

Parenting TEENS

March 5, 2001

Ms. Karen Chaikin
Manager
Youth Smoking Prevention Programs
Philip Morris
120 Park Avenue
New York, NY 10017-5592

Dear Karen:

As per our conversation, I have outlined a summary of Parenting TEENS and put together a proposal to Philip Morris Youth Smoking Prevention Programs to sponsor Parenting TEENS.

Our Mission

Parenting TEENS is a four-color, 12-page, oversized newsletter with the latest information for the parents and educators of teenagers. Our mission can be summarized as Information• Solutions•Resources to help raise today's teenagers:

- We cover all issues relevant to raising a teenager - with the goal of providing parents with the knowledge and information they need to deal with their children.
- We strive to be a clearing-house for information.
- We foster parent involvement and communicate ways to better the parent/child interaction.
- We provide access to expert information.
- We deal solely in real life issues and solutions.
- We provide parents with the tools they need to better communicate with today's teenagers

All produced with newsletter quality information in an easy-to-read, magazine style design.

Why Parenting TEENS?

- We provide expert editors and writers with extensive access to the parenting and teen communities. Since there is no other national publication specifically targeted to parents with teens, all subject matter writers and experts are easy to target and get access to.
- We provide information parents can really use - there is no "fluff" in our content.
- The world is not the same place as when parents were teenagers - there is a lot to learn!
- Research shows that parents are the most influential people in their teenager's lives.

Topics

In each issue you can expect us to explore topics in each of these major categories (please see exhibit A for category details):

- | | | |
|-------------------------|-------------|-------------------|
| • Drugs/Alcohol/Smoking | • Sports | • Art/Culture |
| • Family | • Education | • <u>Violence</u> |
| • Communication | • Health | |
| • Technology | • Finance | |
| • Relationships | • Home | |

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① Example of Parenting TEENS
② specific to smoking actual per cl?

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Issue Structure

Each issue will be:

- 12 pages, 4 color, and approximately 9 3/16 x 12 1/4 (*exact size to be determined based upon efficient pricing*).
- 1 cover article approximately 2-3 pages in length.
 - Topic will be a major issue affecting all parents.
 - Will include input from at least 3 subject matter experts.
 - Will include a minimum of 3 sidebars on related information.
 - Potential interview section with a well-known expert, if one fits the topic.
 - Will include "Additional Resources" at conclusion.
- 3 feature articles approximately 1-2 pages in length.
 - Will include input from at least 3 subject matter experts.
 - Will include a minimum of 2 sidebars on related information.
 - Will include "Additional Resources" at conclusion.
- A minimum of 6 other information based sections to include:
 - Editors Note – introduction by the Editor
 - By the Book – book reviews.
 - Money Talks – financial issues.
 - Parent to Parent – questions and answers with "real" parents – with comments from the experts.
 - Editor Tidbits – helpful short information blurbs in a bulleted, or charted format to give the reader quick easy to read and useful information.
 - Teen's Eye View – questions and answers with "real" teens – with comments from the experts.
 - Facts & Figures – quick, easy to read facts and statistics on teenagers, and related topics.
 - Ask the Expert – question and answers with an expert on teen related topics.
 - Up to the Minute – quick, easy to read section on fashion, fads, music, etc. going on "today" in teens lives.
 - Point/Counter Point – two experts face off on an issue effecting today's teens.

Other sections will be developed based upon focus groups, reader responses and expert opinions.

- All articles will feature:
 - Additional Resource boxes – where to go for more information.
 - Pull quotes – informative, short quotes to "pull" the reader into the article.
 - Sidebars – related subject matter boxes to give the reader more and easy-to-read/access information.

The tone and voice of Parenting TEENS will be consistent with the existing issues. We will give parents practical information they can put to use immediately in their own home situation. All articles and sections will be succinct and to the point, and most important easy to use. We will continue to use the same staff of editors, contributing editors, writers and review board that we have used in the past (please see attached biographies), as well as increasing our resources based upon needs and topics to be covered.

BeachFront Publishing will provide a full service solution to include producing, printing, list acquisition and maintenance and mailing of the newsletter Parenting TEENS. BeachFront Publishing will produce for Philip Morris 1,000,000 free copies per issue of Parenting TEENS on a quarterly schedule (4 times per year), starting in June 2001. The 2001 cost to Philip Morris will be approximately \$.70 per copy (\$700,000 per issue) – *price to be confirmed prior to final contract based upon updated printing and postage costs*. Fees will be paid based on the following schedule:

- \$200,000 upon signing the contract
- \$500,000 June 1, 2001
- \$200,000 July 15, 2001

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- \$500,000 September 1, 2001
- \$200,000 October 15, 2001
- \$500,000 December 1, 2001

Please review and provide feedback at your earliest convenience. I look forward to talking with you soon.

Sincerely,

A handwritten signature in black ink, appearing to read 'A. Friedman', with a long horizontal stroke extending to the right.

Andrew Friedman
President

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