

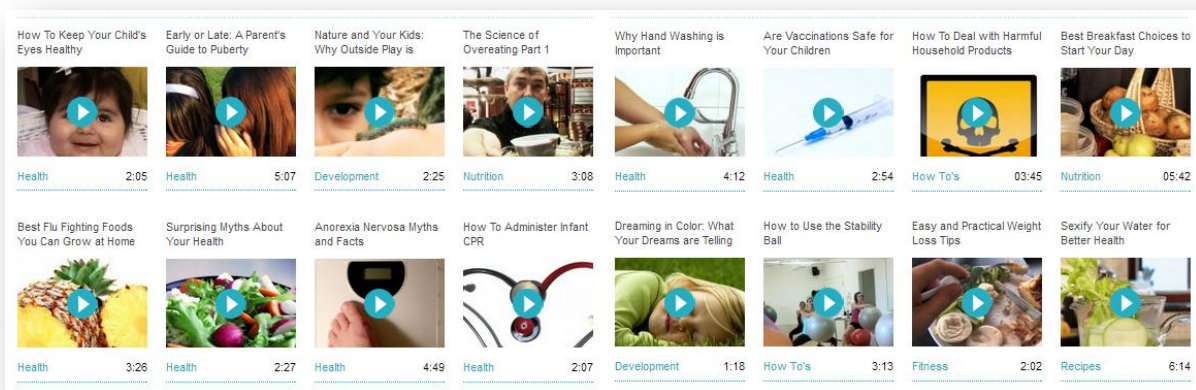
Parenthoodtoday.tv is a video resource destination for parents across the United States. Parents of all stages, with children at all ages, turn to Parenthood Today TV for easily accessible, clearly delivered, short & concise video clips covering expert tips and interviews for the following vertical categories & age groups:



Parenthood Today TV also features a self-published parenting blog, maintains an editorial content calendar focusing on holidays and noteworthy dates for parents and their children (i.e. [Father's Day](#), [First Day of School](#) and [Family Vacations](#)) and updates its catalog of hand-picked professionally produced quality video content on a weekly basis.

For more information, please read our recent press release:

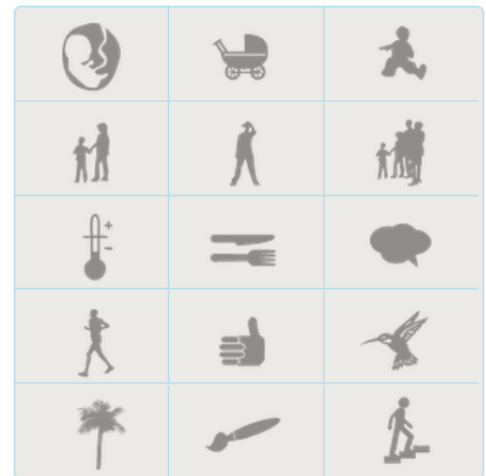
[Parenting Today TV Website Launches Offering New Video Portal for Parenting Tips & Resources](#)



Audience & Website Stats

The ParenthoodToday.tv audience is predominantly English speakers, residing in the US. The following is a representation of these visitors over the course of a month*:

- ✓ Overall number of visits: **1,639,483**
- ✓ Number of unique visitors: **624,810**
Of these, **36.46%** were new visits
With an average of approx **53,000 daily visits**
- ✓ The cumulative number of page views: **5,636,596**
With **3.4** pages seen per visit
- ✓ Average duration of a single visit: **~ 8 minutes** (00:07:46)
With a **33.67% bounce rate**



* given stats are for the month of May, 2013

Kids // Health

How To Keep Your Kids Healthy During School



Each year, parents often face the advent of the "school flu" that often affects children returning to school. In this video, learn how to keep your children healthy as they go back to school and throughout the year including proper hand-washing technique and when to keep your child home.

Tags: cold, flu, healthy, how to, kids, school, tips

Must See **Popular** **BLOG**

- 1 How To Deal with Harmful Household
- 2 Keeping Curious Children Safe
- 3 How To Keep Your Kids Healthy
- 4 How to Prevent Childhood Bullying
- 5 How To Keep Your Child's Eyes



Advertising Opportunities

Advertising opportunities are available for video ads as pre-roll, mid-roll & post-roll placements wrapping the quality video content provided on the site.

- ✓ supporting ads of :15 or :30
- ✓ 300x250 companion ad available
- ✓ user-initiated video content
- ✓ all video ad settings & formats abide to iab standards and regulations

The screenshot shows the Parenthood Today TV website interface. At the top is a green navigation bar with categories: Health, Fitness, Nutrition, Recipes, How To's, Fun, Pastime, Lifestyle, and Development. Below this is a 'Teens' section with the title 'A Parents Guide to Early and Late Puberty'. A large video player is featured, with a yellow banner overlaid that reads 'User-initiated Video Content'. To the right of the video player is a 300x250 companion ad, also with a yellow banner that reads '300x250'. Below the video player is a text block describing puberty and a list of social media sharing icons. To the right of the video player is a 'Must See' section with a list of five articles: 1. Fabulous Pigs in a Blanket, 2. Keeping Curious Children Safe, 3. How To Keep Your Kids Healthy, 4. How to Prevent Childhood Bullying, and 5. How To Keep Your Child's Eyes. At the bottom of the page is a row of circular icons representing various family and child-related topics.

For further information and pricing plans, please contact us at: advertise@parenthoodtoday.tv or visit our website: <http://www.parenthoodtoday.tv/advertise-with-us/>

