



THE STORY HOME™ 2007 MEDIA KIT

We are the voice of imagination and inspiration
for the children of the world.



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What is The Story Home?

The Story Home™ is a premier audio storytelling website, producing original and classic stories via podcasting. In a busy, time-driven world, we are here 24/7 as a trusted source for audio entertainment providing families with hours of timeless enchantment.

Market Analysis has shown that parents & caregivers, especially tech savvy moms, are hungry for imaginative entertainment and value laden messages for their children.

Advertisers and Sponsors have a wonderful opportunity at **The Story Home™** to reach a focused and targeted audience of influential decision makers and motivated consumers, primarily active online moms.

MOMS BUYING POWER & WHO'S LISTENING



In no other segment of consumers is **word of mouth** more powerful.



WOMEN CONTROL **\$1.7 TRILLION**
IN US SPENDING ANNUALLY

ENTHUSIASTICALLY ENDORSED BY MOMS

The numbers do not lie. Research shows that moms are multi-tasking every moment of the day, searching for the best products and services to provide a quality life for their children. The Story Home stories are a rich source of quality entertainment, proven in the field for the last ten years, and enthusiastically endorsed by moms.

THE NUMBER **THREE** MARKET IN THE WORLD

As a group U.S. women constitute the number three market in the world, with their collective buying power exceeding the economy of Japan.

(Connie Glaser, "The Women's Market Rules," *Competitive Edge*, 2001)

Mothers control 85% of household spending and represent the largest consumer group in the US.

Maria Bailey

Parents with incomes of \$44,500 to \$74,900 spent \$174,380, for the average child from birth to age fourteen for all annual expenditures. This includes spending for entertainment, reading materials, and personal items.

(U.S. Department of Agriculture, June 2006.)

Moms are "Key Decision Makers" who make product-purchase decisions
2006 research, "New Internet Moms"



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TECH SAVVY ONLINE CONSUMERS

Tech savvy moms are becoming one of the most sought after markets.

Jim Ducharme, PC World Canada, June 8, 2006



MOMS ONLINE REPRESENT:

Great Demographics

Average Age: 38
Mean Income: \$85,000
Working Moms: 61%
Married: 83%
College Education: 71%

source: Nielsen Net Ratings



FEMALE IPOD USERS HAVE TRIPLED

The number of female iPod users has tripled from 2005 to 2006.

Women are more likely to be driven by acute time poverty and the ipod/iTunes combination offers an easy-to-use, digital-free entertainment.

While young demographics lead in overall use, the biggest growth in the past year came from Gen Xers and younger Boomers—among those 30-49, ownership is now 33% up from a mere 12% a year ago in 2005.

Kaan Yigit, director of the study) Solutions Research Group

16 million iPods sold by the end of last quarter 2005 (ipodhacks.com)



"Mom's Online: Parenting With Web 2.0," found that in 2005, 32.2 million internet users were *females with children under 18* in the house, a number that is predicted to rise to 36.6 million by 2010.

Debra Aho Williamson, senior analyst at eMarketer.com

HOW THE STORY HOME CAN WORK FOR YOUR COMPANY



The Story Home can provide your company with a fresh approach to connecting to one of the largest and growing demographics.

We are the solution to establish real connections to today's time-pressed moms.

The Story Home positions your company as a consumer responsive marketer to the moms of today.



YOUR BRAND PRESENTS THE STORY HOME!

Our stories create an intimate rapport with our family of listeners, and the value of your brand and products will be enhanced by this association through the sponsorship of The Story Home.

THE STORY HOME TO THE RESCUE!

Imagine a mom and her child in the waiting room of a doctor's office. They have been waiting for several minutes and the child is restless.

The mom takes out her phone/mp3 player to provide her child with a story from The Story Home.

The child sits happily engaged listening while they wait for the doctor. Problem solved!

Mom's everywhere want safe and exceptional entertainment for their children, and **we have listened!**

SPONSORSHIP INFORMATION

Sponsorship from Your Company will associate you as a provider for quality entertainment for children.

The Story Home website can be branded with:

1. Your company logo
2. Linking to your website
3. An audio credit at the beginning of the story

For more information

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