



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 Parents' Press San Diego Family Magazine Sonoma Family Life
COLORADO	Colorado Parent Magazine

Total for Western Region **365,000**

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 NassauParent QueensFamily QueensParent Rockland Parent S.I. Parent Suffolk Parent WestchesterFamily WestchesterParent
PENNSYLVANIA	Metrokids Pittsburgh Parent Magazine
VIRGINIA	Fredericksburg Parent
CANADA	Montreal Families

Total for Eastern Region **825,000**

CENTRAL

STATE	PUBLICATION
ILLINOIS	Chicago Parent
INDIANA	Indy's Child
KANSAS	Kansas City Parent
MICHIGAN	Ann Arbor Family Metro Parent
OHIO	Findlay Area Family Northeast Ohio Parent Southwest Ohio Parent Toledo Area Parent
SOUTH DAKOTA	'Hood Magazine

Total for Central Region **375,000**

SOUTH

STATE	PUBLICATION
FLORIDA	Flagler Parent Florida Family Life Florida Family Living Giggle Magazine Neopolitan Family South Florida Family Life St. John Parent Volusia Parent
GEORGIA	Atlanta Parent Augusta Family Magazine
LOUISIANA	Baton Rouge Parents Magazine Nola Family
OKLAHOMA	MetroFamilyMagazine TulsaKids Magazine
TENNESSEE	Memphis Parent Nashville Parent
TEXAS	Austin Family DFWChild

Total for Southern Region **445,000**

TOTAL PRINT CIRCULATION:
2,010,000

(RATES ARE PER INSERTION, NET OF AGENCY COMMISSION)

DIGITAL CAMPAIGNS:

Choose your demographic target of parents including the age ranges of children, household income and geographic location and PMA will serve a dedicated email blast to a minimum of 250,000 parents at \$40/net CPM (minimum buy \$10,000). Dedicated email blast campaign rates will reduce to \$35/net CPM for a 1M+ parents and \$30/net CPM to 5M+ parents.