

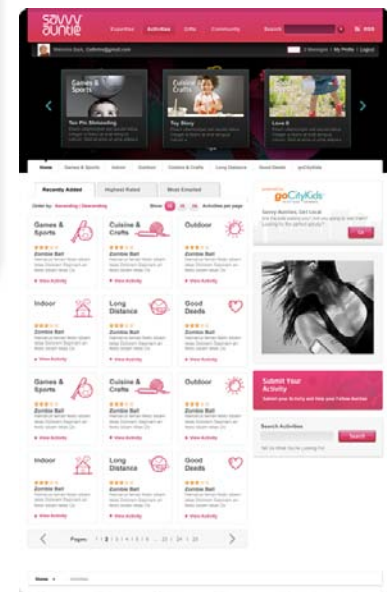
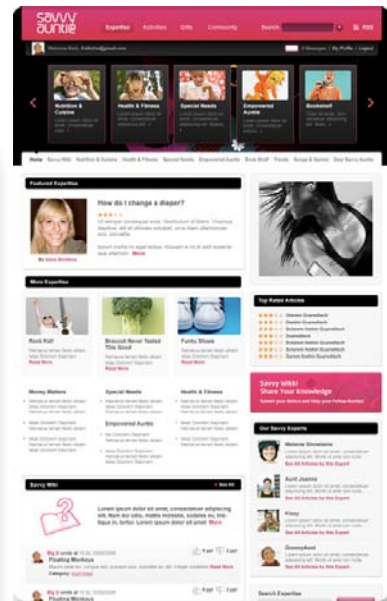
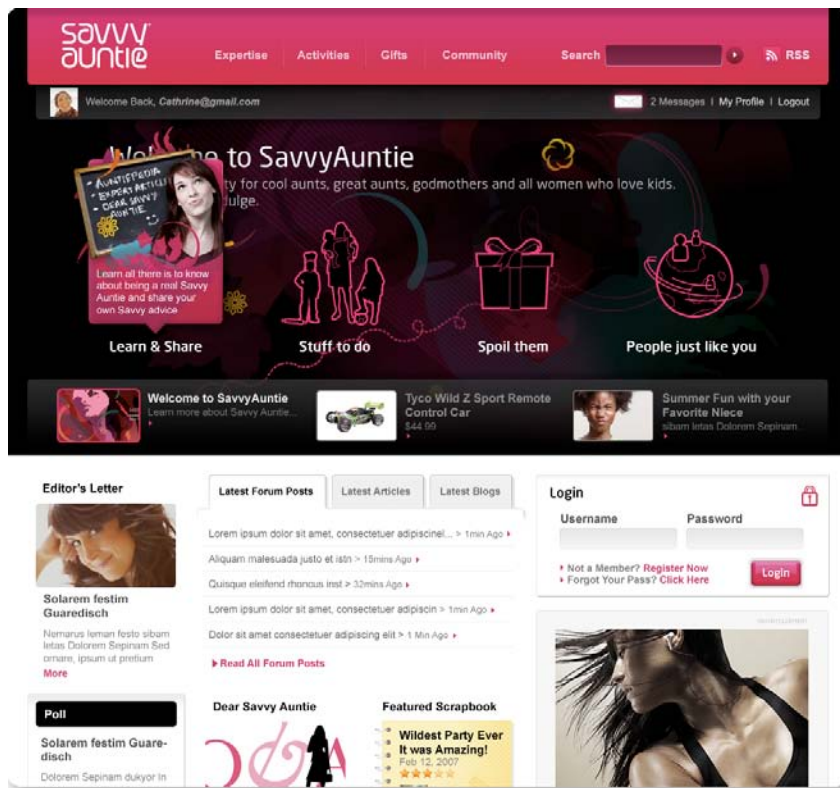


MEDIA KIT

WHAT IS SAVVYAUNTIE.COM

Webby Award-nominated SavvyAuntie.com is the first and only community for Aunts: Aunties by Relation (ABR), Aunties by Choice (ABC), Great Aunts, Godmothers, and all women who love kids. With advice and expertise developed just for Aunts, along with activities and gift ideas for their nieces and nephews, SavvyAuntie.com enables and empowers Aunts to live the Savvy Auntie lifestyle. Dubbed “the first parenting site for non-parents,” SavvyAuntie.com offers Forums, Groups, Blogs, an Auntiepedia and other social tools designed uniquely for Aunties, giving Aunts a unique and modern opportunity to learn, connect, share and celebrate Aunthood.

SavvyAuntie.com
SavvyAuntie.com/Expertise
SavvyAuntie.com/Activities



OUR FOUNDER

Melanie Notkin is America's premier Savvy Auntie, empowering the nearly 50% of American women who are not moms to celebrate all they do for the children in their lives, while living their own lives to the fullest. She launched SavvyAuntie.com, the first online community for aunts and godmothers, in the summer of 2008 to wide-acclaim. The website includes expert content designed specifically for aunts, activities, community and trendy gift ideas.



Melanie identified this influential segment of women, which she has dubbed PANKS (Professional Aunts No Kids), when she herself became an aunt. In February 2009, she guest posted for Lisa Belkin's parenting blog in The New York Times to explain the value of aunts and godmothers in family life. The term has also appeared in More Magazine, TrendCentral.com, Washington Post, The Record, The Star Ledger, Dallas Morning News among others. On July 26, 2009, she launched Savvy Auntie's Day, the first national holiday to honor aunts and aunt-hood.

As child lifestyle expert and tastemaker, Auntie Melanie has been featured numerous times on NBC, CBS, CW, FOX News and BetterTV showcasing the coolest kid trends of the season. She was also contributing editor at Toy Wishes Magazine.

She has worked with leading kid brands like Hasbro, Disney, Yoplait, Sprout, and Scholastic, and brands for women including Warner Brothers Sex and the City Movie, Turner Networks/TNT, JCPenney, BeyondTheRack.com and BareNecessities.com. Her groundbreaking and effective advertising campaigns have been featured in Mashable.com, The New York Times, Advertising Age and The Wall Street Journal where she's been lauded as a 'trusted source' and spokesperson for America's top brands.

SavvyAuntie.com was 2009 Webby Award nominee for Best Family/Parenting site and is a Springwise.com Top 10 Lifestyle and Leisure Business Idea for 2008. Melanie is featured on Mashable.com's list of top 5 start ups in New York City's social media hub.

As a successful business woman, she was a weekly panelist on FOX News' Strategy Room Business Hour in 2008-2009 and lectures at various conferences inspiring women, students and entrepreneurs on launching the business of their dreams. She's been featured on First30Days.com, Business Week and Huffington Post for her leveraging of social media to launch and grow her business. She has documented the launch of her own business at her 'auntrepreneurial' blog at blog.savvyauntie.com.

Before developing Savvy Auntie, Melanie was an interactive marketing and communications executive for global Fortune 500 companies, including New York Times Digital and American Express, as well as L'Oréal. She is a graduate of McGill University in Montreal, Canada where she was born.

She is a Savvy Auntie and Auntie by Relation (ABR) to a number of wonderful children who are the loves of her life. She is also an Auntie By Choice (ABC) to all of her friends' kids, who come in a very close second. Melanie resides in New York where she is surrounded by the very best the City has to offer.

WHY NOW?

People always tell mothers that having children will change their lives but nobody tells the aunts that their lives will change too. I would do ANYTHING for my 3 nephews and niece. I love them more than I thought I could love anything or anyone.

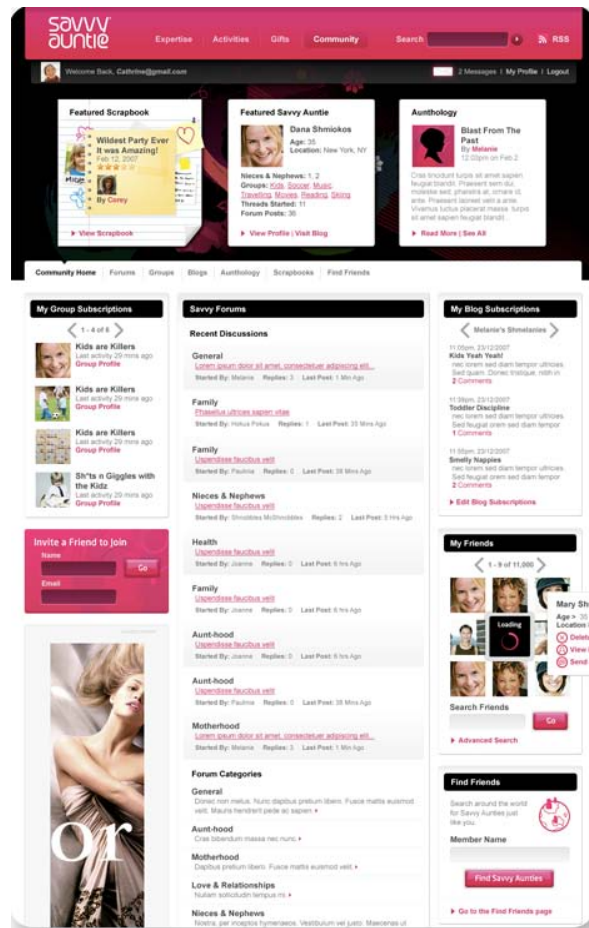
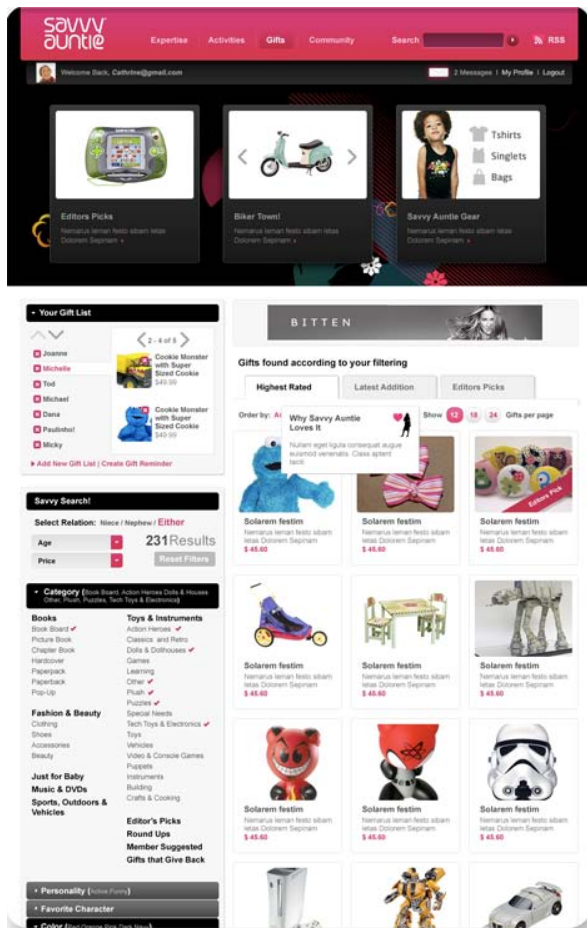
—S.F. New York, NY age 26

The traditional image of the American woman as married with 2.1 kids is radically changing. Since the advent of feminism in the 1960s, women have progressively been getting married later and later, and have been having children toward the end of their child bearing years, if ever. It's estimated that today, childless women represent over 50% of the adult female population, and over one quarter of the entire adult population. And whether or not these women are childless by choice, they do not lead a childless

lifestyle. Children are often front-and-center in their lives, as they play devoted Auntie to relatives, friends or co-worker's children. These relationships are a fundamental part of their lives and SavvyAuntie.com is here to help.

SavvyAuntie.com/Gifts

SavvyAuntie.com/Community



Savvy Auntie is the New American Woman

These modern women are also more career-driven and affluent. Unlike her mother, today's woman controls or influences 85% of the purchasing decisions in her household. She is likely to own her own home and, if she's married, she may even out-earn than her husband.

Besides using their discretionary income to indulge the children in their lives, Savvy Aunties also has more time and money for leisure, travel, spas, beauty, fashion, and other traditional "women's" products and services. They are leading the fastest growing segment of women who are interested in owning their own homes, home improvement, cars, consumer electronics and other traditional "male" products.

Melanie Notkin, Founder of SavvyAuntie.com, has dubbed this modern segment of American women: **PANKS - Professional Aunts, No Kids.**

PANK = Professional Aunts No Kids

The PANK focuses her attention on the children in her life and finds meaning in these powerful relationships. With her discretionary income, and without the obligations of parenthood, she often indulges her nieces and nephews with the time, gifts and activities parents cannot budget for.

And yet these tens of millions of lucrative consumers have been neglected by some marketers who have focused all their attention on Mom. Today, "PANKs are the new Pink"—the new segment of high-powered, independent women that marketers should be pursuing.

I am besotted with my 4 nephews and niece. I've come to know what their likes and dislikes are. I am super creative and always looking for new ways to entertain them and fun creative things to buy/make. Hopefully that all makes me a savvy auntie!

—T.B. Seattle, WA age 30



KEY STATISTICS

Women without children: 45%[□]

[□]This fertility data does not include women over 45 whose fertility is greatly diminished. We surmise therefore that the total number of childless women is well over 50%, and over 25% of the entire adult population.

Childlessness is a fast growing factor among American women:

2001: 43%
2003: 44%
2004: 44.6%
2006: 45.1%

Women are getting married later, if ever:

Median age for marriage for a woman in 1980: 20.8
Median age for marriage for a woman in 2005: 25.8
Single Women, Never Married in 2006: 26%

Even marriage does not ensure a family:

Married couples without children in 2006: 43%
Source: U.S. Census

Being a woman means loving kids

“Our surveys show that most women are child-centered, even when they don’t have or want children of their own... Nearly every single woman we know is a devoted aunt, big sister, godmother, or friend to the children of her relatives, co-workers, and friends. These relationships are often extremely close, and single women often talk about how enriching it is to be involved...”

Source: *What Women Really Want: How American Women Are Quietly Erasing Political, Racial, Class, and Religious Lines to Change the Way We Live*; Celinda Lake and Kellyanne Conway. 2005

PANKs in the US: > 50% of women

PANKs (Professional Aunts, No Kids), a term coined by Melanie Notkin, Founder of SavvyAuntie.com, describes one of the most valuable and powerful segments for marketers: career women who spend their discretionary income on their nieces, nephews and other children in lives, as well as on themselves.

My two nephews are the most important people in my life. I spend the better part of my time doing things for them or making things for them.

—R.M., Greensboro, NC, age 27

* SavvyAuntie.com 12-2009

** Based on comparable online communities for women

PANKs are Powerful

- 85% of all purchasing decisions are influenced or made by women
- 68% of new car purchases are made by women
- 50% of consumer electronics purchases are made by women
- 50% of single women own their own homes*
- Single women are the fastest growing segment of new home buyers, second home buyers, car purchasers, travelers, new investors and more.**
- 27% of households are headed by women
- Women are expected to control more than \$22 trillion by 2010

Sources: Girl Power, * U.S. Census, ** What Women Really Want

Online Profile

The Savvy Auntie is a smart, sophisticated and sensitive woman. She’s more likely to have a college or graduate degree. And, she’s affluent, cool and lives in the city. Please call for more information specific to your target.

*Median Age: 39 years old

**Household Income: Average: \$80,000

SITE OVERVIEW

SavvyAuntie.com is divided into four main areas: Expertise, Activities, Gifts and Community. Each area of the site enables the user to participate with user generated content, ratings, comments, photo sharing and social media tools.

Designed as a resource for all aspects of Aunthood, SavvyAuntie.com provides relevant, in-depth expert information on everything from kids' health, special needs, nutrition and cuisine, to finance, entertainment and lifestyle tips for the Savvy Auntie herself. Auntiepedia is a User Generated tool where the Aunts themselves share and rank expertise around various topics.

Activities are divided into 'everywhere' type activities and local activities by city/zip. Nickelodeon's Go City Kids powers the latter feature.

The gift section of the site can be filtered, among other things, by Auntie's personality, so the gift can be a reflection of her. Additionally, each gift summary communicates why Savvy Auntie recommends the gift for Aunts.

SavvyAuntie.com

Expertise (Articles are written by experts in their fields)

- Health & Nutrition** (Children's health and how Aunties can help)
- Special Needs** (Helping and developing kids with special needs)
- Books & Learning** (Children's book reviews and teaching kids)
- Entertainment & Style** (songs, kid couture, trends and culture)
- For You** (Information designed for Auntie herself)
- Dear Savvy Auntie** (Questions answered by a panel of experts)
- Auntiepedia** (user-generated topics of interest to Aunts)

Activities

- Staying In
- Going Out
- Cooking & Crafts
- Games & Sports
- Long Distance
- Good Deeds
- Go Local with Go City Kids

Gifts

- Catalog with Savvy Search
- Savvy Auntie Gear
- Gift List
- Kid's Wish List
- Ask a Parent feature ('Ask before you buy')

Community

- All about Auntie
- About Nieces and Nephews
- *Snapshots
- Groups
- Forums
- Blogs
- Aunthology (communal blog on Aunt-hood)
- Savvy Auntie Gifts and E-cards
- Search feature for other Aunts

*Coming Soon

SOCIAL MEDIA INFLUENCE

Savvy Auntie and its founder, Melanie Notkin, have powerful social influence via Twitter, Facebook and Youtube.

[Twitter.com/SavvyAuntie](https://twitter.com/SavvyAuntie) December 2009: **12,000 Followers**

Savvy Auntie has conducted Sponsored Conversations on Twitter. Sponsors include: Disney, TNT's Saving Grace, JCPenney, Yoplait, Yoplait Kids, Scholastic, MSG Wintuk, and more.

The programs were showcased in Advertising Age, The New York Times, The Chicago Tribune, The Wall Street Journal and Mashable.com. Razorfish dubbed Melanie Notkin a "trusted source" and her Disney campaign was featured in Marketing Profs' 11 Twitter Success Stories.

[Facebook.com/SavvyAuntie](https://facebook.com/SavvyAuntie) December 2009: **2,400 Fans**

Savvy Auntie has a very active fan-base on Facebook.

[YouTube.com/SavvyAuntie](https://youtube.com/SavvyAuntie)

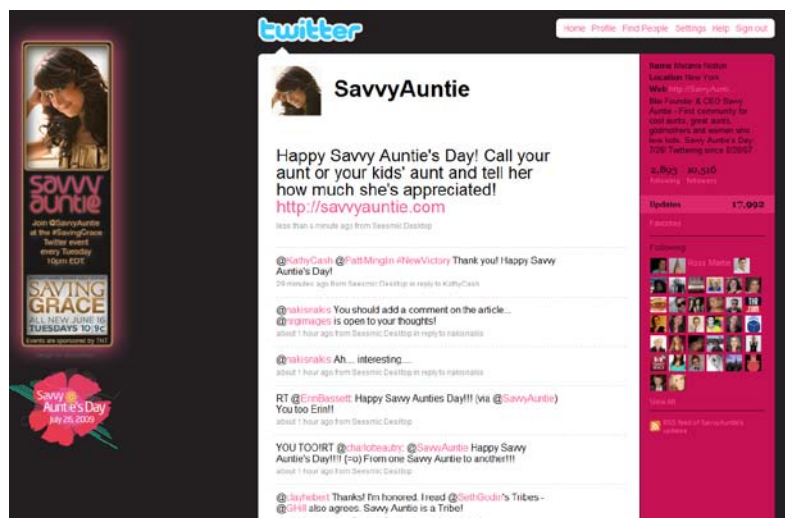
Just launched in July 2009, as a YouTube Partner Channel, Savvy Auntie is able to drive thousands of views to video

BRANDED INITIATIVES

[Savvy Auntie's Day](#)

[Savvy Auntie Coolest Toy Awards](#)

Coming soon: The Savvy Auntie Guide to Life, HarperCollins



AWARDS

Webby Award 2008 Nominee, Best Family/Parenting Site
Springwise Top 10 Lifestyle and Leisure Ideas – 2008
Mashable.com's list of top 5 start ups in New York City's social media hub.

PRESS

Below is a just a partial list of great reviews from the press for SavvyAuntie.com and its founder, Melanie Notkin. For a full list, please see www.savvyauntie.com/l/inthenews

A lot of people in technology, especially in startups, don't understand marketing. Melanie Notkin clearly does. Her startup, SavvyAuntie, is not some super-high-tech website, it's actually quite simple. But the marketing is genius. **TechCrunch**

SavvyAuntie is a Webby nominated startup for Family and Parenting, and the site's savvy female founder, Melanie Notkin is just as worthy of praise. She's an auntepreneur who's managed to take a simple idea that stemmed from personal experiences, and turn it into a viable business. **Mashable**

The day Melanie Notkin launched a parenting Web site targeting women with no kids, major corporations responded by contacting her to talk about advertising deals... **WashingtonPost.com**

If it were a parenting network, it would rival the best. As it is, it gives all those other kid-loving women a great online destination where they can feel right at home. **Theonlinemom.com**

Thankfully, there is now a site called Savvy Auntie for all those aunts out there, which offers something to the forgotten demographic of women who love kids and have them in their life, but aren't moms. That's an example of focusing on an underappreciated demographic. Of course, their whole site is about these women ... **InfluentialMarketingBlog.com**

Like any other first-time aunts, Kim and Khloe Kardashian can't contain their excitement. Since big sis Kourtney gave birth to a baby boy on Dec. 14, their natural inclination has been to spoil nephew Mason Dash Disick rotten. But before they do, the reality sisters needs to take some advice from SavvyAuntie.com founder Melanie Notkin on what they should and shouldn't do. **HollywoodLife.com**

First, let me say that Melanie Notkin of the outstanding Savvy Aunties' site is one savvy marketer. She "gets it" the way YOU should get it. Pop over to her ["Are you a PANK?" post](#) and you'll see what I mean.
Lip-sticking

One recent example of a Twitter-generated success is Savvy Auntie, a community for aunts, godmothers, and "other women who love kids" that was launched six months ago by Melanie Notkin. She has counted on Twitter to drive traffic, help her find suppliers, products, and even investors. She developed a Twitter following before launching her business, then tapped into it for help when she launched. **Business Week**

SPONSORS

Hasbro/Playskool
Warner Bros/Sex and the City Movie Download
Walt Disney Home Studio Entertainment
Yoplait Kids
Yoplait Delights
Turner/TNT
PBS/Sprout
Madison Square Garden
JCPenney
Scholastic
1-800-FLOWERS
WebWars
FashionPlaytes.com
SnapHaven.com
BareNecessities.com
***partial list**

Audience:

Launch Date: July 9, 2008

November, 2009

84,000 Unique Visitors

110,000 Visits

229,000 Page Views

Supported Ad Sizes:

300x250

480x70

160x600

CONTACT

Melanie Notkin, Founder and CEO
AuntieMelanie@SavvyAuntie.com

Sales:

sales@savvyauntie.com

Sales only: (212) 561-1531

On the Web:

www.savvyauntie.com

blog.savvyauntie.com

[Twitter.com/SavvyAuntie](https://twitter.com/SavvyAuntie)

[Facebook.com/SavvyAuntie](https://facebook.com/SavvyAuntie)

[Youtube.com/SavvyAuntie](https://youtube.com/SavvyAuntie)