



## Military Kids ROCK 2 MILLION strong

There are more military kids than:  
 U.S. service members | 1.4 million  
 Military spouses | 600,000

MILITARY KIDS' LIFE is read by military kids and their:  
 PARENTS | TEACHERS | COUNSELORS | GRANDPARENTS

MILITARY KIDS' LIFE is published by



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## OVERVIEW

**LAUNCHED:** 2014

**MISSION:** To encourage the bright side of life as a military kid.

**FEATURE STORIES:** An innovative mix of articles that explore the adventures, opportunities, and unique lifestyle that come with being a kid who is part of a military family.

**ONGOING SECTIONS:** Growing Up Military, A Look Inside, Real Military Kids, Stay Strong, Living In, Food, Fiction, Mind Your Manners, Nonprofits, I Read It, Getting Help, Mandatory Fun

**TARGET AUDIENCE:** 6 to 16 year old boys and girls

**FREQUENCY:** 4 issues/year

**PRICE:** \$18.95 annual subscription; \$4.95 per single copy

**WEBSITE:** [www.chameleonkids.com](http://www.chameleonkids.com)

**AVAILABLE AT:**



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# EDITORIAL CALENDAR

Find your adventure inside the pages of Military Kids' Life with these ongoing departments:

## GROWING UP MILITARY

Fun stories about life as a part of a military family

## A LOOK INSIDE

The places and things military kids love to know more about

## REAL MILITARY KIDS

Profiles of proud military kids

## STAY STRONG

All about keeping mind and body healthy and happy

## LIVING IN

First person stories about living around the globe or across the United States

## PETS

Fun tips for taking care of the four-legged family friend

## ASK ASIA!

Get questions answered from other military kids just like you!

## The ARTS

All about learning a new skill and why the arts are so important.

## FICTION

Stories of adventure and intrigue written about or by military-connected writers

## MIND YOUR MANNERS

How to stay squared away

## NONPROFITS

Great organizations that serve military kids

## I READ IT

Book reviews by military kids who love to read

## GETTING HELP

How to find the help for the hard parts of military life

## MANDATORY FUN

Exclusive BRAT cartoon, puzzles, jokes, and interactive games

## FASHION

Get tips and ideas about what to wear

## VOLUNTEERING

How to get involved and contribute to your community.

## 2018 - 2019 Editorial Calendar

### ISSUE 11:

Winter 2017  
SERVICE, Goals

### ISSUE 12:

Spring 2018 FRIENDSHIP,  
Celebrations

### ISSUE 13:

Summer 2018 CHANGE,  
Water

**ISSUE 14:** Fall 2018 GOOD  
LUCK ISSUE!

(Contests, Giveaways,  
Things We Love),  
Technology

### ISSUE 15:

Fall 2018  
FUN TO LEARN, Cool Stuff

### ISSUE 16:

Winter 2018  
HIDDEN TREASURES, Sports

Note: Editorial calendar can be  
subject to change.



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2016 PARENTS' CHOICE RECOMMENDED  
AWARD 2017 PARENTS' CHOICE SILVER HONOR  
AWARD 2018 PARENTS' CHOICE SILVER HONOR



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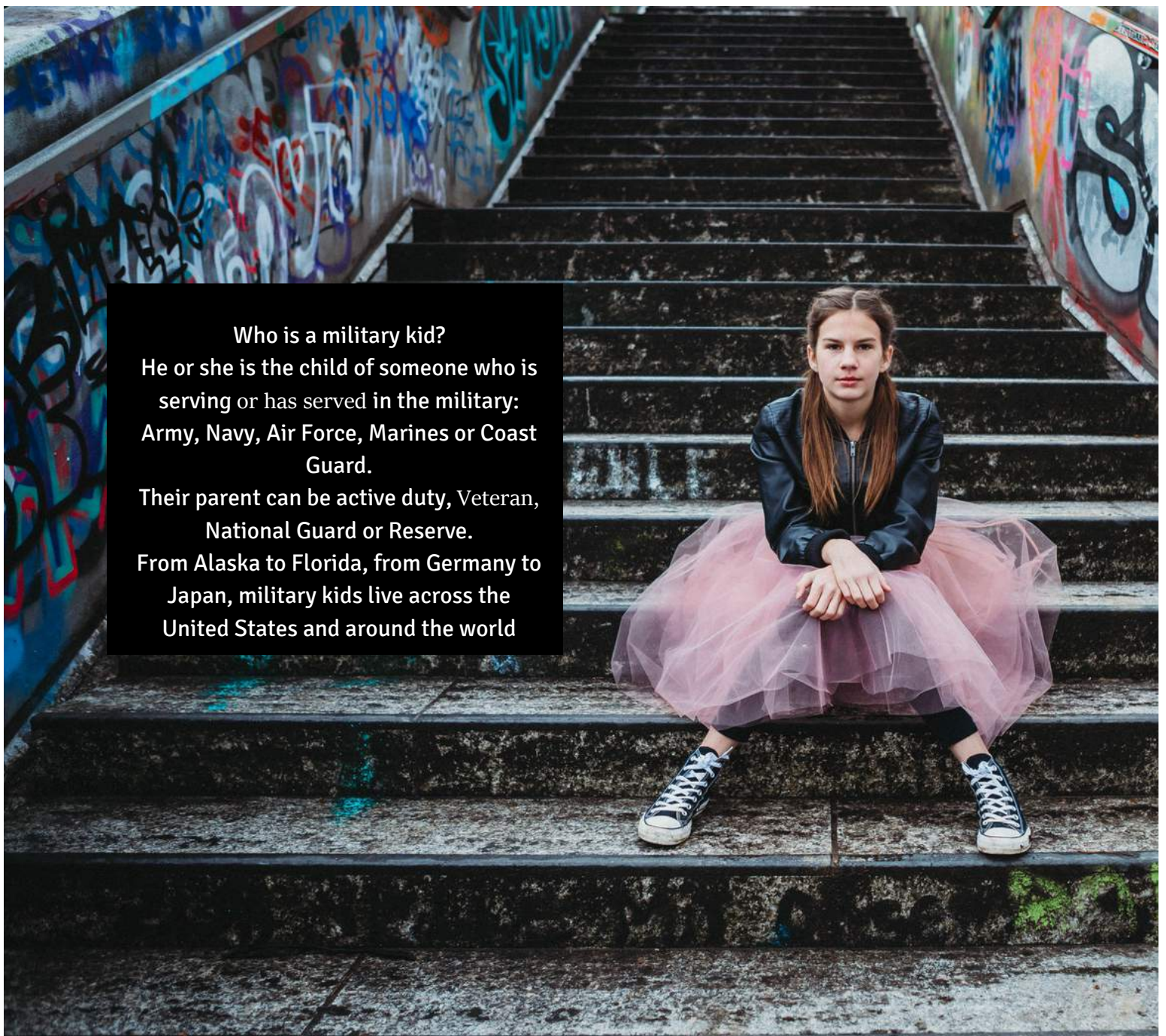
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**Who is a military kid?**

He or she is the child of someone who is serving or has served in the military: Army, Navy, Air Force, Marines or Coast Guard.

Their parent can be active duty, Veteran, National Guard or Reserve.

From Alaska to Florida, from Germany to Japan, military kids live across the United States and around the world



## Advertising Page Dimensions

AD SIZE	SAFETY text and logos within this area	TRIM actual size of ad	BLEED
Full Page	7.5 x 10	8 x 10.5	0.125" around
Double page	15 x 10	16 x 10.5	0.125" around
1/2 page horizontal	7.5 x 4.75	8 x 5.25	0.125" around
1/4 Page block	3.5 x 4.75	4 x 5.25	0.125" around
1/4 page vertical column (Tall rectangle)	1.75 x 10	2.25 x 10.5	0.125" around
1/4 page horizontal (long rectangle)	7.5 x 2.125	8 x 2.625	0.125" around

### AD MATERIALS GUIDANCE:

Our preferred file type is a "Press Quality" PDF file, with 300+ dpi minimum. MILITARY KIDS' LIFE magazine is created in Adobe InDesign. All pages are 8 x 10.5" trim with full bleed area of 8.25 x 10.75". All content including logos should be kept inside the safety zone of 7.5 x 2.25". Please use common font types and do not include color bars or crop marks. Chameleon Kids and its suppliers will not be responsible for files that do not comply with the above specifications. Please contact Jamie Hickman for additional clarification. Submit ad materials to amy@thechameleonkids.com.

The word "ADVERTISEMENT" WILL APPEAR IN THE TOP OF AN AD PAGE if the content contains games, puzzles or interactive elements that may be misconstrued as editorial content, any creative that can be misinterpreted as editorial or resembles editorial, or any ads that contain contests, sweepstakes, or giveaways.

**PAYMENT INFORMATION:** Advertiser will be invoiced separately and shall pay Publisher within 30 days of invoice for all amounts due under this insertion order. Payment will be made via check to: Chameleon Kids, LLC, 8 Sloop Hill Road Box #B014, New Windsor, NY 112553. Please contact jamie@thechameleonkids.com to make arrangements to pay by credit card. Credit card payments incur an additional 2.9% processing fee.

## Closing Dates

ISSUE	CONTENT/AD CLOSE	DISTRIBUTION DATE
11	7/15/17	9/15/17
12	10/15/17	12/15/17
13	01/19/18	03/15/18
14	04/13/18	06/15/18
15	07/13/18	09/14/18
16	10/05/18	12/03/18

