

## 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.



@ParentingOCmag

## 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



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

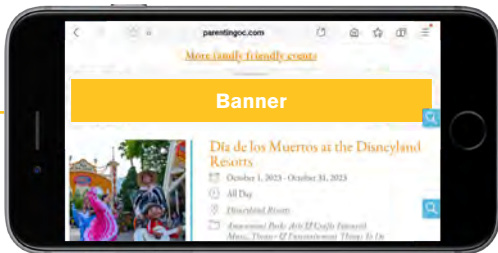
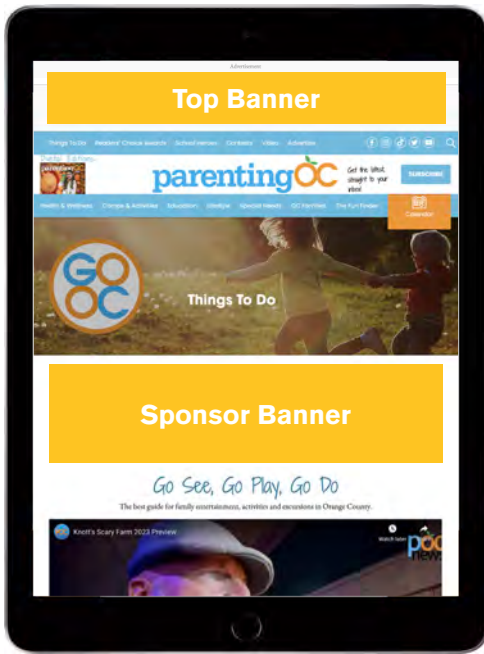
**Print Circulation: 35,000**  
**Frequency: Monthly**



**Available  
at Over 850  
OC Locations**



...and over 300 schools



## Social Media Posts

Media	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.	\$395

## ParentingOC.com Rates

### Website Ads

Media	Media Locations	Specs	Monthly Rate
Top Banner	Rotates across website	728w x 90h	\$375
Category Banner	Rotates above content on chosen category page(s)	728w x 90h	\$335
Footer Banner	Rotates across website	728w x 90h	\$275
Sponsor Banner Package	Includes two web ads: <b>Large banner</b> on sponsored page, and a <b>category banner</b> across the site.	970w x 250h	\$775

## e-Blasts

### Reach our Newsletter Audience

Media	Notes	Monthly Rate
Unique e-Blast (Newsletter List)	Reach our audience	\$695
e-Blast Follow-up	Redrop a campaign to those who viewed the first outreach	\$325
Group e-Blast	8 clients per blast. 1 image (300w x 250h) and 75 words	\$325
Geo-Targeted e-Blast	20,000 min. customized demographics	\$50/thousand

## e-Newsletter Rates

Media	Specs	Rate Per ENL
Banner	728w x 90h	\$185
Spotlight	100 Words + Image	\$350
Footer Banner	728w x 90h	\$165

## Events and Family Fun e-Newsletter Rates

Media	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

## Digital Media Bundles

e-Blast Add-ons: 2 Social Media Posts and/or Banner Ads	Combine 2 other online products with a unique e-Blast and save 10% on your pricing
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**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.

## 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.



### Top Teachers, Employees & Leaders of OC

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.

## 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.**

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

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

## Young Parents

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

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

## 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.**

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

**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%**



**January**

- **Theme: Education Issue**, including Private School and Special Needs Directories
- **Resource Guides:** Private School, Preschool, K to 12 Education, Special Needs, Open House, After-School
- **Group e-Blast:** Education • **Ad Close:** 12/13 • **Publication Date:** 1/2

**February**

- **Theme: Summer Camps & Activities**, School Heroes Nominations Announcement
- **Resource Guides:** Pre-K to 12 Education, Camps & Activities
- **Group e-Blast:** Summer Camps • **Ad Close:** 1/24 • **Publication Date:** 2/3

**March**

Summer Opportunities  
Jamboree Event

- **Theme: School Heroes of Orange County**, Summer Camp Planning, Spring Break Travel & Fun
- **Resource Guides:** Pre-K to 12 Education, Camps & Activities
- **Group e-Blast:** School Heroes Congrats • **Ad Close:** 2/21 • **Publication Date:** 3/3

**April**

- **Theme: Special Needs Issue**, including the Special Needs Resource Guide
- **Resource Guides:** Camps & Activities, Pre-K to 12 Education, Special Needs
- **Group e-Blast:** Special Needs • **Ad Close:** 3/21 • **Publication Date:** 3/31

**May**

- **Theme: The Mom Issue**, Summer Movie Preview, Mother's Day
- **Resource Guides:** Camps & Activities, Pre-K to 12 Education
- **Group e-Blast:** Summer Fun • **Ad Close:** 4/18 • **Publication Date:** 4/28

**June**

- **Theme: Education Issue**, including Private School and Special Needs Directories
- **Resource Guides:** Camps & Activities, Private School, Pre-K to 12 Education, Special Needs
- **Group e-Blast:** Education • **Ad Close:** 5/23 • **Publication Date:** 6/2

**July**

- **Theme: Family Fun & Travel Guide**, Alternative Education
- **Resource Guides:** Camps & Activities, Pre-K to 12 Education, Private School
- **Group e-Blast:** Alternative Education • **Ad Close:** 6/20 • **Publication Date:** 6/30

**August**

- **Theme: The Back-to-School Issue**
- **Resource Guides:** Camps & Activities, Pre-K to 12 Education
- **Group e-Blast:** Back-to-School • **Ad Close:** 7/18 • **Publication Date:** 7/28

**September**

Back-to-School  
Learn & Grow Event

- **Theme: Readers' Choice Awards — Best of OC**, Back-to-School
- **Resource Guides:** After-School Activities, Pre-K to 12 Education
- **Group e-Blast:** Readers' Choice Awards • **Ad Close:** 8/22 • **Publication Date:** 9/2

**October**

- **Theme: Halloween**, Tutoring, Preschools & Childcare
- **Resource Guides:** After-School Activities, Pre-K to 12 Education, Halloween & Harvest
- **Group e-Blast:** Halloween • **Ad Close:** 9/19 • **Publication Date:** 9/29

**November**

- **Theme: Moms at Work**, Montessori Education, OC High School Guide, Snow Play & Winter Fun
- **Resource Guides:** Holiday Guide, After-School Activities, Montessori Education, Pre-K to 12 Education, Open House
- **Group e-Blast:** Holiday • **Ad Close:** 10/17 • **Publication Date:** 10/27

**December**

- **Theme: The Holiday Issue**, Gift Guide, Open House
- **Resource Guides:** After-School Activities, Holiday, Open House, Pre-K to 12 Education
- **Group e-Blast:** Holiday, Open House • **Ad Close:** 11/14 • **Publication Date:** 11/24

**COVER SPONSORSHIP OPPORTUNITIES AVAILABLE FOR ISSUES**

Special treatment for March and September issues.

**Regular Columns**

- **Mindfulness:** Tools for living and parenting
- **Openings:** Family-friendly business arrivals
- **Maddie Made Vegan:** Vegan recipes
- **Family Wellness:** Covering body, mind and spirit
- **Ask the Expert:** Advice on Child Development & Parenting
- **Trips with Kids:** Getaways for the entire family
- **GO OC:** Calendar of Family Events & Activities

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

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

**Monthly Ad Rates**

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

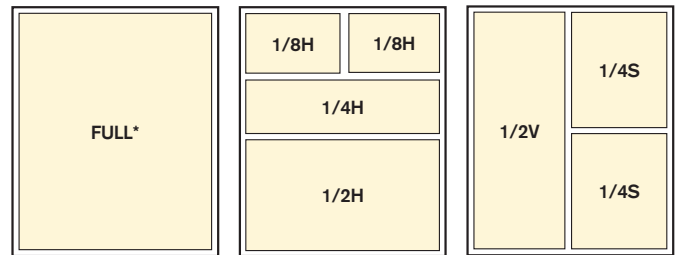
**FREE** Ad creation and four-color design!

**Ad Dimensions**

Sizes by Decimal Inch

<b>AD SIZES</b>	<b>WIDTH</b>	<b>HEIGHT</b>	<b>SPREAD PAGES INFO*</b>	
Spread Pages*	17.25"	11.125"	Ad Size	17.25" 11.125"
Full Page*	8.625"	11.125"	Live Area	15.75" 9.875"
1/2 V. Page	3.604"	9.863"	<b>FULL PAGE INFO*</b>	
1/2 H. Page	7.375"	4.807"	Ad Size	8.625" 11.125"
1/4 V. Page	1.75"	9.863"	Live Area	7.375" 9.875"
1/4 H. Page	7.375"	2.341"		
1/4 SQ Page	3.604"	4.807"		
1/8 H. Page	3.604"	2.341"		

**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.



**Tell Your Story**

In Parenting OC Magazine

**Cover Sponsorship**

Includes

- Cover featuring your business, school, event, or product, for our readership.
  - Original cover photography
  - Cover message with logo at bottom
  - Full page ad or full-page edit inside
  - Additional full page inside: +\$1,950
- \*Clients are limited to 3 covers per year, no consecutive months



**\$6,500**



**Full Page Sponsorship**

A unique opportunity to place your own article in our pages. You write it, or the editors write it for you, with your final approval. This is not a display ad, but an article with headline and 500-650 words of copy.

Full-page article, plus full-page ad: **\$3,350**  
 Full-page article only: **\$2,500**

**Inserts**

Delivered to the area of your choice

**Call for Quote**

**Materials**

Please submit all ads in PDF, JPG or PNG 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.

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

# Print Ads

## Ads in Parenting OC's Monthly Magazine

Ad Size	Width	Height	File Type	Notes
Spread Pages	17.25"	11.125"	PDF, 300 DPI, CMYK Colors	Dimensions listed for full bleed ads. Live Area: 15.75"w x 9.875"h PLUS 1.25" gap in the center (for the centrefold).
Full Page	8.625"	11.125"	PDF, 300 DPI, CMYK Colors	Dimensions listed for full bleed ads. Live Area: 7.375"w x 9.875"h.
3/4 V. Page	5.406"	9.863"	PDF, 300 DPI, CMYK Colors	No bleed required.
1/2 V. Page	3.604"	9.863"	PDF, 300 DPI, CMYK Colors	No bleed required.
1/2 H. Page	7.375"	4.807"	PDF, 300 DPI, CMYK Colors	No bleed required.
3/8 V. Page	3.604"	7.272"	PDF, 300 DPI, CMYK Colors	No bleed required.
1/4 V. Page	1.75"	9.863"	PDF, 300 DPI, CMYK Colors	No bleed required.
1/4 H. Page	7.375"	2.341"	PDF, 300 DPI, CMYK Colors	No bleed required.
1/4 SQ Page	3.604"	4.807"	PDF, 300 DPI, CMYK Colors	No bleed required.
1/8 H. Page	3.604"	2.341"	PDF, 300 DPI, CMYK Colors	No bleed required.

# Online Ads

## Website Ads

Media	Width	Height	File Type
Top Banner & Banner	728 px	90 px	JPG, RGB Colors
Sponsor Banner	970 px	250 px	JPG, RGB Colors

## Social Media Posts

Media	Notes	File Type
Dedicated Post	1 post across our Facebook, Instagram and Twitter. 2,048w x 2,048h pixel photo, plus a 280 character or less post.	JPG, RGB Colors

# e-Blasts & e-Newsletter

## Unique e-Blasts

Media	Notes	File Type
Newsletter List e-Blast	Reach our audience	
Newsletter e-Blast Follow-up	Sent to all opens from original e-Blast	
Group e-Blast	8 clients per blast. 1 image (300w x 250h) and 75 words	JPG, RGB Colors
Geo-Targeted e-Blast	20,000 min. customized demographics	

## Events and Family Fun e-Newsletters

Media	Width	Height	File Type
Banner	728 px	90 px	JPG, RGB Colors
Skyscraper	300 px	250 px	JPG, RGB Colors
Spotlight	100 Words + Image		JPG, RGB Colors
Footer Banner	728 px	90 px	JPG, RGB Colors

## e-Newsletters

Media	Width	Height	File Type
Banner	728 px	90 px	JPG, RGB Colors
Spotlight	100 Words + Image		JPG, RGB Colors
Footer Banner	728 px	90 px	JPG, RGB Colors