



Macaroni Kid has an opportunity for moms and dads in different communities to develop their own home-based Macaroni Kid business!

Macaroni Kid publishes community-specific newsletters and websites featuring events and activities for kids and their families.

Macaroni Kid's Publisher Moms and Dads enjoy the exclusive right to publish Macaroni Kid in their communities and keep all of the local advertising revenue they generate.

Imagine . . . a home-based, family-friendly business perfect for the parent who wants to develop his or her own business and still remain focused on kids and family.

Want to learn more?
Keep reading. Or email nicki@macaronikid.com or joyce@macaronikid.com

A Macaroni Moment



It all started with two old friends sharing a good meal and a great bottle of wine. After catching up on work and kids, Joyce mentioned an idea she had to publish a weekly newsletter for families. Now, you must know that Joyce and I have a Lucy and Ethel relationship: She comes up with these hair-brained ideas, and I back her up to the best of my abilities. But as I listened, I thought "this is her best work yet!"

A weekly newsletter giving moms and dads the scoop on all the weekly events in their community?

No more newspapers sprawled out on a Saturday morning looking for events? No more surfing the net trying to track down times and dates? No more hearing my kids say "I'm bored!"

But I had to ask... do we get anything out of it? To my delight, we do!

We published the first Macaroni Kid newsletter in May 2008 and every week since. We feature events, shows and family hot spots, email the newsletter to 1,500 moms and dads Thursday night and then post the entire issue to the website.

And we receive free and discounted press rates to shows and travel! Not only that, we sell advertising space and bring in revenue!

So now, we have our own website, our own newsletter, the skinny on all the events going on in our town, PR companies contacting us directly to list events, free goods and tickets, discounted travel rates and cash flow!

A few months went by and one day Joyce said, "Oh Ethel...I got a great idea!" ...to say the beating of my heart stopped is an understatement. But once again, she amazed me. "Every kid is a Macaroni Kid," she exclaimed, "not just ours. And there must be other Macaroni Moms and Dads out there...let's offer Macaroni Kid everywhere!"

So that's exactly what we are doing, offering you the same opportunity we took advantage of ourselves: an easy-to-use template website, ready-to-use newsletters and a step-by-step manual to insure a successful publication. And the opportunity to become part of the growing family of Publishers.

We Are Macaroni Moms...Are You?

Keep reading. Or email nicki@macaronikid.com or joyce@macaronikid.com

Here's What Happened

We started Macaroni Kid in our own community. And here's what happened...in the first 12 weeks!

- We received dozens of thank yous from moms, dads and local teachers.
- We sold and bartered advertising to a local restaurant, a child photographer and a huge real estate company.
- We were given free press tickets to the Big Apple Circus, the Gazillion Bubble Show, Walking with Dinosaurs and the Tada Theater.
- We were invited to Great Wolf Lodge, Beaver Creek, Carnival Cruises and RIU Resorts at great discounts.

Finally, our kids are the first to know what's happening in our community...and they love that!

We love this business and are excited to build our family of Publishers to bring Macaroni Kid to communities across the country.

Please call or email us for more info!

nicki@macaronikid.com or joyce@macaronikid.com

Publisher Moms

As a Macaroni Kid Publisher, your monthly fee will get you:

- The exclusive right to the domain name and website for your community;
- The exclusive right to publish Macaroni Kid in your community;
- All of the programming and infra-structure necessary to publish your weekly newsletter and post to your website – and we promise, it's super easy to use;
- Great support;
- The exclusive right to sell local advertising;
- The opportunity to secure free tickets and reduced press rates to a variety of family-friendly shows and travel;
- Your own blog;
- Access to Macaroni Central, a private forum where you will find marketing tips, helpful articles, information and more;
- A media kit which you can customize and use to sell ads;
- The satisfaction of owning your own business!

Could you be a Macaroni Kid Publisher?

If so, give Nicki or Joyce a call!

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