

Lincoln Kids! Newspaper

Lincoln Kids! is a **quarterly** publication targeted for Lincoln's growing family market. The paper runs a wide variety of articles of interest and is designed to showcase **family products, services, and activities**. Started in the Spring of 1994, *Lincoln Kids!* and was immediately endorsed by the Governor of Nebraska. This is our 11th year!

Who Reads *Lincoln Kids!*?

Parents: ages 20-45 • **Kids** • **Grandparents**

What's Inside?

- ◆ 4-color front covers using **artwork produced by children**. We strive to **promote young artists, poets, and writers** by publishing their materials.
- ◆ **Articles of interest by both local and national writers** covering topics such as health issues, pet ownership, nature stories, computers, sports and local events that affect children and families in a *POSITIVE* way.
- ◆ **Kid Friendly directories** of Lincoln's favorite restaurants, birthday party places, lesson locations and child care centers.
- ◆ A **complete Calendar of Events** section informing folks about all the great things to do and see in and around the Lincoln area during the three months. Many people **keep their *Lincoln Kids!* for the entire quarter as a reference guide so your advertising is seen many times** during the print run by many members of the family.

Printing & Distribution

- ◆ *Lincoln Kids!* prints **16,000 to 22,000** copies quarterly in the **spring, summer, fall and winter**.
- ◆ Distribution spans the entire 3 months to include **280-plus traffic locations** in and around Lincoln. Included are retail and grocery stores, discount chains, restaurants, doctor offices, day care centers, private schools, out of town public schools (Norris, Waverly, Eagle) museums, real estate relocation departments—*in other words, anywhere kids and families are likely to be found!*
- ◆ *Lincoln Kids!* is also available at the bright red or green **Lincoln Free Publication Association rack systems** located throughout Lincoln as well as many of the *Lincoln Journal* racks.

Call us today at:

(402) 798-0224

E Mail us at: lincolnkids@diodecom.net