

# Family & Kid Connection Summer Fun—Amusement Parks

**All work and no play is no way to connect with kids. That's why this summer Weekly Reader is going to amusement parks nationwide. This is a perfect venue to reach families through sampling or launching an in-school program.**

Weekly Reader Custom Publishing is partnering with Amusement Media Inc., a nationwide network of more than 150+ amusement parks, water parks, zoos, themes parks, and other family amusement facilities. AMI delivers an audience of 80 million in a controlled environment where brand messages are not surrounded by competitive advertising clutter.

## A Family Audience

- The average size is 4.5 members
- The median HHI is \$67,827
- 83% of amusement park attendees in the last 12 months are parents with kids under 12
- 39% of people who have attended in the last 12 months are parents with kids age 13-16
- 75% of all park attendance is families

## Amusement Park Fast Facts

- Ideal setting to launch back-to-school promotions and promote summer events
- Targeted environment for large scale such as sun block samples, coupons for a nearby retailer, or an activity book at the exit
- Affordable and targeted hand-to-hand sampling on a national scale
- Extended messaging and repeat impressions: The typical amusement park visit lasts 5 to 7 hours offering repeated exposure to brand messaging
- Amusement parks typically operate from May through Labor Day—yet 40% of parks in the sun-belt markets operate year round



**Don't miss the opportunity to further brand messaging to families under the trusted name of Weekly Reader.**

Source: MRI 2005

## Brand Activation—Sampling

Items distributed by Weekly Reader Brand Ambassador as guests leave the park at the end of the day as a “thank you.”

- Ideal setting to launch back to school promotions
- Great way to promote buzz for summer movie releases
- Perfect location to provide coupons to nearby stores and restaurants



### For more information:

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