



GROUP BUY

LOOKING TO REACH PARENTS THROUGH REGIONAL OR NATIONAL ADVERTISING?

The PMA Group Donated Space Buy offers advertisers a special reduced rate to allow national advertisers to test the power of the local parenting/family market.

Extend your marketing dollars with a low cost, test campaign through the Parenting Media Association's special regional/national group buys through local parenting print packages. This special offer is available up to 3 insertions in a 12 month period.

We make it easy to reach parents through local parenting magazines with one campaign. With so many choices at great prices, the PMA print buy is a great way for national marketers to reach local parents effectively!

DEMOGRAPHIC PROFILE OF OUR READERS



GENDER

78% are female
75% are between the ages of 25-45
38.1 is the average age



EDUCATION

64% have at least a 4 year college degree
20% have a post-graduate degree



EMPLOYMENT

58% work outside their home
Average reader household income: \$91,350



AGES OF CHILDREN

51% have children under 5 years old
71% have children ages 5-12 years old
43% have children ages 13 and older

FULL PAGE \$55,000

HALF PAGE \$30,000

QUARTER PAGE \$20,000

Membership Directory

WESTERN

STATE	PUBLICATION
CALIFORNIA	Bay Area Parent
	Growing Up Santa Cruz
	Kern County Family
	L.A. Parent Magazine
	Mendo-Lake Family Life
	Monterey Parent
	OC Parenting
	Parents' Press
	San Diego Family Magazine
	Sonoma Family Life
COLORADO	Colorado Parent Magazine

Total for Western Region **395,000**

EAST

STATE	PUBLICATION
DISTRICT OF COLUMBIA	Frederick's Child
	Washington Family
	Washington Parent
MARYLAND	Baltimore's Child
	Chesapeake Family
MASSACHUSETTS	Boston Parents' Paper
NEW HAMPSHIRE	Parenting New Hampshire
NEW YORK	Big Apple Parent
	Bronx Family
	Brooklyn Family
	Brooklyn Parent
	Manhattan Family
	Nassau Parent
	Queens Family
	Queens Parent
	Rockland Parent
	S.I. Parent
	Suffolk Parent
	WestchesterFamily
	WestchesterParent
PENNSYLVANIA	Pittsburgh Parent Magazine
VIRGINIA	Fredericksburg Parent
CANADA	Montreal Families

Total for Eastern Region **975,000**

CENTRAL

STATE	PUBLICATION
ILLINOIS	Chicago Parent
INDIANA	Indy's Child
KANSAS	Kansas City Parent
MICHIGAN	Ann Arbor Family
	Metro Parent
OHIO	Cincinnati Parent
	Dayton Parent
	Findlay Area Family
	Northest Ohio Parent
	Toledo Area Parent
WISCONSIN	Coulee Parenting Connection

Total for Central Region **425,000**

SOUTH

STATE	PUBLICATION
ARKANSAS	Little Rock Family
FLORIDA	Broward Family Life
	Flagler Parent
	Florida Family Living
	Giggle Magazine
	Neopolitan Family
	Miami-Dade Family Life
	St. John Parent
	SW Florida Parent & Child
	Volusia Parent
	Atlanta Parent
GEORGIA	Augusta Family Magazine
LOUISIANA	Baton Rouge Parents Magazine
	Nola Family
OKLAHOMA	MetroFamilyMagazine
	TulsaKids Magazine
TENNESSEE	Memphis Parent
	Nashville Parent
TEXAS	Austin Family
	Collin County Child
	DallasChild
	FortWorthChild
	NorthTexasChild

Total for Southern Region **525,000**

TOTAL CIRCULATION
2,295,000

(RATES ARE PER INSERTION, NET OF AGENCY COMMISSION)