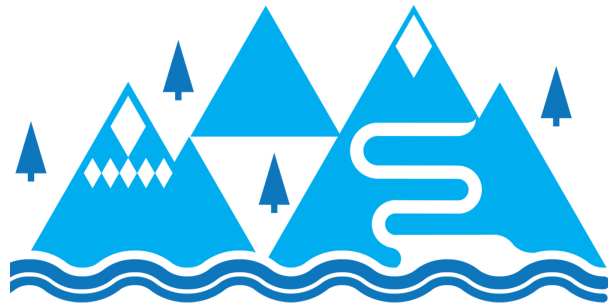


2013

MEDIA KIT

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Adventure Mom.TV

Kathy Dalton 801.856.1142
kathydalton@msn.com

Mission

How do you raise kids that value the nature and outdoor adventure more than electronic media?

Advancements in technology have created a generation of kids are more adept at navigating an electronic tablet than their own backyard.

Adventure Mom TV aims to help modern moms take kids outside by offering easy-to-replicate exploration ideas. We're helping adventurous moms raise adventurous kids who are worn-out after a day full of outdoor fun.



Utilizing the latest technology, social media, video, photography and blog posting we demonstrate tips and tricks for all things alfresco. Readers look to us for outdoor products reviews, family travel activities, dining, and vacation planning for unique family escapades.

Our content inspires viewers to create their own adventures and find real-world solutions to parenting active children by utilizing products, services and ideas as seen on Adventure Mom TV.

By providing a variety of adventure with ideas both big and small, readers can pick and choose what works for them now and what to plan for the future. We document our travels through red rock canyon country one week and plant flowers in our own backyard the next.

Adventure Mom TV believes building a community of like-minded readers will emphasize the importance of nurturing children through nature and restore a generation of young outdoor enthusiasts.



Meet Kathy Dalton

AKA Adventure Mom



A Personal Look

Kathy Dalton is thirty-something active mother of two young children who married her kindergarten crush, Jon.

Together, they live in one of Salt Lake City's historic neighborhoods with their dog Banjo.

The Dalton's have an insatiable appetite for the outdoor recreation available just steps from their front door. Their most loved sports include hiking, cross-country skiing and most self-propelled sports that involve fresh-air; family togetherness and an up-close look at nature.

Professional Experience

A degree in Communication Marketing from BYU and more than 15 years of experience in advertising, marketing, communication and product development make Kathy a valuable resource in connecting with brands with consumers through on-line and social media.

Kathy is a seasoned blogger who began corporate blogging in 2007 for a large health-science company writing posts about nutrition and weight loss.

Professional Ambitions

Kathy is heading to Washington DC next month to meet with Congress as part of an initiative with the United Nations Foundation called Shot @ Life.

Kathy currently serves on the board for the Social Media Club of Salt Lake City. She consults with brands and works with companies like Intermountain Healthcare, Daybreak and Macy's .

Kathy is excited about the success she's found and what lies on the horizon for her newest venture Adventure Mom TV which marries all her greatest passions, family, outdoor recreation and marketing.

Influence

Adventure Mom is has influence on and off line. We serve in the community as a brand ambassador, use social media to share our message and have been interviewed by many sources and contribute to other blogs.

Brand Ambassador



Social Reach



Personal Friends: 1,048
Adventure Mom Fans: 148



Klout: 58



Twitter @kathydaltonslc 3,142
Twitter @AdventureMomTV: 400



Google+: 223 Circles



Instagram Followers: 467



Pinterest Followers: 427

Accolades



parenting

STARTUP PRINCESS



Parents



Clients

We love to partner with brands and companies. Here are a few clients we've worked with and what they are saying:

"Adventure Mom TV is great to work with and we've seen an increase in our Utah Market." -- Katy, Linea

"There are people you like to work with, and people you love to work with. Kathy is one of the latter. She's driven, knowledgeable, and has a mind for business on many levels. Additionally she's conscientious, creative, and plays well with others." -- Lindsey Peterson, Founder of Connective Circle

"Kathy is a born leader. Aside from being one of the most passionate people I know, she has a unique talent for taking that passion and making things happen for products and brands. She has a vision and she follows through - every time. She is smart, observant, detailed and trustworthy." -- Jenn Cook, Account Director at Crispin Porter + Bogusky



Research

The way consumers make purchasing decisions has drastically changed from 10 years ago.

Studies show:

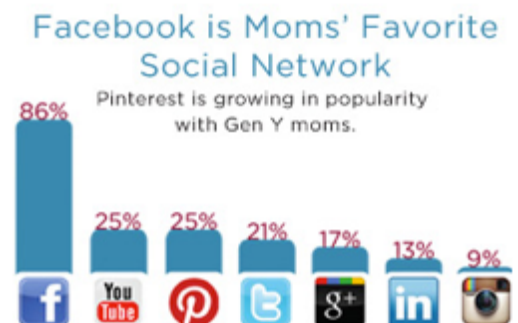
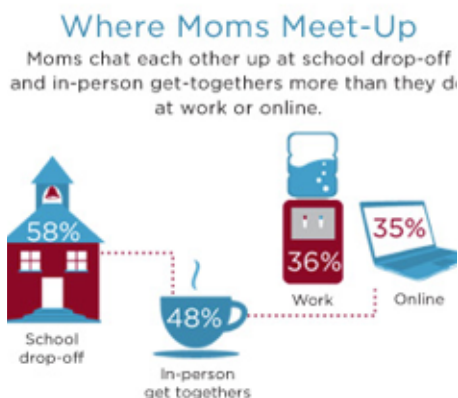
Women make **85%** of household purchasing decisions and report being “most influenced” by peer recommendations and on-line reviews.

Nearly **90%** of mothers describe themselves as “blog readers”.

More than **80%** of female consumers reported watching at least one on-line video during the past week. Reviews with multimedia continue to trend delivering convincing consumer purchasing power.

Almost **90%** of consumers with internet access report they conduct on-line searches before making substantial decisions even when purchasing at brick-and-mortar stores.

Understanding the viewer helps us to target campaigns around their decision making process.



Viewer

Adventure Mom TV viewers are consumer savvy, educated and focused on family.

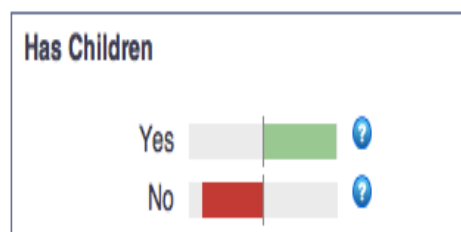
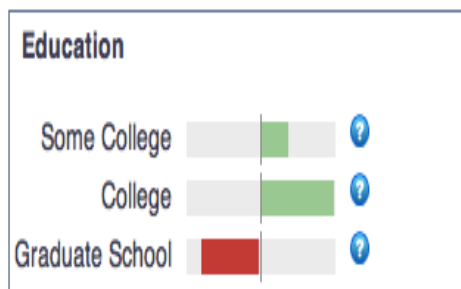
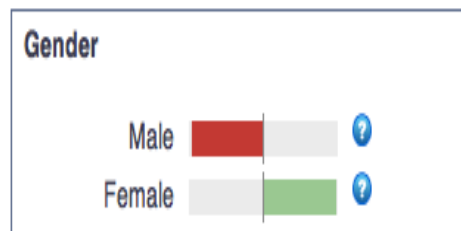
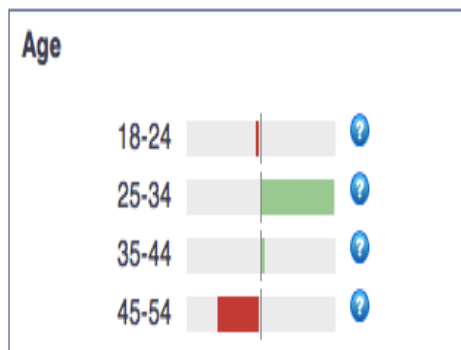
Age demographic ranges from mid-20s to late-40s.

The majority of viewers live in Utah.



Utah is the perfect testing ground for family recreation products with more children per capita than any other state, according to the 2010 US Census. Utah's geographic diverseness also offers limitless access to nearby outdoor recreation.

They read blogs for the latest tips and trends in parenting, gear advice and want to connect with you.



Features

Utilizing multimedia sources Adventure Mom TV organizes adventure into monthly topics and weekly features with monthly awards given for the best adventure related finds.

The viewer sees illustrated real-world application of the best adventure related products through expert story telling in video, blog and newsletter formats.

Every month, Adventure Mom creates an engaging mix of stories about living the Adventure Mom lifestyle. From skiing to camping we provide photography tips for shooting in these elements, budget tips on how to live on a budget and the best gear to do these activities.

We are looking for companies to partner with that can support us with advertorial content, advertising and products to review and giveaway. We'd like to feature you!

2013

January: Skiing

February: Snow Sports

March: Going Green

April: Road Trips **May:** Biking

June: Hiking

July: Camping

August: Water Sports

September: Back to Basics

October: Fall Nature Walks

November: Preparing for Ski Season

December: Christmas Guide



Infographic & Printable

Creating infographics and printables are one way we are working to connect parents and children while educating them about the outdoors.

These infographics can be sponsored by brands. For example the infographic on the right has lots of great tips for layering. Anyone one from socks to hats can be sponsored or a title sponsor “brought to you by YOUR COMPANY & Adventure Mom TV”.

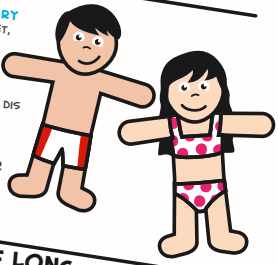
Each month we will feature a fun infographic with education tips for the outdoors.

DRESSING YOUR KIDS FOR WINTER

1 THE LAYER OF UNDERWEAR

ANNOYING, BUT NECESSARY
LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT. AENEAN COMMODO LIGULA EGEST DOLOR. AENEAN MASSA. CUM SOCIIS NATUOUE PENATIBUS ET MAGNIS DIS PARTURIENT MONTES, NASCETUR RIDICULUS MUS.

TIP: LOREM IPSUM DOLOR SIT AMET, CONSECTETUER.



2 THE LAYER OF LONG JOHNS

ANNOYING, BUT NECESSARY
LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT. AENEAN COMMODO LIGULA EGEST DOLOR.

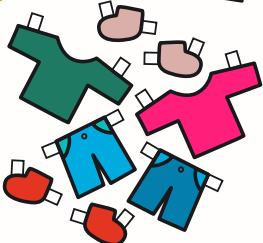
TIP: LOREM IPSUM DOLOR SIT AMET, CONSECTETUER.



3 THE "STREET CLOTHES" LAYER

ANNOYING, BUT NECESSARY
LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT. AENEAN COMMODO LIGULA EGEST DOLOR. AENEAN COMMODO LIGULA EGEST DOLOR.

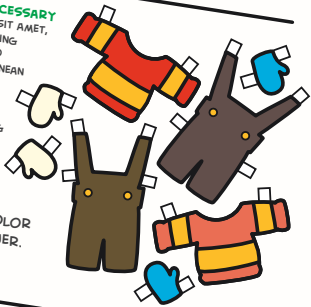
TIP: LOREM IPSUM DOLOR SIT AMET, CONSECTETUER. LOREM IPSUM DOLOR SIT AMET, CONSECTETUER.



4 THE THICK LAYER

ANNOYING, BUT NECESSARY
LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT. AENEAN COMMODO LIGULA EGEST DOLOR. AENEAN COMMODO LIGULA EGEST DOLOR. OREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT. AENEAN COMMODO LIGULA EGEST DOLOR. AENEAN COMMODO LIGULA EGEST DOLOR.

TIP: LOREM IPSUM DOLOR SIT AMET, CONSECTETUER.




5 THE WINTERY MIX

ANNOYING, BUT NECESSARY
LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT. AENEAN COMMODO LIGULA EGEST DOLOR. AENEAN COMMODO LIGULA EGEST DOLOR. OREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT. AENEAN COMMODO LIGULA EGEST DOLOR. AENEAN COMMODO LIGULA EGEST DOLOR.

TIP 1: LOREM IPSUM DOLOR SIT AMET, CONSECTETUER OT.

TIP 2: LOREM IPSUM DOLOR SIT AMET, CONSECTETUER OT.



BROUGHT TO YOU BY ADVENTURE MOM. VISIT ADVENTUREMOM.TV TO LEARN MORE

ventureMom.TV

Working Together

Let us connect you to this powerful group of decision makers moms through creative advertising offerings like website banner ads, sponsored blog posts and custom campaigns to suite your unique marketing needs.

Rates are estimates and can be combined for a discounted rate. Other options can be customized to cater to your needs.

Monthly Title Sponsor (*only 1 per month*)

Prime ad placement on top of all other spots

350 x 350 \$300

Sponsored posts, reviews and giveaways

Sponsored post + giveaway \$250

Sponsored post \$200

Giveaway \$150

Reviews \$250

Video review on-site \$500

Video review not on-site \$350

Sidebar & Banner Ads (*3 month sponsorship*)

Skyscraper 350 x 600 \$250

Large 350 x 350 \$125

Medium 350 x 150 \$100

Small 150 x 150 \$75

Events & Parties

Twitter Parties \$1000

Live Events \$1500

Blogger Outreach \$3000

Other Consulting Opportunities

Brand Ambassador TBD

Social Media Manager TBD

Newsletter TDD

Ask for other options available



DIY Blogger House in Daybreak Utah



Blogger outreach & VIP party

Contact information

Let's connect and discuss how Adventure Mom and support your PR and Social Media strategy for 2013. We would love the opportunity to create a plan customized for you.

Kathy Dalton

801-856-1142

kathydalton@msn.com

Site: <http://www.adventuremom.tv>



The screenshot shows the Adventure Mom website homepage. At the top, there is a navigation menu with links for ABOUT, MEDIA, ADVERTISE, BLOGS TO FOLLOW, NEWSLETTER, and CONTACT. The main header features a colorful floral logo and the text "Adventure Mom". Below the header is a decorative border with a repeating pattern of small flowers and leaves. A secondary navigation menu includes HOME, ADVENTURES, GEAR, PHOTOGRAPHY, FAMILY, PETS, and GREEN LIVING. The main content area features a large photograph of a smiling woman in front of a blue helicopter, with a black overlay box containing the text "HERE'S TO NEW ADVENTURES!". Below the photo is a "RECENT POSTS" section. The first post is titled "CELEBRATING OUR SON'S 5TH BIRTHDAY WITH A \$50 GIFT CARD FROM KODAK" and includes a date of "18th January 2013 / blog, PHOTOGRAPHY / 0 comments". The post text begins with "This was going to be a review for Kodak about the amazing birthday party I threw got my son's 5th birthday, a ninja party. This was suppose to be about the uber creative cupcake toppers I designed with". To the right of the post is a social media widget for "Adventure Mom" showing a "Like" button and the text "You and 142 others like Adventure Mom." with a grid of profile pictures.