



The Magazine for Multiples since 1984!

TWINSTM

2017 MEDIA KIT & RATES

The Magazine for Multiples Since 1984

TWINS™

5 STEPS TOWARD A
**NATURAL &
REWARDING
TWINS BIRTH**

www.TwinsMagazine.com
September/October 2016

**Conversation
& Your Twins:
7 Tips for
Getting the
Words
Flowing**

**5 Tips for
Better Sleep
for Your
Twins After
Daylight
Savings
Ends!**

**What Having
Newborn
Twins Really
Looks like...**

**Raising
Financially
Healthy
Twins!**



For the past 33-years TWINS has been the world-leading parenting resource for twins, triplets and higher order multiples! We have a proud history and loyal audience.

- Parents turn to TWINS for valuable tips and specific parenting information they can't find anywhere else on the planet! Typically, parents of multiples only have time to read one magazine and this is why they turn to TWINS to get the information they seek on the challenges and joys of raising two (or more) at the same time!
- TWINS Magazine is a 40+ page beautifully designed digital magazine that is also available to readers in the APP Store and through a 3rd party print-on-demand provider!
- TwinsMagazine.com has been the #1 online website for parents of multiples since it launched in 1996. TwinsMagazine.com at one time had one of the largest and most active online message board communities with over 1-million posts!
- TwinsMagazine.com has one of the highest rankings among all websites relating to parenting twins/multiples!
- TWINS Magazine has the largest social media following in our niche with a combined total of over 170,000 fans/followers across our social media platforms: Facebook, Twitter, Pinterest and Instagram is coming in 2017! We reach an average of over 2 million people per week!

Visit us online at www.twinsmagazine.com

ABOUT TWINS READERS/FANS

- Most of our readers are educated, loyal and represent a market of more than 3.7 billion in purchasing power!
- Families with multiples are market leaders who purchase more car seats, furniture, baby products, diapers, services and clothing than families with singleton babies – they typically purchase DOUBLE (or triple) the products and services as those families with only singleton children!
- TWINS families spend an average of \$30,000 per year to care for their twins from birth to the age of two (FIVE times greater than having a single child!)
- 89% of our readers are women between the ages of 24-44, but we also reach ages 45-54 and 18-24!
- 75% of our readers have multiples under the age of 5!



**1 in 34 births
are multiples!**

Twins are here, there and everywhere. Per the CDC's most recent stats (released December 2015) the total number of multiple births was: 139,862. So, 9 out of every 1000 live births from women ages 15-44 were twins – a new high for the nation! The rate of twin births rose 76 percent from 1980 to 2011. From 1980 to 2004, increases averaged nearly 3 percent a year (peaking at more than 4 percent from 1995 to 1998).

There has been an overall increasing trend in multiple births in the last two decades, due largely to the increased use of fertility drugs and assisted reproduction technology, delay in childbearing and the growing number of older mothers.

EDITORIAL SCHEDULE

Jan/Feb 2017

All about twin birthdays, TTTS, winter themes

Close 1/20/16 • On sale 2/1/17

Mar/Apr 2017

Breastfeeding vs. Bottle; encouraging individuality; identical vs. fraternal twins, spring themes

Close 3/17/17 • On sale 4/1/17

May/June 2017

Traveling with two or more; stroller guide; an in-depth look at girl-girl twins

Close 5/19/17 • On sale 6/1/17

Jul/Aug 2017

Summer safety and products we recommend; why they fight; an in-depth look at boy-boy twins; summer themes

Close 7/19/17 • On sale 8/1/17

Sept/Oct 2017

Twins in school; fall-themes; an in-depth look at boy-girl twins

Close 9/18/17 • On sale 10/1/17

Holiday 2017

Our annual Holiday Gift guide and holiday issue

Close 11/18/17 • On sale 12/1/17

ADVERTISE IN TWINS MAGAZINE

TWINS reaches over 65 countries around the world with the majority coming from the United States; United Kingdom; Australia; Canada; India; South Africa; Ireland; Philippines and Mexico!

We partner with the leading Medical, OB/GYN, and Fertility Clinics in the US to promote our brand and showcase our advertisers.

We have solid partnerships with national nonprofit support organizations like the Multiples of America (formerly National Organization of Mothers of Twins Clubs) and the International Twins Association.



2017 DISPLAY AD RATES

\$2850	Full Page
\$2100	2/3 Page
\$1725	1/2 Page
\$1350	1/3 Page
\$865	1/4 Page
\$450	1/8 Page

2017 ADVERTORIAL RATES

\$4400	Double Page Spread
\$2800	Full Page

MARKETPLACE

\$350	1/9th Page
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PREMIUM PLACEMENT AVAILABLE

Add 25% to our Full-Page rate for the Inside Front Cover and Inside Back Cover and 30% to our Full-Page rate for our premium Back Cover spot.

Please contact our advertising partner, America's Media Marketing, to book your ad today!

352-597-6200

sales@americas-media.com

www.americas-media.com

Visit us online at www.twinsmagazine.com



Welcome to the Twinsphere where we offer unique opportunities for you to share your products and services through a wide range of options tailored to meet your marketing needs and budget! Your company can gain valuable exposure to our 200,000 loyal audience through our bi-monthly digital magazine (also available in the APP Store and through print-on-demand); our highly visited website that provides a ton of information every parent needs when raising two (or more) at the same time; our large and active social media network (the largest in our niche reaching over 170,000 people); and through product giveaways!

ADVERTISE ONLINE

WEBSITE AD RATES

\$725	Leaderboard (above content) 750 x 150 pixels
\$650	Square (Home Page) 300 x 250 pixels
\$800	Square (Home Page and Site-Wide) 300 x 250 pixels
\$2800	Advertorial

SOCIAL MEDIA AD RATES

\$200	One off post
\$600	Four posts over a month
\$750+	Product Giveaways

CIRCULATION STATS (As of 07/15/2016)

- 15,000** Syndicated subscribers through marketing partners
- 11,000** Recurring magazine subscribers
- 4,000** Twins Groups syndication
- 170,000** Social media fans (Holiday Gift Guide and Back-to-School Guide)

Please contact our advertising partner, America's Media Marketing, to book your ad today!

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