



“My family is my life”



MEDIA PACK SPRING 2009
www.myfamilyuk.com

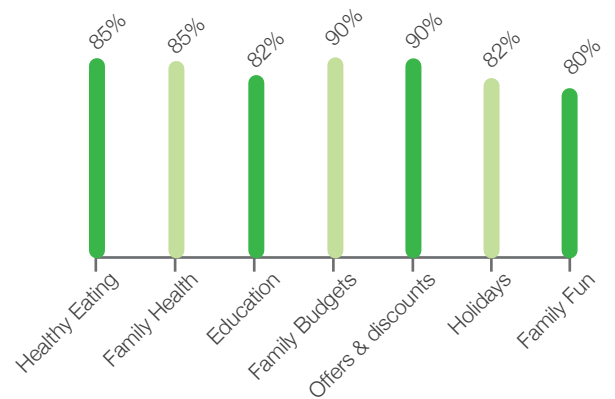
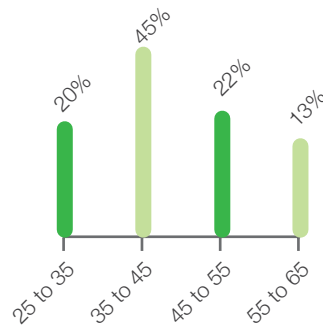
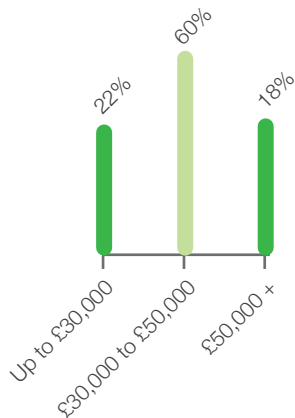


Our Membership Profile

- 96% of our database say that their family is the most important factor in their life.
- 90% say they have used a targeted voucher /discount in the last month.
- 85% say healthy eating is very important to them.
- 82% say the education of their children is very important to them.
- 82% are planning to go on a main summer holiday this year.
- 73% eat a main meal with their family every night.

Our Subscriber Profile

| | |
|-------------------------|----------------|
| Monthly Unique Visitors | 100,000 |
| Total Page Views | 250,000 |
| Subscriber E-database | 200,000 |



MyFamily is the first website dedicated to the interests of Britain's 8million families with children aged between 3 and 16 years old. We have spent 6 months speaking with families across the UK and the findings, have formed the inspiration for what we have created. Mums and Dads (and their children) want a site that is:

- Easy to navigate with all the relevant information available and clearly laid out.
- A really comprehensive listing of as many discounts and offers as possible arranged in key spending priorities e.g. essentials such as food and household offers, from transport and utilities to discretionary spending such as clothing,

holidays, days out with the children. We already have over 200 different vendors, including many of Britain's biggest brands, who want to be on the site.



- To ensure that the site is fun as well as informative (Mums and Dads think that commentators are overplaying the gloom at the moment!) we will use interactive games that can be played by the whole family and as a family, as well as filling the site with stories about fun family days out and anecdotes of the "darnedest" things children say and do.



MEET OUR MEMBERS

Peter and Sally have two children, Mark and Anne aged 7 and 11. They have been married for 15 years and their family forms the centrepiece of both of their incredibly busy lives.

Both of them work fulltime and they live in a three-bedroomed house. They have two cars and two pets, a dog and a cat.



Weekends are if anything busier in their household than weekdays. Every hour has to be pre-planned with almost military like precision as they attempt to cope with activities as diverse as swimming and football, going to the Cinema or Leisure Centre, and shopping.

Each member of the family has their own computer and both Peter and Sally spend as

much time online as they do consuming traditional media, so they know exactly what makes for a good website. It must be easy to navigate, have as edited information on a topic as possible and be constantly updated.

They certainly do not think that there is any website which currently serves their need as a family.

Both parents are very keen on all forms of discount shopping. Sally regularly uses money-off vouchers and carries a number of loyalty cards, whilst Peter has changed their utility and phone provider in the last quarter and bought their last car via the internet.

They think that 2009 will be a tough year for them but will certainly be going abroad for their main holiday this year.

What they will do though is to always search for the best price for everything they need.





SPECIFICATIONS AND PRICING

SOLUS E-MAILS AND E-ZINES

You can access database, with either endorsed or solus e-mails which require HTML ready artwork or supply us with up to 250 words and a logo to appear as an advertorial within our weekly e-zine.

Deadline: At least 4 days before programme start date
Send to: admin@myfamilyuk.com



Solus e-mails £120 per '000 (12p each)
E-zines £40 per '000 (4p each)

POD

File size: 40k max (except flash/video ads)
Pixels: 160 x 160, other depths possible with prior agreement.
Deadline: At least 3 days before programme start date
Send to: admin@myfamilyuk.com
Pods accepted: JPEG, GIF, Animated Gif, Flash/Video by request
Links: We require all Flash ads to include tracking links



£1,000 per month

BANNER

File size: 40k max (except flash/video ads)
Pixels: 468 x 60 (full banner); 125 x 450 (skyscraper)
Deadline: At least 3 days before programme start date
Send to: admin@myfamilyuk.com
Banners accepted: JPEG, GIF, Animated Gif, Flash/Video by request
Links: We require all Flash ads to include tracking links



£1,500 per month

PARTNERSHIPS

We have a unique audience who want to hear from brands who have relevant things to say to them, therefore we are keen to form partnerships with like minded companies. This could involve anything from a 3 month e-mail campaign right through to unique sponsorships with co-created content. We can stream your TV ads, we can even help you create your own online channel.



From £10,000 to £1,000,000