 1916, the American people have entrusted the National Park Service with the care of their national parks. The National Park Service preserves, unimpaired, the natural and cultural resources and values of the National Park System for the enjoyment, education, and inspiration of this and future generations. In 1978, the Spanish colonial missions in San Antonio became a part of this family.

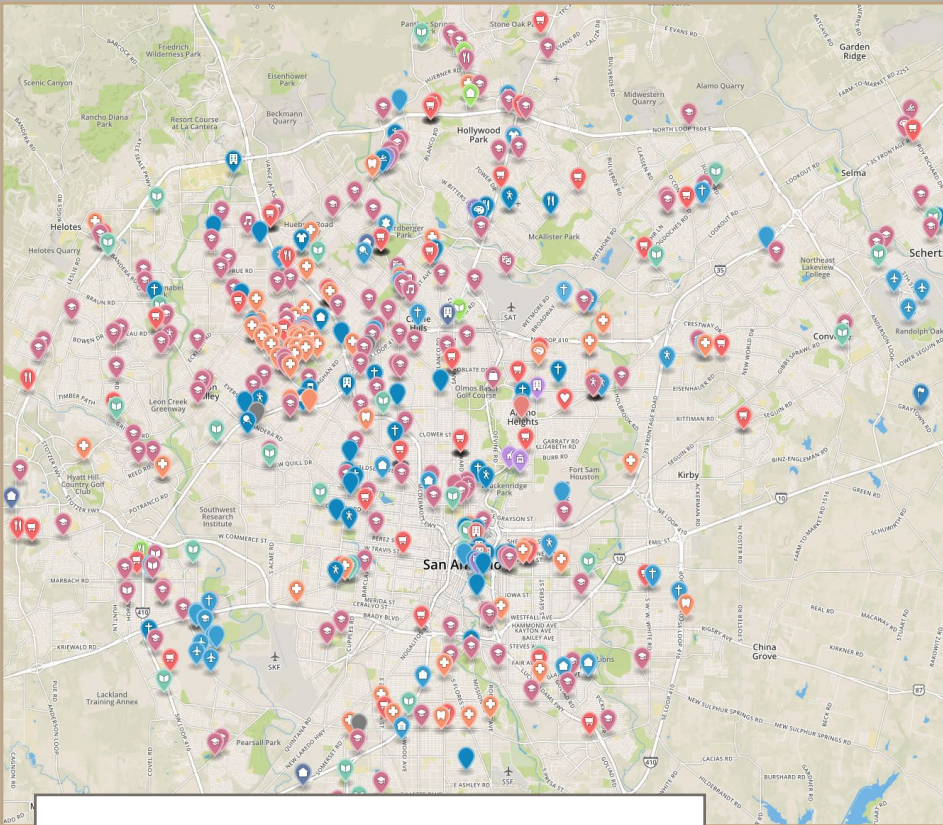
The San Antonio Missions tell the stories of the people who came into the Spanish missions to live in the 1700s. Acculturating and converting the indigenous population in order to become Spanish citizens reverberates today in the southwest United States. Our history is part of who we were, who we are, and who we will be. The National Park Service invites you to discover American history in all its diversity at San Antonio Missions National Historical Park.



From left to right, PT Lathrop, Journey Castillo, and Rachel Reed at San Jose Mission. Photo by: Valerie Castillo

Distribution

See our magazine at:



Over 500 Distribution Locations

- HEB
- Whole Foods
- Jim's Coffee Shops
- Live Events
- Child Care Facilities
- Doctor Offices
- Dental Offices
- Hospitals / Clinics
- Lessons/Classes
- Activity Centers
- Libraries
- Military Bases
- Museums
- Party and Play Destinations
- Public and Private Schools
- Park and Recreation Centers
- Retail Shops
- Restaurants
- YMCA's locations

Distribution Areas: Bexar County

Also in Bulverde, Boerne, Schertz/Cibolo, Universal City, New Braunfels, Banderera, Lytle, Castroville, Hondo, Devine, La Coste, Natalia

Relocation Packets:

- Realtors
- Military Family Services
- Corporate Human Resources
- City Welcome Wagon



Demographics

56%	Summer Camps
71%	Education/Classes
30%	Automobiles
96%	Children's Apparel
82%	Dining & Entertainment
42%	Music, Dance, Fine Arts Lessons/Classes
33%	Gymnastics/Cheer-leading Lessons/Classes
28%	Martial Arts/ Fitness Lessons/Classes
41%	Athletic and Sports Equipment
77%	Pharmacy
21%	Financial Advisors
70%	Tax Advisor/Services
46%	Florists/ Gift Shops
39%	Furniture & Home Furnishings
21%	Home Heating/Air Conditioning
37%	Home Improvement/Supplies
47%	Lawn & Garden Supplies
42%	Television/Electronics
58%	Vacations
91%	Women's Apparel
80%	Men's Apparel
51%	Auto Accessories (Tires, Brakes & Service)
45%	Arts & Crafts Supplies
35%	Childcare
26%	Veterinarian
75%	Tax Advisor
33%	Health Club/Exercise Class
35%	Cleaning Services
38%	Lawn Care Services
11%	Attorney Services
13%	Chiropractor
10%	Weight Loss
30%	Cellular Phone -New/Update Service

Audience Profile

2:2	Average Readers per edition (Over 90,000 readers)
63%	Keep Our Kids one month or more before discarding it.
91%	Female
9%	Male
35	Median Age
90%	College or beyond
89%	Children in Household Ages 0-13

Readers Annual Household Income

22%	50,000 - 74,999
21%	75,000 - 99,999
17%	100,000 - 149,999
11%	Over 150,000

2.3 Average number of children In household under 18 years of age

48%	Under 5 years
71%	5 - 12 years
26%	13 - 18 years
03%	Over 18 years



Editorial Calendar 2024

January	Education Teens	Ads Due - January 5th Digital Out - January 12 Print Out - January 19
February	Party Planning Camp and Summer Programs	Ads Due - January 26th Digital Out - Feb 9th Print Out - Feb 9th
March	Camp and Summer Programs Summer Activity Guide Traveling	Ads Due - February 16th Digital Out - March 1st Print Out - March 8th
April	Camp and Summer Programs Summer Activity Guide	Ads Due - March 22th Digital Out - April 5th Print Out - April 5th
May	Camp and Summer Programs Summer Activity Guide	Ads Due - April 19th Digital Out - May 3rd Print Out - May 3rd
June	Babies Party Planning Traveling	Ads Due - May 17th Digital Out - May 31st Print Out - May 31st
July	Education Traveling	Ads Due - June 21th Digital Out - July 5th Print Out - July 5th
August	Back to School After School Activities	Ads Due - July 19th Digital Out - August 2nd Print Out - August 2nd
September	Field Trip Guide Party Planning	Ads Due - August 16th Digital Out - August 30th Print Out - August 30th
October	Education After School Activities	Ads Due - September 20th Digital Out - October 4th Print Out - October 4th
November	Babies Traveling	Ads Due - October 18th Digital Out - November 1st Print Out - November 1st
December	Holidays Gift Guide	Ads Due - November 15th Digital Out - November 29th Print Out - November 29th

*Dates and coverage subject to change

Width
45p0 picas
7.5 inches

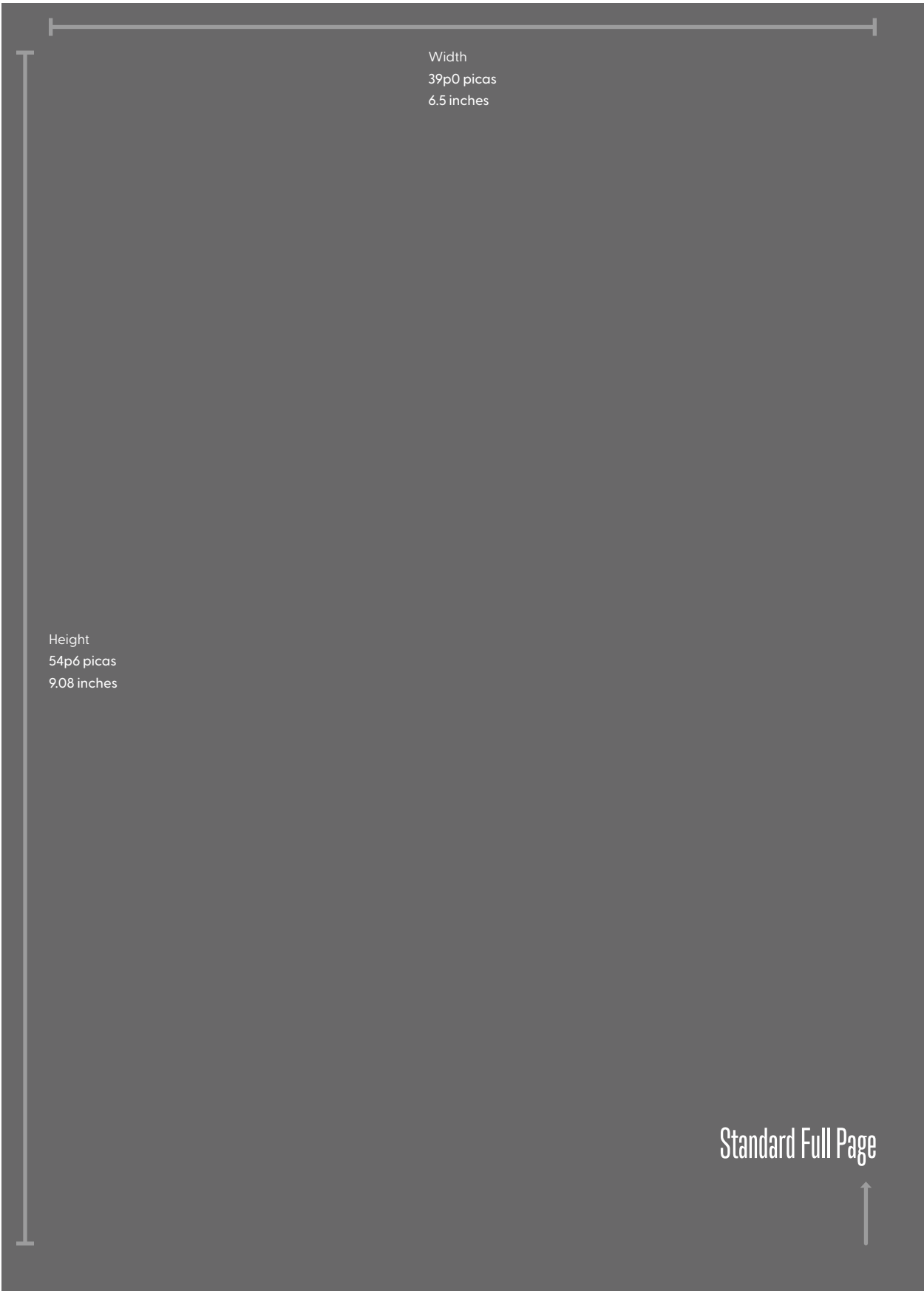
Bleed:
0p9 picas
1/8th inch

Height
61p6 picas
10.25 inches

Bleed:
0p9 picas
1/8th inch

Extended Full Page



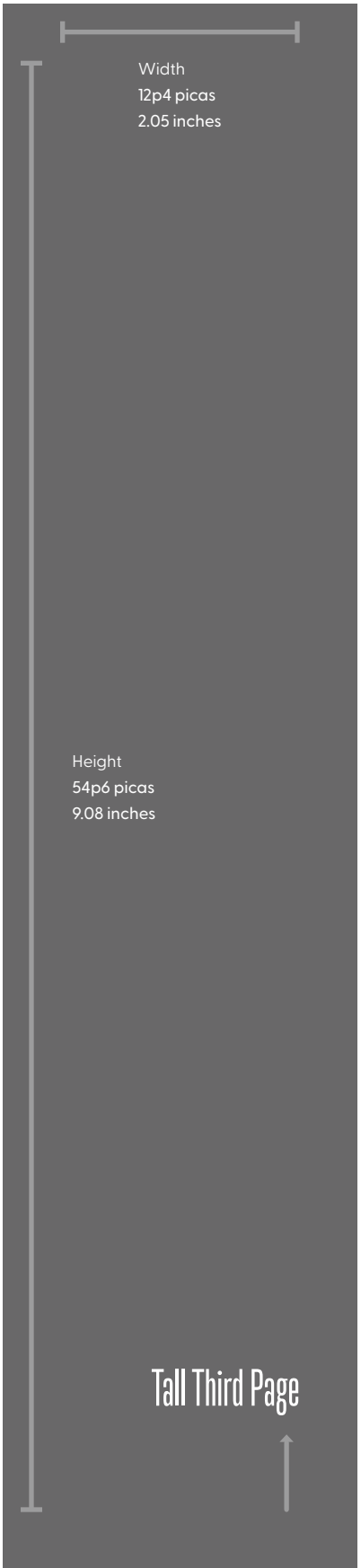
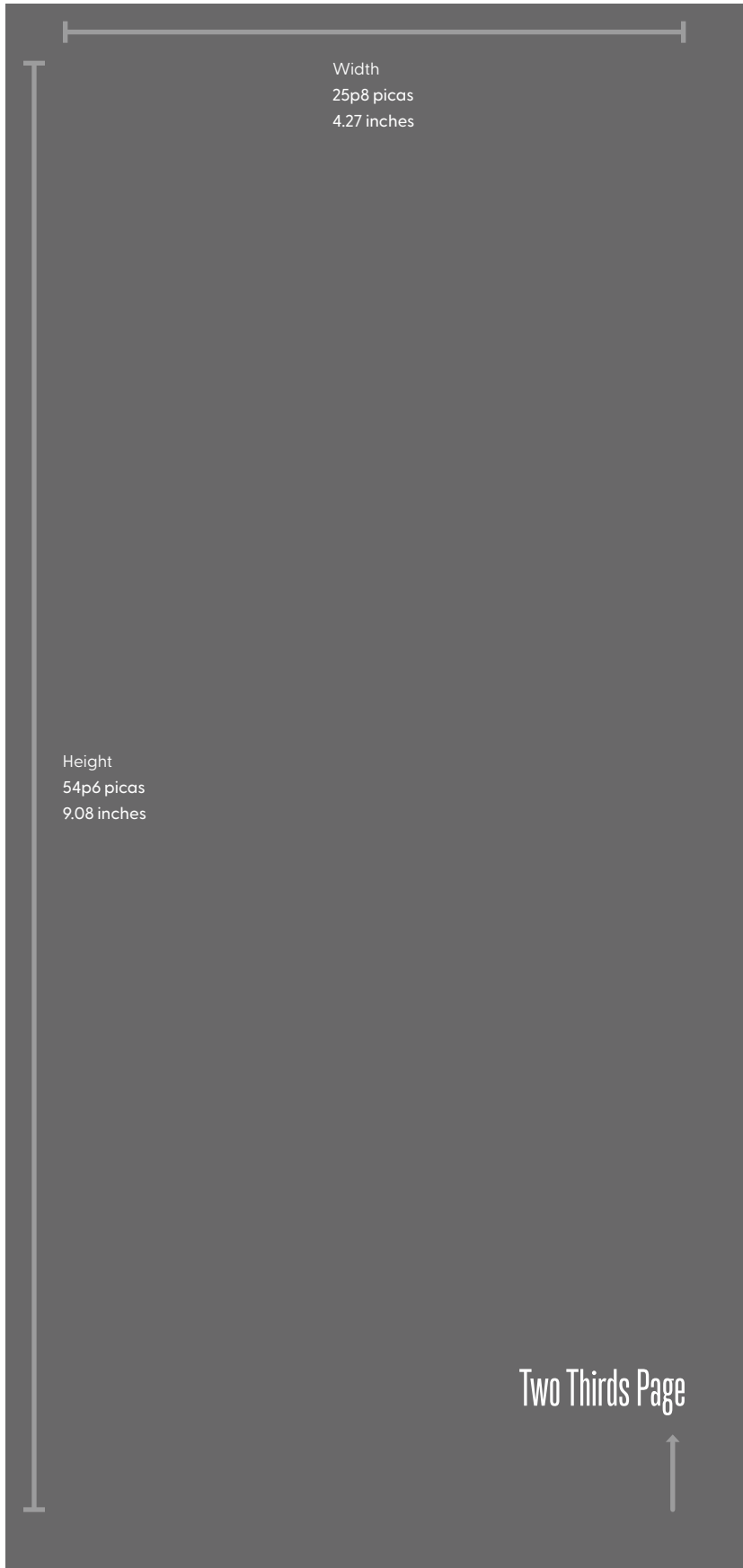


Width
39p0 picas
6.5 inches

Height
54p6 picas
9.08 inches

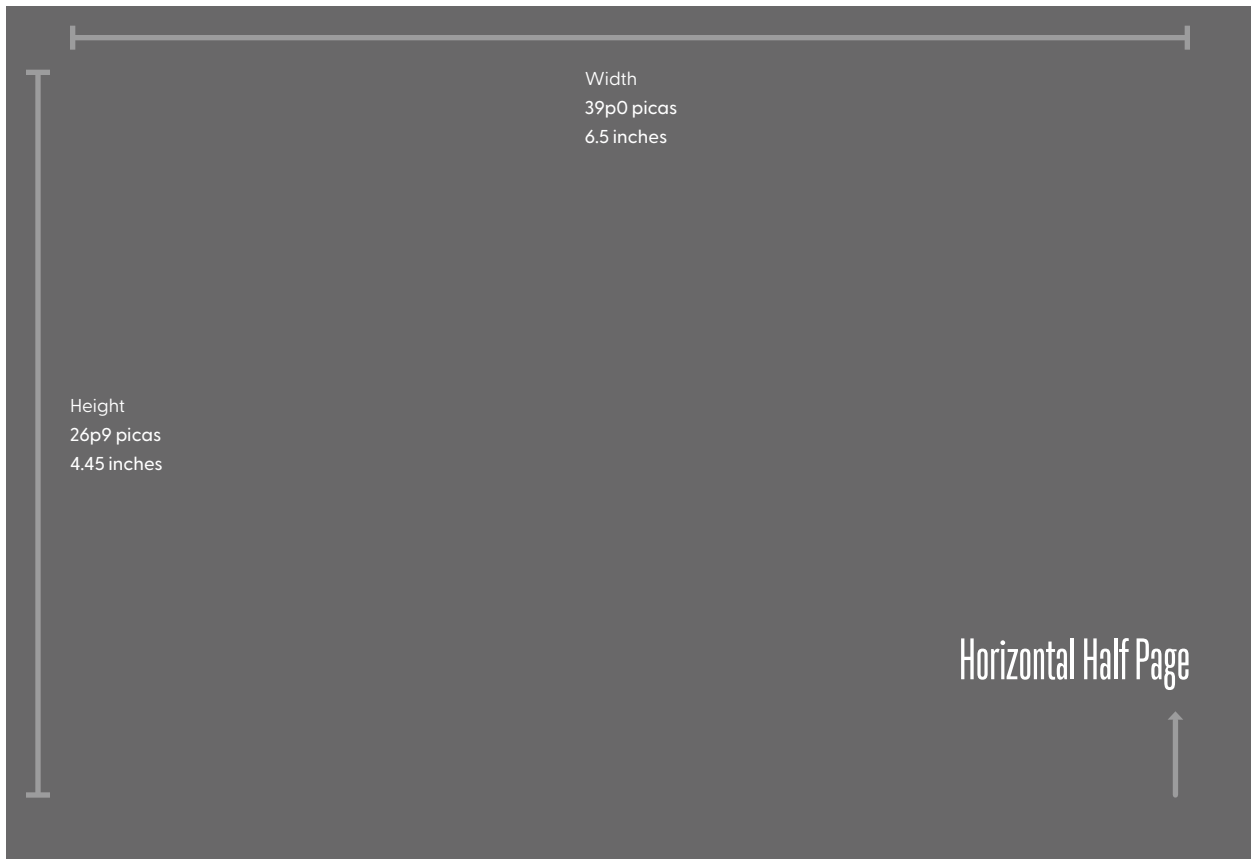
Standard Full Page

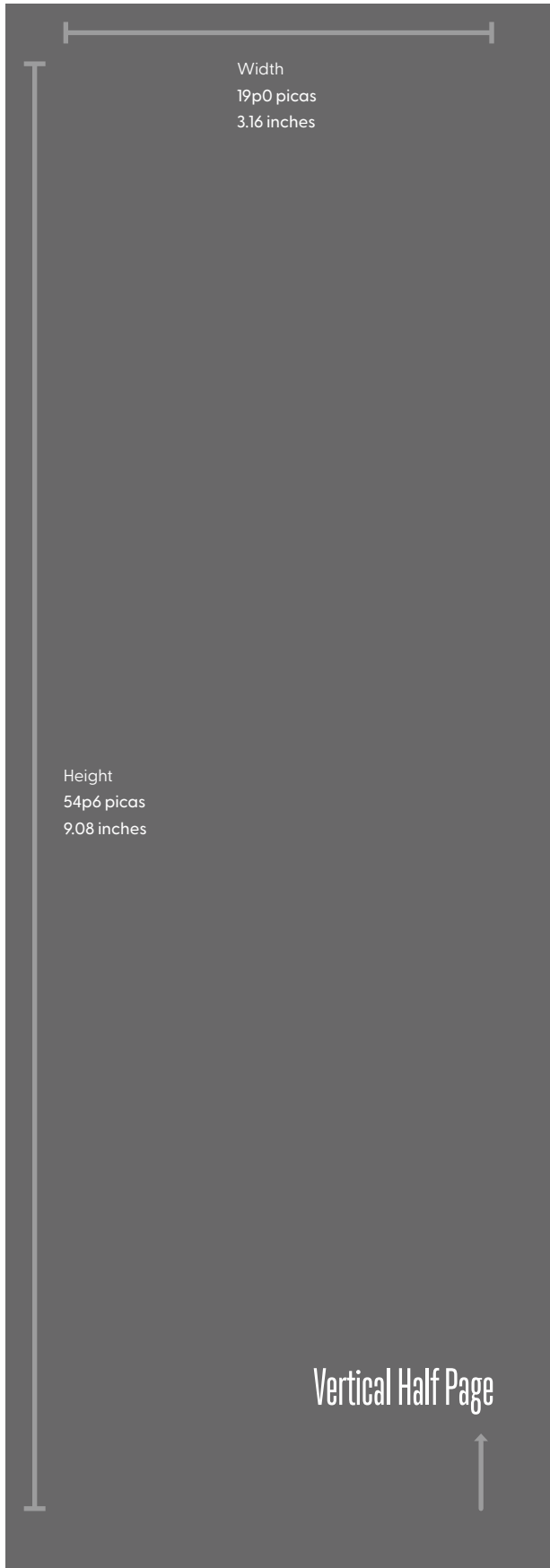


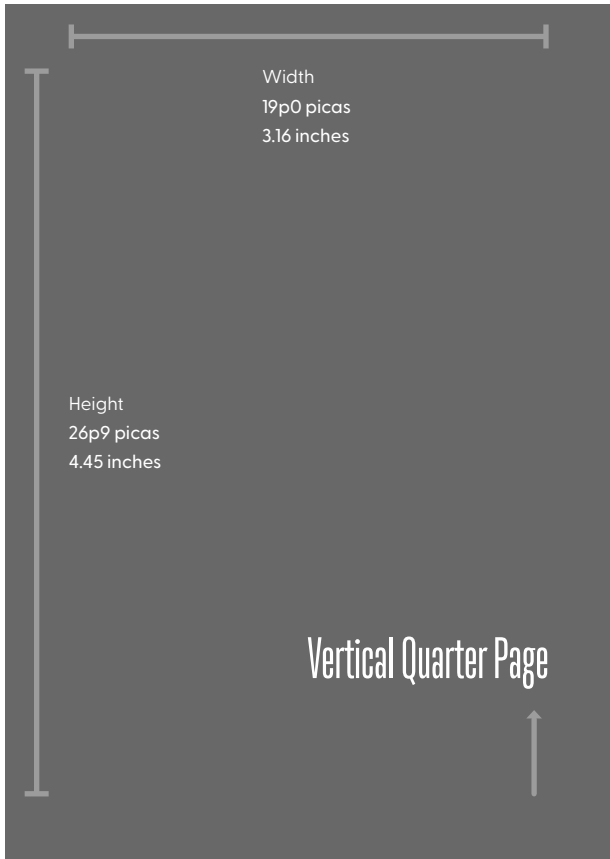




Vertical Sixteenth







Width
19p0 picas
3.16 inches

Height
26p9 picas
4.45 inches

Vertical Quarter Page

This diagram shows a vertical rectangle representing a quarter page. It includes dimension lines for width and height, with the text 'Vertical Quarter Page' centered at the bottom. An upward-pointing arrow is located at the bottom right corner.



Width
9p0 picas
1.5 inches

Height
12p10.5 picas
2.14 inches

Vertical Sixteenth

This diagram shows a smaller vertical rectangle representing a sixteenth page. It includes dimension lines for width and height, with the text 'Vertical Sixteenth' to its right. A horizontal arrow points from the right towards the diagram.



Width
19p0 picas
3.16 inches

Height
12p10.5 picas
2.14 inches

Horizontal Eighth Page

This diagram shows a horizontal rectangle representing an eighth page. It includes dimension lines for width and height, with the text 'Horizontal Eighth Page' centered at the bottom. An upward-pointing arrow is located at the bottom right corner.



Width
39p0 picas
6.5 inches

Height
26p9 picas
4.45 inches

Horizontal Half Page

This diagram shows a large horizontal rectangle representing a half page. It includes dimension lines for width and height, with the text 'Horizontal Half Page' centered at the bottom. An upward-pointing arrow is located at the bottom right corner.

