

are those triplets?

matters of multiples

information • answers • living

online resource + talk show for parents with multiples

MEDIA KIT 2008/2009

“Reach a audience of busy moms and parents with multiples. Millions of women and families are entering a new age of boundless communication possibilities. Matters of Multiples is a great way to market and manage your messaging and communications online. We hope you'll find us to be a great new resource”

www.mattersofmultiples.com

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WHAT IS MATTERS OF MULTIPLES?

Matters of Multiples is first and foremost about multiples. Matters of Multiples audio podcast and web site is a resource for busy moms, dads and parents [even grandparents] living and raising multiples. Our shows offer great interviews with leaders and experts on the subjects of:

- Community
- Health + Medical issues
- New products moms + children
- Travel
- Food and Nutrition
- Technology
- Education
- Helpful hints, Shortcuts

The interviews are then streamed online and later archived on our MattersofMultiples.com web site. The mission of Matters of Multiples is to provide another voice for mom, parents with multiples-providing

- Information
- Resources
- Answers

Matters of Multiples co-hosts Judee Sunderland and Gillian Norrie - moms that know first hand -living and raising triplets themselves discussing everyday issues with each other and interviewing many experts to gain perspective and help for everyone living with multiples and all the Matters of Multiples!

Millions of Moms worldwide are entering a new age of boundless possibilities, with one show about Multiples as their voice.

CO-HOSTS OF MATTERSOFMULTIPLES?

We are Mom's with Triplets!- Having fun and sharing our stories.

Judee Sunderland:



Judee Sunderland is the co-host and co-founder of Matters of Multiples podcast, MattersofMultiples.com. In addition to being a mother of Triplets – 2 girls and 1 boy, a wife and co-host of Matters of Multiples podcast, Judee Sunderland is an exercise enthusiast, fast driver, activities director, and and referee for her busy trio along with 2 cats.

Judee is also in Executive Sales, with an MBA from the Xavier, plus a degree in Applied Arts and Technology. She has worked with many Fortune 100/500 companies, helping them with all communication needs as well as building relationships across the US. Judee in her spare time also helps her husband with his successful marble/stone and concrete restoration business.

Judee mostly enjoys meeting and interviewing medical experts, plus Mom's and families with multiples to share their stores and help other families – providing information and knowledge on multiples, that was not available to her, when her triplets were born.

Gillian Norrie:



Gillian Norrie is the co-host and co-founder of Matters of Multiples podcast, MattersofMultiples.com. In addition to being a mother of Triplet boys, wife and co-host of Matters of Multiples podcast, Gillian Norrie is a gourmet cook, speedy driver, and referee for her 3 boys and the families 6 toed kitty cat SuzieQ. Gillian is also a seasoned Graphic Designer- who owns a successful design studio Garcan Design, Inc. with her husband.

Gillian has had unexpected notoriety when her trio came along - from Parents Magazine to Working Mother Magazine, these magazines have highlighted her success and interesting family story.

Gillian had know idea she would have triplets, and was completely surprised and did not plan or expect it. She feels providing other moms and families with multiples, providing information and knowledge, that she didn't always have access too is very important to her.

WHAT IS A MULTIPLE? - Let's Define ...

How does it effect how they buy products/services?

What is a multiple? This is an adjective that describes a number of babies born at the same time from the same mother....thus, the name 'multiple' is derived.

What is each type of multiple birth called?

The following list gives the type of multiple birth by number of babies involved in the pregnancy:

Source Northside Hospital

1 singleton	6 sextuplets
2 twins	7 septuplets
3 triplets	8 octuplets
4 quadruplets	9 nonuplets
5 quintuplets	10 decaplets

Are Moms a good target audience to sell products/services to?

According to DoubleClick Performics, who conducted a survey says,

“Of the nearly 1,000 moms surveyed, 89 percent use the internet at least twice per day, and 90 percent have been using it for more than seven years,” said Stuart Larkins, vice-president of search for DoubleClick Performics. Regarding moms’ media consumption habits, the study found that...Respondents spend the most time with the internet and television. Three-quarters spend one hour or more per day using both the internet and watching television. 76 percent spend one hour or more per day using the internet, and 36 percent spend three or more hours per day.

This study was conducted on ‘Moms’, not necessarily ‘Multiple Moms’, and from our experience, the only way to purchase or shop for goods or services is the Internet. **With multiples, there is no time to go to a ‘shop’ and compare, therefore the Internet is a great tool to find information, listen to product reviews ‘shop online’ and compare online!**

Source doubleclick.com

STATS ON MULTIPLES

According to mathematical probabilities, the estimated odds in the United States of having spontaneous multiples (of any zygosity) are as follows:

Twins
1 in 83 pregnancies

Quintuplets
1 in 47,458,321 pregnancies

Triplets
1 in 6,889 pregnancies

Sextuplets
1 in 3,939,040,643 pregnancies

Quadruplets
1 in 571,787 pregnancies

The odds of having monozygotic (all identical) multiples are as follows:

Twins:
1 in 250 pregnancies

Triplets:
1 in 62,500 pregnancies

Quadruplets:
1 in 15,625,000 pregnancies

1 in 3,906,250,000 pregnancies The overall age range for all mothers in the MOST birth survey is 19 to 48 years old. Mothers expecting multiples in their thirties have slightly longer pregnancies and heavier birth weights.

Maternal Age Range Average Gestation Infant Birth Weight

Under 30 years 32.08 weeks 3 lbs 11 oz

30-39 years 32.95 weeks 4 lbs 0 oz

40 years or older 32.14 weeks 3 lbs 12 oz 30.7% of respondents had a history of miscarriage.

2.3% of respondents had a history of stillbirths.

Due to medical advances in fertility therapy, the chance of having a multiple birth has increased in the past two decades.

Source MOST

MOMS ONLINE - A GROWING MARKET

Slowly but surely searching, online shopping and social networking are becoming part of mothers' daily routines.

Being a parent makes going online almost a necessity. Today, more than 40% of all women who go online in the US—approximately 35 million of them are mothers who have children under 18 at home.

US Adult Female Internet Users with Children*, 2007-2012 (millions)

2007	34.2
2008	35.3
2009	36.5
2010	37.7
2011	38.7
2012	39.6

*Note: eMarketer defines an Internet user as any person who accesses the Internet from any location at least once per month; *ages 18+ with children under 18 in the household*

Source: eMarketer, March 2008

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www.eMarketer.com

“As busy and time-starved as today’s moms are, they still make time to go online,” says Debra Aho Williamson, eMarketer Senior Analyst and author of the new report, *Moms Online*

“More than eight out of 10 moms go online at least once a month, compared with 68% of all women.”

“Research shows that the Internet plays a key role in moms’ purchasing decisions,” says Ms. Williamson.

In fact, moms rely on the Internet for purchase decisions. Upwards of two-thirds of online moms of young children research products online, so it is critical for marketers and retailers to understand the role of the Internet.

According to data from comScore Media Metrix, 94% of moms ages 25-54 visited portals, 89% visited search and navigation sites and 85% went to an entertainment and a social site.

Source emarketer.com

Time Pressed Moms in the 10 Top Largest Cities

The survey also ranked results in the 10 largest cities, and uncovered the cities with the most pressed-for-time moms. Rankings are based on those who responded they are pressed-for-time and very pressed-for-time. They are:

- 1) Atlanta (86.3 percent)
- 2) Los Angeles (86.1 percent)
- 3) Dallas (83.3 percent)
- 4) Detroit (83.3 percent)
- 5) New York City (83.2 percent)
- 6) Philadelphia (83.0 percent)
- 7) Chicago (82.0 percent)
- 8) Washington DC (78.6 percent)
- 9) San Francisco (76.0 percent)
- 10) Boston (70.0 percent)

** Source: Jupiter Research Internet*

PODCAST + WEB SITE ADVERTISING OPTIONS

MattersofMultiples.com

Option#1

(1/6 spots available per page): Sponsors will have their 125×125 banner displayed above the fold on the right sidebar. 5 pages within site

MattersofMultiples.com

Option#2

(sponsor 1 individual podcast): Highlight company within podcast show a 30 second shout out to listeners highlighting sponsor. Link to your companies web site on our web site.

(mom) averages 2 podcast per month

MattersofMultiples.com

Option#3

(1/2 spots available per page): Sponsors will have their 234×60 (Half Banner upper right top of page + lower right bottom of page) banner displayed at the top and bottom of each page. 5 pages within site

*Those Interviewed for the MattersofMultiples show receive a link to their site in the summary of podcast show + a promo op within the audio interview to promote them selves/store and products. All podcasts will remain on the web site and itunes for continued listening for 1 year. Interview photos will be taken and included in the (mom)behind the scenes Flickr photo album and (mom) Flickr community.

Visit our web site mattersofmultiples.com or Contact Us to Advertise or Be Interviewed on the show: media@mattersofmultiples.com

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MEDIA CONTACTS:

Co-Hosts:

Judee@mattersofmultiples.com

Gillian@mattersofmultiples.com

Questions for the show:

askus@mattersofmultiples.com

Media + Advertising Contact:

media@mattersofmultiples.com