



What every parent's talking about

MEDIA KIT
2025-2026

PARENTINGOC.COM

OUR AUDIENCE

Connecting Your Brand with the Young Moms of Orange County

Affluent, Educated Moms

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

Young Parents

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

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%

Active and Involved Children

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

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

WEB ADS

Average Web Traffic:
33,666 Monthly Pageviews
That’s 404,000 Pageviews a Year!

WEB AD RATES

Top Banner

Rotates across website.....\$525

Sticky Footer

Remains on all web pages.....\$695

Sticky Badge & Banner Combo

Appears as badge to the right of content on desktop and on mobile as a banner inside content.....\$725

Super Banner

Appears on the home page.....\$475

SIZES

Desktop: 728w x 90h

Mobile: 300w x 50h

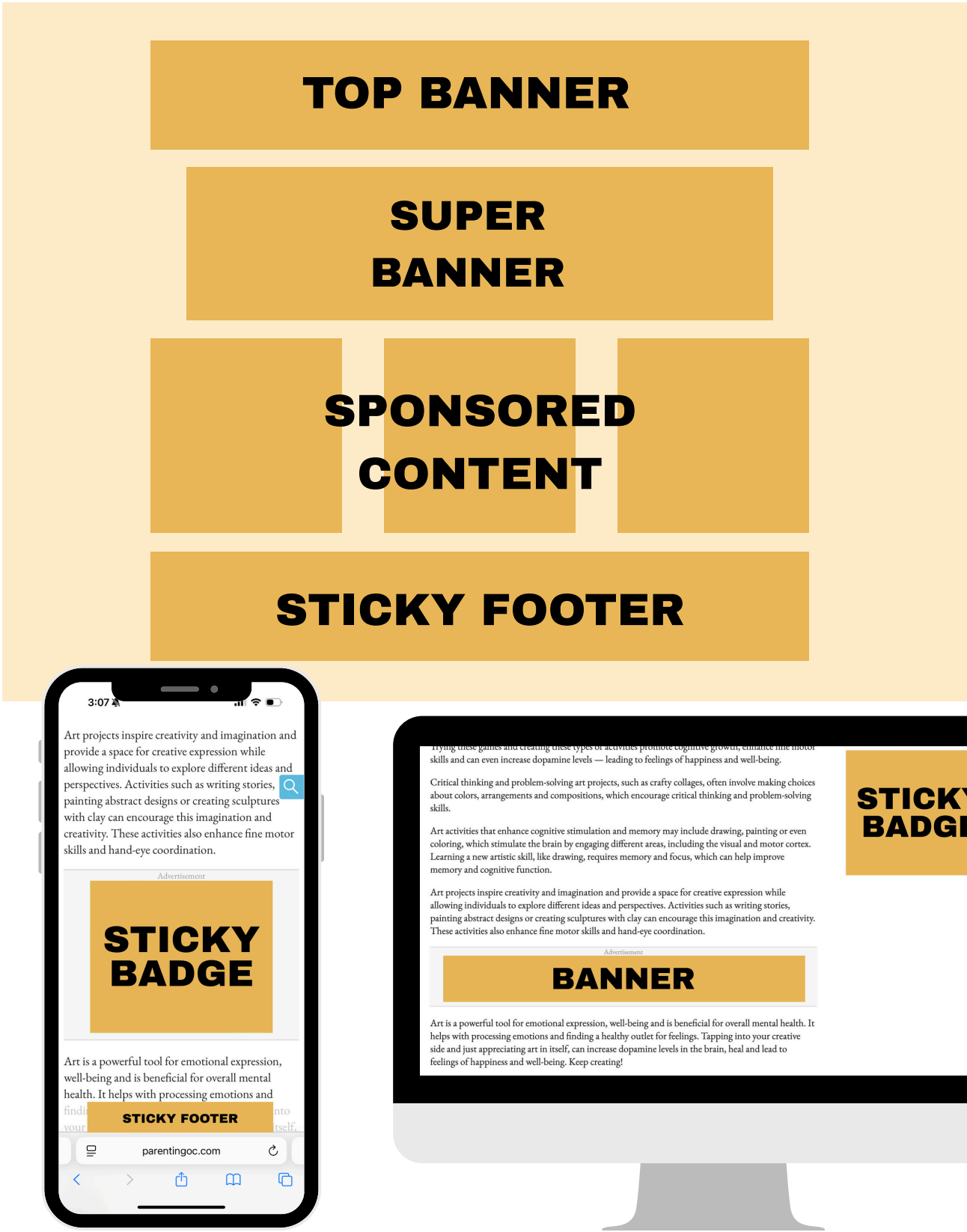
Desktop: 728w x 90h

Mobile: 300w x 50h

Desktop (badge): 300w x 250h

Mobile (banner): 728w x 90h

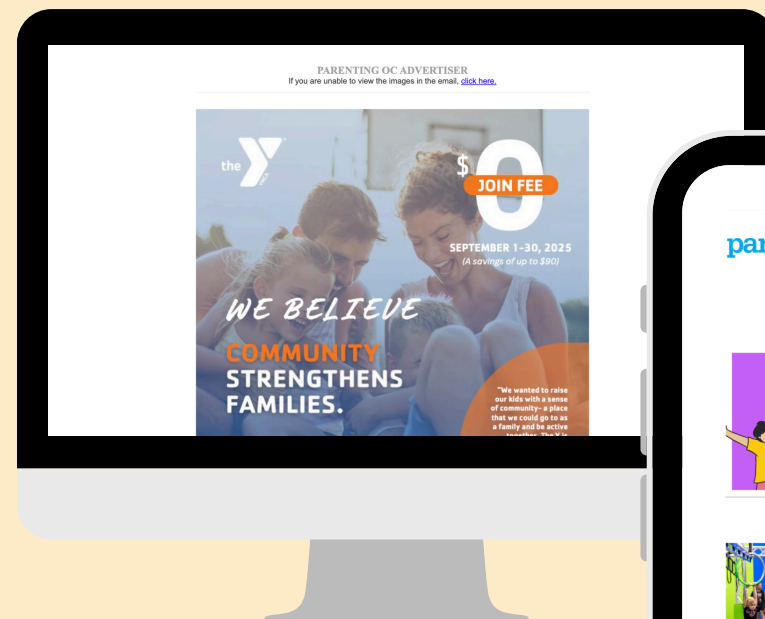
Desktop & Mobile: 970w x 250h



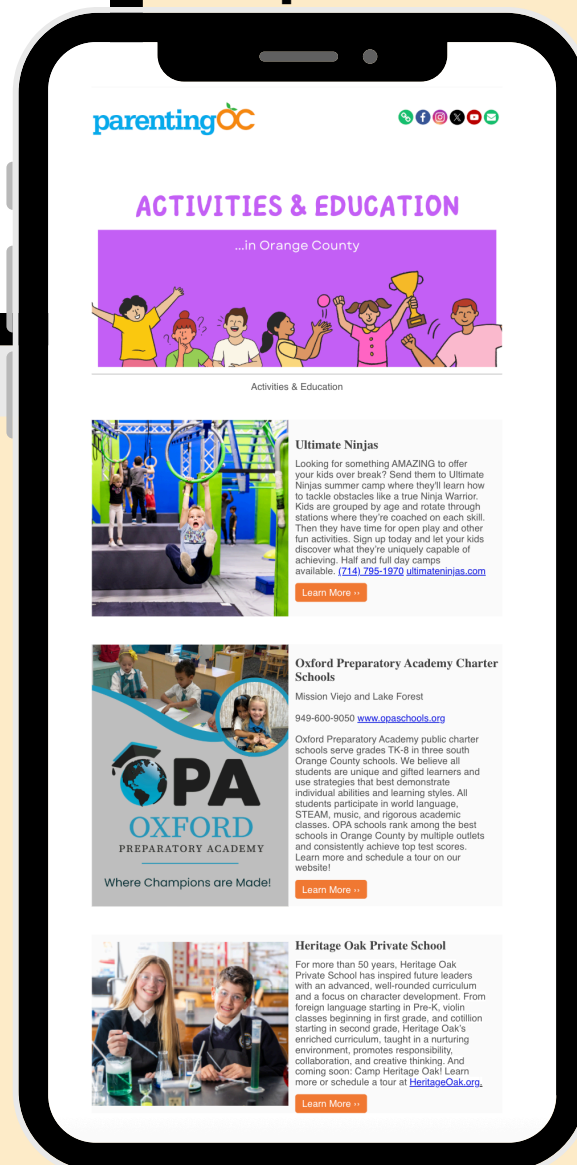


– CUSTOM E-BLASTS, RESULTS DRIVEN –

Subscriber e-Blast



Group e-Blast



- Flexible Ad Art Sizes
- 48-Hour Turnaround

TARGETED E-MAIL CAMPAIGNS

Geo-Targeted e-Blast.....\$50/thousand

20,000-100,000+ OC homes with children.....(\$1,000-\$5,000+)

- Customized demographics
- You choose your zip codes
- High-income households

Parenting OC Subscriber e-Blast (Newsletter List).....\$695

Reach our audience

- 20,000 subscribers
- Average Open Rate: 33%
- Average Click Rate: 10%
- E-Blast Follow-up: Resend to opens.....\$325

Group e-Blast.....\$325

8 clients max per blast. 1 image (300w x 250h) and 75 words

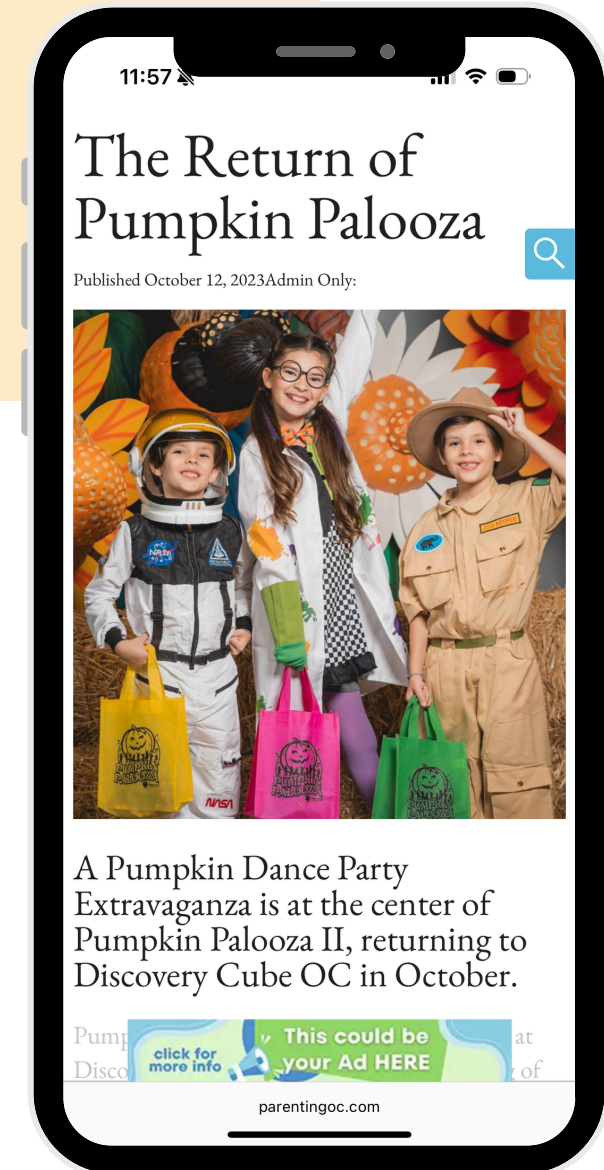
– YOUR STORY, OUR AUDIENCE –

SPONSORED CONTENT


Sponsored content provides great visibility on ParentingOC.com

- You provide 650-words with your choice of 2-3 images.
- Featured on our homepage and on the category page.
- After your campaign, forever searchable on our site (no charge).
- **\$695 per month**

On
desktop
& mobile




Editor's Picks



Where Community Grows

Discover the Montessori, Reggio and Nature-Based Experience at Westcliff Early Learning Academy. Finding the right early learning program in OC...


SPONSORED



Magnolia Science Academy — Orange County Opens in Anaheim

The nonprofit, tuition-free public charter school promises a well-rounded, college-preparatory curriculum emphasizing STEAM. Magnolia Science Academy...

SPONSORED

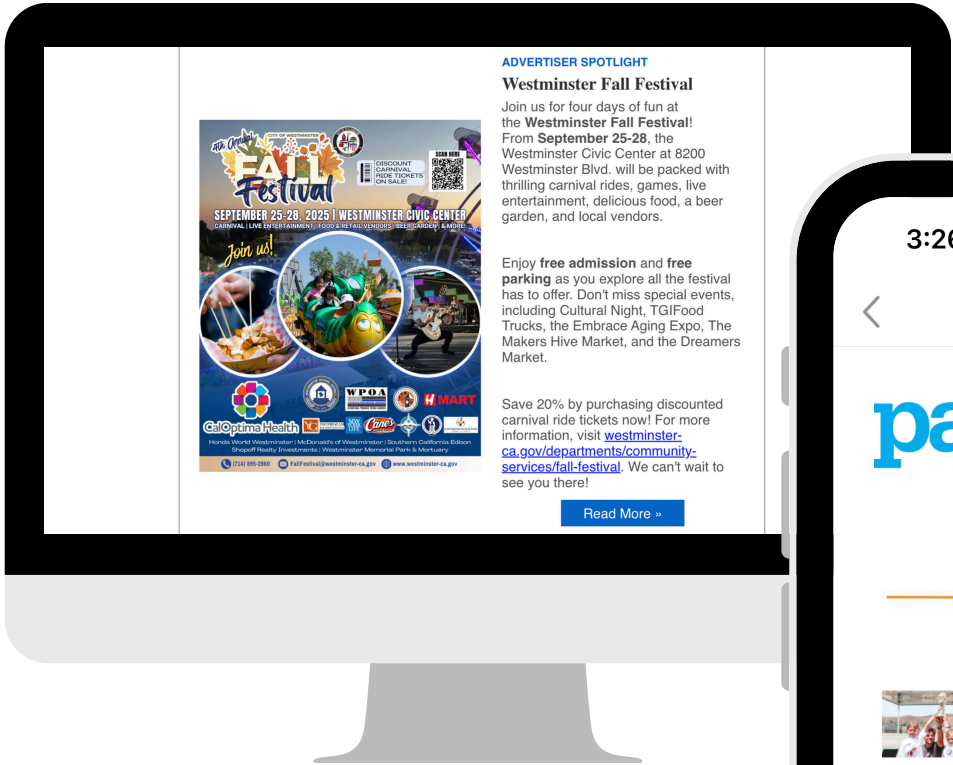


Dive into Ocean Encounter

Discovery Cube Orange County's annual ocean science experience offers fun education while raising awareness. Discovery Cube Orange County is calling families...

SPONSORED

Advertiser Spotlight



Top Banner



WEEKLY NEWSLETTER

- THINGS TO DO • PARENTING NEWS

Leading off with a selection from our editors' top picks for fun things to do in and around OC, our Thursday morning newsletter includes events, family outings, articles of inspiration, resources, expert advice, and much more. Delivered to 20,000 subscribers.

- Open Rate: 32.5%
- Click Rate: 16%

Sent every
Thursday to
20K+
Subscribers

Top Banner

728w x 90h.....\$285 per week

Advertiser Spotlight

100 Words + Image.....\$450 per week

SOCIAL MEDIA

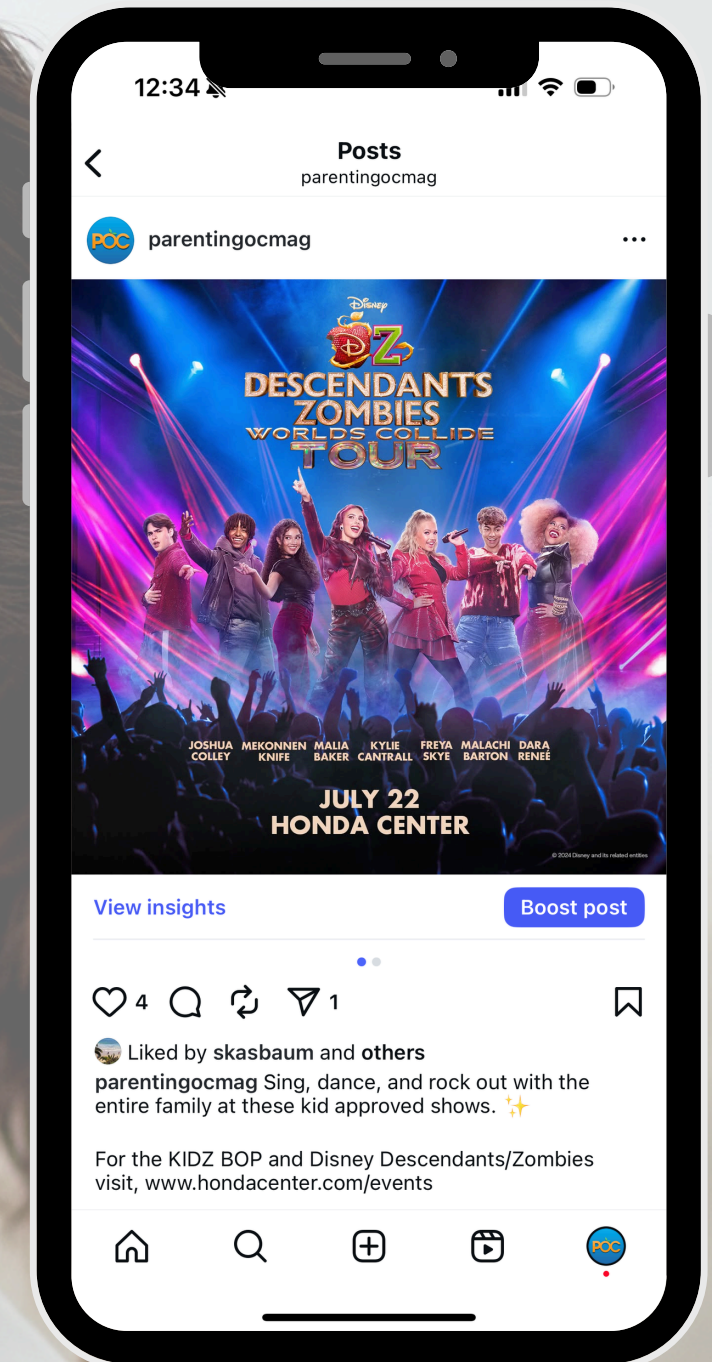
@PARENTINGOCMAG

Reach a combined total of 15,000 unique users.

 Facebook: 9.3K followers

 Instagram: 5.6K followers

- One post across our two platforms
- You provide 2,048w x 2,048h photo at 125 DPI, plus a 280 character or less
- \$395





DIGITAL CONNECTIONS

Let us help connect you with the moms and dads of Orange County

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