

Print

Parenting OC is the area's largest monthly publication focused on parenting and family. Home to Disneyland, Knott's Berry Farm and some of the most beautiful and family-friendly parks and beaches in the world, Orange County is a community of actively involved and affluent parents who place a high importance on their children's education and enrichment. Serving this audience, we offer in-depth editorial on schooling, health & wellness, after-school activities, camps and the latest news on "family friendly" things to do in OC. Distributed monthly throughout OC for over 30 years!

Online & Social Media

ParentingOC.com, the POC Digital Edition and our eNewsletters deliver award-winning editorial 24/7. Reach a combined total of over 16,000 unique users monthly on average. POC also offers promotional opportunities across its social media outlets.



Community Events

Parenting OC produces many events of their own, as well as customized events for clients. The Summer Opportunities Jamboree is POC's most successful annual event, with 75 exhibitors drawing between 2,000 and 5,000 visitors per event. POC's sponsored events, customized to meet client needs, include The OC Baby Fair and the Parenting & Kids Expo.



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 300,000* Parents Each Month



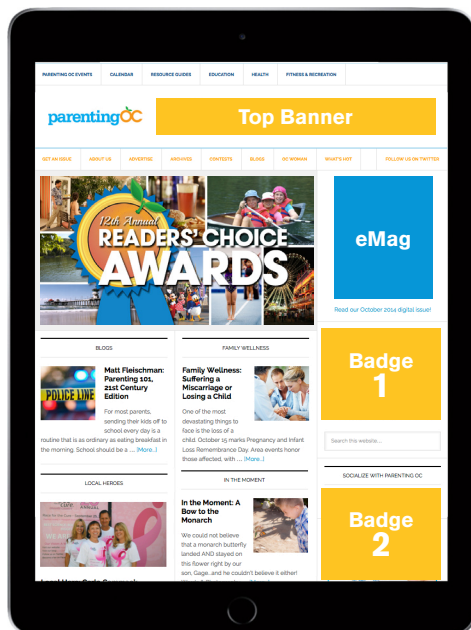
**Available at
Major Brand Stores**



...and many more retail outlets

*Our audience increases each month. This number is current as of 2015 and includes our print and internet users.

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ParentingOC.com Rates - Website Ads

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

Unique e-Blast

Ad Size	Notes	Monthly Rate
Newsletter List e-Blast	Reach our audience	\$625
Group e-Blast	8 clients per blast. 1 image (300w x 250h) and 75 words	\$200
Geo-Targeted e-Blast	20,000 min. customized demographics	\$50/thousand



Social Media Posts

Ad Size	Notes	Pricing
Dedicated Post	1 post across our Facebook, Instagram and Twitter. 2,048w x 2,048h photo at 125 DPI, plus a 280 character or less post.	\$200

e-Newsletter Rates

Ad Size	Specs	Rate Per ENL
Banner	728w x 90h	\$185
Skyscraper	300w x 250h	\$165
Spotlight	100 Words + Image	\$350
Footer Banner	728w x 90h	\$165

Events and Family Fun e-Newsletter Rates

Ad Size	Specs	Rate Per ENL
Banner	728w x 90h	\$185
Skyscraper	300w x 250h	\$165
Spotlight	100 Words + Image	\$350
Footer Banner	728w x 90h	\$165

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.

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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.



Jamboree Summer Opportunities Fair

Held every March, drawing 3500 visitors, the Jamboree is hosted at Orange County's premiere learning and fun museum — Discovery Cube OC — and features 80 exhibitors in the areas of summer camps, summer programs, sports leagues, education, family travel and more, along with the Cute Kid Cover Contest (see below).



Cute Kid Cover Contest

OC's largest cover model competition for children, the Cute Kid Cover Contest takes place at Jamboree (see above) but is ready to break out on its own with the right sponsor. From 150 children of all ages, four winners are chosen to be cover models on Parenting OC's monthly magazine.



Learn & Grow Expo

Scheduled each fall and hosted at Discovery Cube OC, this free family event focuses on health, education and special needs resources, featuring over 60 exhibitors and health programs that offer free screenings to the entire family. Also includes the fast-growing Bubble-Dash Games (see below).



The Bubble-Dash

Exciting to watch and wildly popular, this inflatable obstacle course competition takes place in the Discovery Cube parking lot. Racing for the best time over giant slides and running inside Zorb balls like hamsters, over 100 children compete for prizes and to be on the cover of Parenting OC.



SCHOOL HEROES

NOMINATE THE TOP TEACHERS AND
EMPLOYEES OF OC SCHOOLS

School Heroes of OC Awards

Each February at Bowers Museum, over 300 teachers, principals and school employees gather for a wine and hors d'oeuvres reception and awards ceremony to find out the winners of the annual school awards. These winners are featured in Parenting OC's March issue.



If you are interested in having us produce your event or partnering with Parenting OC, please call your Media Sales Director or 714-630-4510.

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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 & 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:** Readers' Choice Awards, 2021 Education Outlook & Open House Guide
- **Resource Guides:** Private School, Preschool, K to 12 Education, Open House, After-School Activities, Party
- **Group e-Blast:** Education • **Ad Close:** 12/11 • **Publication Date:** 1/4

February

- **Theme:** Education Guide (Including Private Schools), Camps
- **Resource Guides:** Pre-K to 12 Education, Camps & Activities, Party
- **Group e-Blast:** Summer Camps • **Ad Close:** 1/15 • **Publication Date:** 2/1

March

- **Theme:** Top Teachers & Employees of OC, Summer Camp Planning
- **Resource Guides:** Pre-K to 12 Education, Camps & Activities, Party
- **Group e-Blast:** Top Teacher Congrats • **Ad Close:** 2/12 • **Publication Date:** 3/1

April

- **Theme:** Special Needs
- **Resource Guides:** Camps & Activities, Pre-K to 12 Education, Party, Special Needs
- **Group e-Blast:** Special Needs • **Ad Close:** 3/12 • **Publication Date:** 3/29

May

- **Theme:** The Mom Issue, Summer Movie Preview, Mother's Day
- **Resource Guides:** Camps & Activities, Pre-K to 12 Education, Party, Swim & Water Safety
- **Group e-Blast:** Summer Fun • **Ad Close:** 4/9 • **Publication Date:** 4/26

June

- **Theme:** Private Education Guide, Father's Day, Summer Fun & Safety
- **Resource Guides:** Camps & Activities, Private School, Pre-K to 12 Education, Party, Swim & Water Safety
- **Group e-Blast:** Education • **Ad Close:** 5/14 • **Publication Date:** 5/31

July

- **Theme:** Family Fun & Travel Guide, Top Docs/Hospitals, Alternative Education
- **Resource Guides:** Camps & Activities, Pre-K to 12 Education, Swim & Water Safety, Party, Private School
- **Group e-Blast:** Alternative Education • **Ad Close:** 6/11 • **Publication Date:** 6/28

August

- **Theme:** The Back-to-School Issue
- **Resource Guides:** Camps & Activities, Pre-K to 12 Education, Party, Swim & Water Safety
- **Group e-Blast:** Back-to-School • **Ad Close:** 7/9 • **Publication Date:** 7/26

September

- **Theme:** Back-to-School
- **Resource Guides:** After-School Activities, Pre-K to 12 Education, Party
- **Group e-Blast:** Back-to-School • **Ad Close:** 8/13 • **Publication Date:** 9/7

October

- **Theme:** Readers' Choice Awards — Best of OC, Halloween, Tutoring, Preschools & Childcare
- **Resource Guides:** After-School Activities, Pre-K to 12 Education, Party, Halloween & Harvest
- **Group e-Blast:** Readers' Choice Awards • **Ad Close:** 9/17 • **Publication Date:** 10/4

November

- **Theme:** Moms at Work, Montessori Education
- **Resource Guides:** Holiday Guide, After-School Activities, Montessori Education, Pre-K to 12 Education, Open House, Party
- **Group e-Blast:** Holiday • **Ad Close:** 10/15 • **Publication Date:** 11/1

December

- **Theme:** The Holiday Issue, Gift Guide, Open House
- **Resource Guides:** After-School Activities, Holiday, Open House, Party, Pre-K to 12 Education
- **Group e-Blast:** Holiday • **Ad Close:** 11/12 • **Publication Date:** 11/29

Monthly Columns

What's Hot: Cool Stuff • **Openings:** Family-friendly business arrivals • **Foodie Jr.:** Top OC Chefs and their kid's menus
Pets in the Family • **The Pause Button:** Ways to unplug and flow • **Family Wellness:** Covering body, mind and spirit
Ask the Expert: Advice on Child Development & Parenting • **OC Woman:** Health, Beauty, Gifts
Trips with Kids: Getaways for the entire family • **GO OC:** Calendar of Family Events & Activities

NOTE: Publication dates listed are the first of the two-day period of distribution.

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Monthly Ad Rates

	12x	6x	3x	1x 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

Enhanced Listing

Includes company logo and 75-word description. \$175 Listing Only, \$75 when accompanying a display ad.

FREE Ad creation and four-color design!

Unique Print Marketing Opportunities

Cover Prize Badge

Includes Contest Web Page

\$500

(plus prize of minimum \$350 value)

Cover Stickers

Four-Color, 3" x 3"

Starting at

\$6,450

Inserts

Delivered to Area of Your Choice, Minimum: 20,000 inserts
 Maximum Size: 8"x10".
 Minimum Paper Weight: 80 pound

\$40 per 1,000 Inserts

Set-Up Fee: \$200

Custom Publishing

Create & Publish Your Newsletter or Magazine

Call Your Media Sales Director

Ad Dimensions

Sizes by Decimal Inch

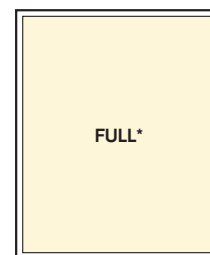
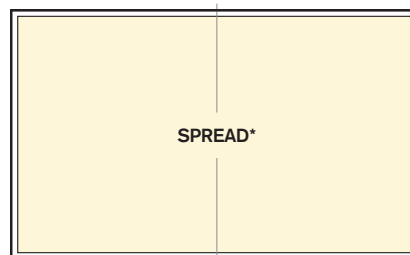
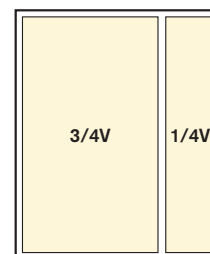
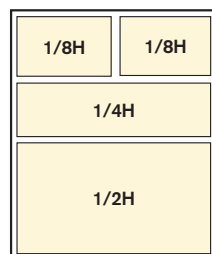
AD SIZES	WIDTH	HEIGHT
Spread Pages*	17.25"	11.125"
Full Page*	8.625"	11.125"
3/4 V. Page	5.406"	9.863"
1/2 V. Page	3.604"	9.863"
1/2 H. Page	7.375"	4.807"
3/8 V. Page	3.604"	7.272"
1/4 V. Page	1.75"	9.863"
1/4 H. Page	7.375"	2.341"
1/4 SQ Page	3.604"	4.807"
1/8 H. Page	3.604"	2.341"

SPREAD PAGES INFO*

Ad Size	17.25"	11.125"
Live Area	15.75"	9.875"

FULL PAGE INFO*

Ad Size	8.625"	11.125"
Live Area	7.375"	9.875"



FULL PAGE & SPREAD PAGES NOTE* Please note that all pertinent text and/or images must be placed within the Live Area, as to prevent accidental cutting in the print process. **Spread Ads:** due to the binding of magazines, please be wary or avoid of having text/images that span across the page break in the middle of Spread Ads.

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 your sales representative. 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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