

Print

68,000 copies of our award-winning magazine distributed monthly to an expanding number of sites, including private schools, preschools & childcare facilities, CVS stores, Subway restaurants and Ralphs. POC is the most widely distributed magazine, with the highest readership among parents in Orange County.



Online & Social Media

ParentingOC.com, the POC Digital Edition and our eNewsletters deliver award-winning editorial 24/7. Reach a combined total of over 26,500 unique users monthly. POC also offers promotional opportunities across its social media outlets.



Community Events

Summer Opportunities Jamboree, the OC Baby & Toddler Fairs, and the Parenting & Kids Expo draw a combined annual audience of over 35,000.



Take advantage of the P.O.C. Connection for your marketing campaign!

Consult with your Parenting Orange County Media Sales Director, who will work with you at every stage of the process:

- Consultation
- Bundle Packaging
- Event Coordination
- Ad Creation — Copy & Artwork
- Campaign Planning & Scheduling

For Advertising Information, Call 714.630.4510 • www.parentingoc.com

The Most Widely Distributed Of Any Local Parenting Publication In Orange County!

Parenting OC Reaches More Than 308,000* Parents Each Month

Frequency: Monthly

Print Circulation: 68,000



Found at Selected Locations

- Private Schools
- Preschools and Childcare Facilities
- Medical & Dental Offices
- OC Hospitals
- Kaiser Facilities - CHOC - Saddeback Memorial
- Bristol Park Medical
- Discovery Science Center
- Boys & Girls Clubs & YMCAs
- Local Libraries
- Babies"R"Us

Available at Major Food & Drug Stores



...and many more retail outlets

*Our audience increases each month. This number is current as of 2013 and includes our print and internet users.

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The screenshot shows the ParentingOC.com website layout. At the top is a navigation bar with links: HOME, ABOUT US, ARTICLES, CALENDAR OF EVENTS, COMMUNITY, and ADVERTISE. Below this is a 'Top Banner' area featuring a 'From Snoopy to Spooky' article. To the right of the banner is an 'eMag' section. Below the banner is a 'Resource Guides' sidebar with links to 'Family Events', 'Parenting Topics', and 'Parenting OC Community'. The main content area includes a 'GO SEE, GO PLAY, GO DO!' section with event listings, a 'Parenting Topics' section with icons for various topics, and a 'Parenting OC Community' section with a 'parentingOC bloggers' list. At the bottom, there are sections for 'LATEST TWEETS' and 'FACEBOOK FANBOX'. A 'Footer Banner' is located at the very bottom.

ParentingOC.com Rates

Ad Size	Specs	Monthly Rate
Top Banner	728w x 90h	\$375
Calendar Banner	728w x 90h	\$325
Badge One	300w x 250h	\$335
Badge Two	300w x 250h	\$225
Badge Three	300w x 250h	\$185
Badge Four	300w x 250h	\$185
Skyscraper	300w x 615h	\$335
Footer Banner	728w x 90h	\$275
Topic Sponsor	728w x 90h	\$225

Resource Guide

Ad Size	Specs	Monthly Rate
Guide Banner	485w x 85h	\$225
Client Page	250 words/4 images/YouTube video	\$79
Super Listing	75 words + image	\$49

eMagazine Sponsorship

Opposite of the Digital Edition Cover

Ad Size	Specs	Monthly Rate
Full Page	8.575" x 10.887" Full Bleed	\$375

e-Newsletter Rates

Published Twice Monthly

Ad Size	Specs	1x Rate
Banner	615w x 129h	\$500
Skyscraper	145w x 290h	\$350
Spotlight	100 Words	\$750
Footer Banner	615w x 129 h	\$350

NOTE: All online campaigns require a three-month minimum. Listings and Client Page campaigns to be paid in advance. File types: .jpg, .gif web ready images, 72 DPI.

ParentingOC.com

Your Parenting OC Media Sales Director knows the power of online marketing and recommends web and newsletter advertising as part of every successful marketing campaign. There are 15 online marketing options offered by Parenting OC across the website, the digital edition and the Newsletter, with rates ranging from \$49 for a Super Listing, to \$500 for the newsletter banner. Parenting OC will measure your success and provide you with analytic reports on page views, click-thrus and impressions.

Ask your media Sales Director about cost-savings on a 12-month campaign.

eMagazine

This innovative, page-flipping digital edition is viewed by nearly 10,000 users monthly. Advertisers in our print edition are included in our eMagazine at no additional charge and all hyperlinks are active. Visitors can view our eMagazine by visiting www.ParentingOC.com.

eNewsletter

Our twice-monthly eNewsletter reaches thousands of Orange County parents fast. Included in our eNewsletters are links to events, contests, stories and more.

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Exhibitor & Sponsorship Opportunities Available!

POC events offer you a unique way to reach your audience face-to-face, gather contact information, and personally interact with your future clients.



The OC Baby & Toddler Fair

Scheduled two times each year and sponsored by a local medical center, the Baby & Toddler Fair is held at the sponsor's facility. This one-day event features educational seminars, a Mommy Mixer and products and services for babies, moms and moms-to-be.



The Summer Opportunities Jamboree

Focused on education, day and overnight camps, summer activities, health, safety and family travel. Our annual Spelling Bee and Child Cover Contests take place at the event, as well as entertainment and activities for the whole family.



Parenting & Kids Expo

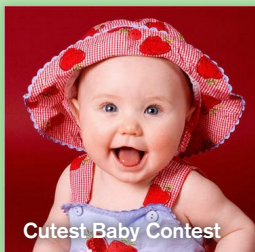
This one-day event is open to all of our advertisers and anyone looking to reach our audience in person. Our Fall Fashion Show is featured, along with OC's top child performers and our Cutest Kid Cover Contest. Games, prizes, and fun for the whole family.



Parent & Kids Expo



Spelling Bee



Cutest Baby Contest



Cutest Kid Contest



Jamboree

If you are interested in having us produce your event or partnering with Parenting Orange County, please call your Media Sales Director.

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Affluent, Educated Moms

- Average Age.....**37**
- Female.....**91%**
- Married.....**79%**
- Attended College/Graduated.....**93%**
- Own their Own Home.....**68%**
- Average Household Income.....**\$167,250**

99% of our audience looks to POC for **Family Apparel.**

86% of our audience uses POC to find **Healthcare Specialists.**

Young Parents

- 21-24.....**3%**
- 25-34.....**36%**
- 35-44.....**42%**
- 45-54.....**18%**

98% of our audience uses POC to make **Buying Decisions.**

81% of our audience uses POC to find **Family Dining and Entertainment.**

Our Readers' Children

- Average number of children per household.....**2.25**
- Pre-pregnancy to 4 years old.....**60%**
- 5 years old to 12 years old.....**75%**
- 13 years old to 18 years old.....**39%**

74% of our audience considers POC their resource for finding **Summer Activities.**

80% of our audience is considering **Private Schools.**

Active and Involved Children

- Music, Dance and Arts.....**80%**
- Martial Arts/Fitness.....**39%**
- Gymnastics/Cheerleading.....**40%**
- Summer Camps.....**74%**
- Team Sports.....**45%**
- Swimming.....**51%**

*Information provided by CVC, PPA Reader Profile, Readex Research.



January

- **Theme:** Education Directory, Family Health & Wellness
- **Resource Guides:** Health & Wellness, Education, After-School Activities
- **Ad Close:** 12/6 • **Publication Date:** 12/23

February

- **Theme:** Top Teachers, Romance & Relationships, Summer Camp Planning
- **Resource Guides:** Health & Wellness, Education, Camps & Activities
- **Ad Close:** 1/17 • **Publication Date:** 2/3

March

Summer Opportunities
Jamboree Event

- **Theme:** Camps & Summer Activities Preview, Grandparents
- **Resource Guides:** Education, Camps & Activities
- **Ad Close:** 2/14 • **Publication Date:** 3/3

April

- **Theme:** The Baby Issue, Special Needs
- **Resource Guides:** Camps & Activities, Parties
- **Ad Close:** 3/7 • **Publication Date:** 3/24

May

- **Theme:** The Mom Issue, Summer Movie Preview
- **Resource Guides:** Camps & Activities, Parties
- **Ad Close:** 4/11 • **Publication Date:** 4/28

June

- **Theme:** The Dad Issue, Summer Fun & Safety
- **Resource Guides:** Camps & Activities, Fourth of July Celebrations, Parties
- **Ad Close:** 5/9 • **Publication Date:** 5/26

July

- **Theme:** OC All Stars, Education Directory
- **Resource Guides:** Camps & Activities, Education
- **Ad Close:** 6/6 • **Publication Date:** 6/23

August

- **Theme:** Back to School, Adoption & Foster Families
- **Resource Guides:** After-School Activities, Health & Wellness, Preschools & Kindergarten
- **Ad Close:** 7/11 • **Publication Date:** 7/28

September

- **Theme:** Reader's Choice Awards
- **Resource Guides:** After-School Activities, Preschools & Kindergarten
- **Ad Close:** 8/8 • **Publication Date:** 8/25

October

- **Theme:** Halloween, Preschools & Childcare
- **Resource Guides:** After-School Activities, Parties, Preschools & Kindergarten
- **Ad Close:** 9/12 • **Publication Date:** 9/29

November

- **Theme:** Mompreneurs, Philanthropy, Holiday Film Preview
- **Resource Guides:** Holiday Planner, After-School Activities, Parties
- **Ad Close:** 10/10 • **Publication Date:** 10/27

December

- **Theme:** The Holiday Issue, Year in Review, Gift Guide
- **Resource Guides:** After-School Activities, Holiday Planner, Parties
- **Ad Close:** 11/7 • **Publication Date:** 11/24

Every Month

- **OC Woman:** Health, Beauty, Gifts, Girlfriend Getaways
- **Ask the Expert:** Advice on Child Development, Family Wellness, Parenting
- **GO OC:** Family Events & Activities Guide
- **OC Baby:** Mom's Clubs, Infant Care, Product Reviews
- **Trips with Kids:** Getaways for the entire family (February – August issues)



Ask the Experts



Monthly Ad Rates

	12x	6x	3x	Open
Full Page	\$2,267	\$2,494	\$2,682	\$3,352
3/4 Page	\$1,932	\$2,075	\$2,262	\$2,828
1/2 Page	\$1,206	\$1,360	\$1,465	\$1,871
3/8 Page	\$1,055	\$1,232	\$1,311	\$1,495
1/4 Page	\$665	\$739	\$818	\$1,022
1/8 Page	\$384	\$423	\$465	\$582
Inside Covers	\$3,171	\$3,312	\$3,610	\$4,447
Back Cover	\$3,572	\$3,728	\$4,073	\$4,999

- Home-based or Non-profit business discount -15%
- Guaranteed Placement +10% • All rates are net

FREE

Ad creation and four-color design!

Unique Print Marketing Opportunities

Cover Prize

Badge

Giveaway Promo
Includes Web Page

\$750

(plus prize of minimum
\$350 value)

Cover Stickers

Four-Color, 2" x 3"

\$3,495

Inserts

Promo Piece Inserted
into Magazines,
Delivered to Area of
Your Choice, Minimum:
5,000 inserts

\$40 per 1,000

Inserts

Set-Up Fee: \$125
(i.e. Total Insert Fee
for 5,000: \$325)

Custom Publishing

Create, Print & Publish
Your Newsletter, Report
or Magazine

Call Your Media

**Sales Director
For a Proposal**

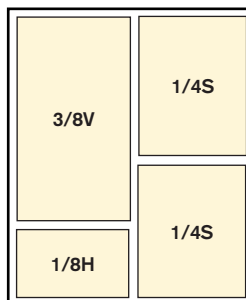
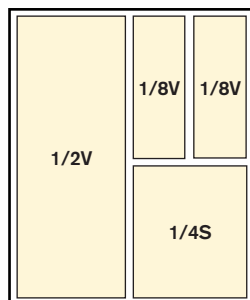
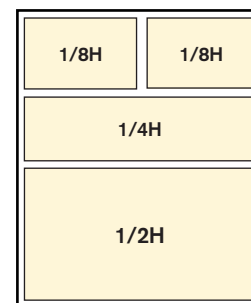
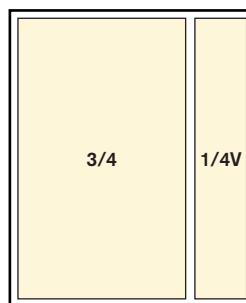
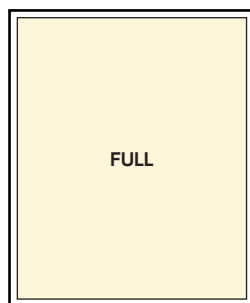
Ad Dimensions

Sizes by Decimal Inch

AD SIZES	WIDTH	HEIGHT
Full Page	7.375"	10.075"
3/4 Page	5.406"	9.863"
1/2 V. Page	3.604"	9.863"
1/2 H. Page	7.375"	4.807"
3/8 V. Page	3.604"	7.272"
1/4 V. Page	1.75"	9.863"
1/4 H. Page	7.375"	2.341"
1/4 SQ Page	3.604"	4.807"
1/8 V. Page	1.75"	4.807"
1/8 H. Page	3.604"	2.341"

BLEED INFO

Bleed	8.575"	10.887"
Trim Size	8.375"	10.687"
Live Area	7.375"	9.875"



Materials

Please submit all ads in PDF or TIFF formats only. We cannot accept any files created in Microsoft Powerpoint, Microsoft Word, or any other non-graphic program. Ad files must be at least 300 dpi (dots per inch). Do not use images downloaded from the Internet, as these images usually have a resolution of 72 dpi and are not sufficient for print. If using black on your ad, please make sure that it is a "true" one color black rather than four color black. Lastly, please make sure your file is saved in the CMYK color format before submission.

Ads which have relatively small files sizes (10MB or less) may be e-mailed to files@parentingoc.com. All other ads must be submitted either on a CD, through a file hosting website or via your FTP server. Please call regarding any questions.

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