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(See inside)

# Hey... I'm a "typical teenager."

**You don't know me.** You haven't been my age in years. And you're not part of my generation.

**You don't watch the same TV shows I do...** or play the same video games... or listen to the same music.

**You don't understand how we think...** what makes us laugh or cry... what we're into... or what grosses us out.

**You don't have a clue about our innermost thoughts or feelings...** our hopes, dreams, ambitions, or desires.

**NOW... WHAT WAS IT YOU WANTED TO SELL ME?**



**INSIDE:** How to get inside the mind of your prospect—  
when your prospect is a teen or tween...



from the desk of  
**IRA MAYER**, PRESIDENT & PUBLISHER, EPM COMMUNICATIONS

Dear Colleague:

What happens when you have to sell to an audience of teens and tweens - that you don't identify with and know hardly anything about?

That's where EPM's eye-opening new research report, *Marketing to Teens & Tweens: 2004-2005 Edition*, can help.

*Marketing to Teens & Tweens* can help you understand today's teens and tweens at a deeper level - and capture a greater share of the lucrative \$170 billion youth market.

In its pages, you will discover:

- How and where teens and tweens spend their money (see chapter 3).
- The "psychographics" of the teen and tween markets - and how to really get inside a child's or young adult's mind (chpt. 5).
- The 7 most effective marketing channels for getting teens and tweens to buy your product (chpt. 6).
- Demographics of the teen and tween markets (chpt. 1).
- Why most marketing executives underestimate teen and tween buying power (chpt. 2).
- Exclusive case studies that profile winning teen/tween marketing campaigns you can emulate.
- "What you need to know" summaries that give you essential teen and tween market insights at a glance.

You can't get in a time machine and become a teenager again. But with *Marketing to Teens & Tweens*, you don't have to.

Even if you have a child at home, you need a direct line into what today's teens and tweens are thinking... what they watch, read, and listen to... the products and brands they like best... their feelings, emotions, motivations, and desires... and much more.

In *Marketing to Teens & Tweens*, our editors present the most essential market data culled from scores of high-level market research studies (costing many tens of thousands of dollars.) But they also analyze and interpret the data to show you what it means - and how you can profit from the most important teen and tween trends, mindsets, and buying behaviors.

To order *Marketing to Teens & Tweens* right away, simply call us toll-free at 888-852-9467, detach and mail the Reply Card today, or visit [www.epmcom.com/teens](http://www.epmcom.com/teens) now.

Sincerely,

Ira Mayer, President  
EPM Communications

P.S. Examine *Marketing to Teens & Tweens: 2004-2005 Edition* entirely RISK-FREE for 15 days. If you are not 100% satisfied, simply return the research study for a complete refund. That way, you risk nothing.

# Who *really* understands the \$170 billion t

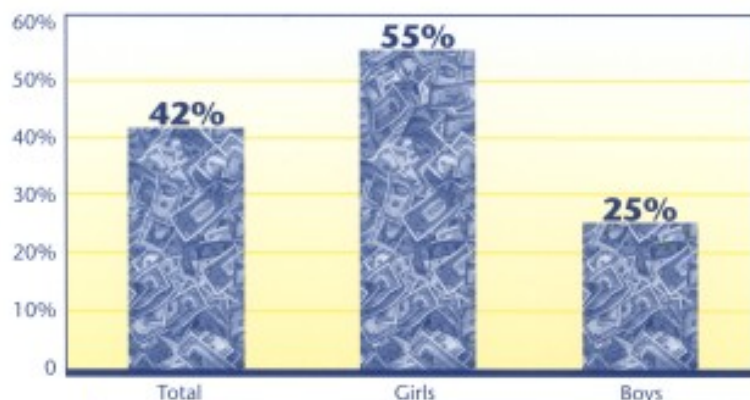
## Executives who read EPM's new research report, *Marketing to Teens &*

Only one market research report — *Marketing to Teens & Tweens* — gives you an unerringly accurate picture of the scope, size, buying habits, and mindsets of today's teens and tweens.

Here's just a sampling of what you'll find inside:

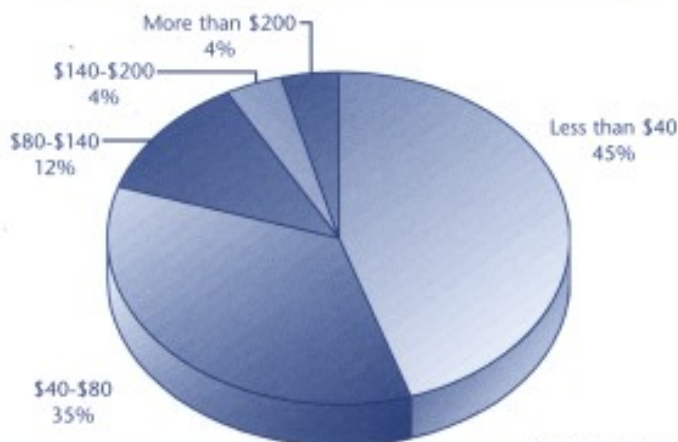
- What Britney Spears — and her bare midriff — can teach you about selling to teens (p. 89).
- 86% of teens and tweens do their shopping at the mall. Can department stores, specialty stores, and local retailers ever compete? (p. 20)
- **Why branding is essential if you sell computers, digital cameras, MP3 players, pagers, cell phones, and other electronics to schoolchildren** (p. 27).
- The 3 most powerful — and innovative — online marketing methods for selling to teens and tweens (p. 95).

**Exhibit 2.1**  
*Teen Fashion Spending as a Percentage of Disposable Income, Spring 2003*  
Teenage girls spend more than half of their money on fashion.



Source:

**Exhibit 2.2**  
*Amount of Allowance Teens Receive, Per Month*  
Over 50% of teens get \$40 or more per month in allowance.



Source: Junior Achievement

- Where are kids most likely to buy snack food — a grocery store, convenience store, vending machine, or restaurant? (p. 29)
- How to form a successful joint promotional alliance — with a partner who has better access to the teen and tween markets than you do (p. 98).
- Do teens listen to sex advice given by their parents? (p. 74)
- How small prizes (as little as \$1,000) are getting big results in contests and sweepstakes aimed at the youth market (p. 102).
- **89% of principals say their schools are drug-free. But two-thirds of the kids who go to these same schools say drug use is rampant. So, what's really going on?** (p. 76)
- What do teens like to watch most on television — sitcoms, movies, or cartoons? (p. 52)
- The 7 most effective advertising media for marketing to tweens (p. 44).
- *And much, much more....*



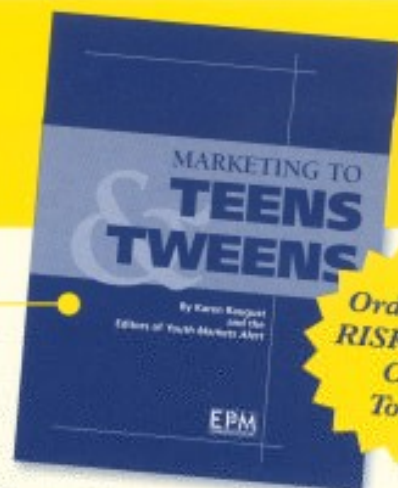
To order *Marketing to Teens & Tweens: 2004-2005 Edition*, call toll-free: **1-888-852-9467**. Satisfaction guaranteed or your money back!

# Teen and tween markets?

*Teens: 2004-2005 Edition* — that's who!

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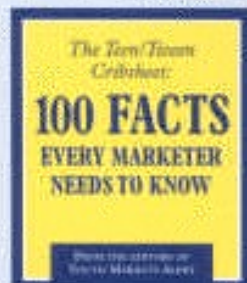
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## FREE Bonus Report!



Order within 10 days, and you'll get a FREE bonus report, *The Teen/Tween Cribsheet: 100 Facts Every Marketer Needs to Know*. It's packed with demographic and psychographic breakdowns and insights on American teens and tweens.

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# The 2004-2005 Edition of Marketing to Teens & Tweens

The authoritative guide to selling to the teen and tween marketplace.  
Send for your RISK-FREE Copy Today!

- ✓ You are standing in a room with 10 teenagers. How many of them are likely to have had sex? (p. 74)
- ✓ What's the sure-fire marketing technique that gets 82% of teens and young adults to visit a store and shop for your product? (p. 21)
- ✓ 12 products you'd think tweens never buy — but they spend a fortune on them (p. 90).
- ✓ 5 things that tweens look for on a Web site that you probably don't have on yours (p. 59).

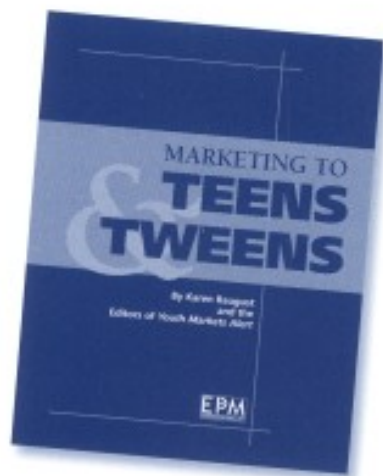
When it comes to marketing to teens and tweens, any business executive over age 21 naturally has questions — and welcomes help in understanding these unique, exciting, often difficult-to-market-to prospects.

But who really understands kids these days? EPM Communications, that's who!

As the publisher of *Youth Markets Alert*, *Entertainment Marketing Letter*, and *The Licensing Letter*, we've gained an in-depth understanding of the teen (ages 13–17) and tween (ages 8–12) markets that few other resources can duplicate.

Now we've gathered all the facts, trends, and statistics you need to sell more of your products and services to teens and tweens. Plus, we've added tips, strategies, and tools to our just-published research report, *Marketing to Teens & Tweens: 2004-2005 Edition*.

*Marketing to Teens & Tweens* is the authoritative guide to understanding, reaching, and selling to the 8 to 17-year-old youth market.



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## Teens & Tweens: 2004-2005 Edition RISK-FREE REPLY CARD

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## Why haven't more marketers been told these facts about selling to the \$170 billion teen and tween market?

### If you think the rich are the only ones who are different, you don't have a teenage son or daughter!

Today's teens and tweens are growing up in a world so unlike the one you grew up in that it can make your head spin trying to understand them.

But now you can — with your **RISK-FREE Copy** of the new 2004-2005 edition of *Marketing to Teens & Tweens*.

Here's a look at the wealth of data and insight you'll discover about the teen (ages 13-17) and tween (ages 8-12) markets in this completely updated research study:



- ✓ The single most **effective promotion** for getting teenage girls to buy your product in a store (p. 22).
- ✓ Sorry, Eminem, but **most teenagers don't prefer rap**. Here's what they'd rather listen to (p. 45).
- ✓ Do tweens buy more online or at the mall? The answer may surprise you (p. 21).
- ✓ **Read this BEFORE** you pay big bucks for a celebrity spokesperson for your next campaign aimed at teens and tweens (p. 24).

✓ Adults think teens and tweens **spend all their money** on videogames and CDs. But here's what they *really* buy (p. 24).

✓ Where teens hang out online — and what else they use computers for (p. 27).

✓ Favorite summer teen drink. **Shocking revelation:** it's NOT juice or soda (p. 29).

✓ **The #1 goal of teenagers.** Once you understand it, your teen marketing will be much more powerful (p. 82).

✓ Which activity do tweens spend more time on — surfing the Net or watching TV? And if they could keep just one of these media, which would it be? (p. 52-58).



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