



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
COLORADO	Sonoma Family Life
	Colorado Parent Magazine
WASHINGTON	ParentMap
	Seattle's Child

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 YORK	Bronx Family
	Brooklyn Family
	NassauParent
	New York Family
	QueensFamily
	Rockland Parent
	S.I. Parent
	Suffolk Parent
	WestchesterFamily
	Metrokids
PENNSYLVANIA	Pittsburgh Parent Magazine
VIRGINIA	Fredericksburg Parent

Total for Eastern Region 725,000

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
	Giggle Magazine
	Neopolitan Family
	South Florida Family-Life
	St. John Parent
GEORGIA	Volusia Parent
	Atlanta Parent
LOUISIANA	Baton Rouge Parents Magazine
OKLAHOMA	Nola Family
	MetroFamilyMagazine
TENNESSEE	TulsaKids Magazine
	Nashville Parent
TEXAS	Austin Family
	DFWChild

Total for Southern Region 365,000

TOTAL PRINT CIRCULATION:
1,910,000

(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.