



SIKIDS.COM MEDIA KIT

**ADVERTISING
OPPORTUNITIES**

**ADVERTISING
SPECS**

**PRIVACY
POLICY**

**MAGAZINE
MEDIA KIT**

FAST FACTS

SIKIDS.COM Fast Facts

- Over 17 million pageviews per month
- Over 12,000 e-mails per month
- 650,000 unique monthly visitors
- 99% of users are between the ages of 8 and 15 with a median age of 11.5
- 86% boys/14% girls
- Content unique to website and updated daily

Source: SIKIDS.COM Q1 2001 User Survey

Awards

- Best Kids' Website: Purple Ribbon Award from "Selling to Kids" (April 2001)
- Only kids' site listed in Newsweek E-Life's 191 Great Websites (Winter 2001)
- Listed as a Top 10 Magazine Website by Folio Magazine (Summer 2000)