



# 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 \$47,900**

**HALF PAGE \$27,900**

# Membership Directory

## WESTERN

| STATE             | PUBLICATION   |
|-------------------|---|
| <b>CALIFORNIA</b> | Bay Area Parent East Bay<br>Bay Area Parent San Francisco<br>Kern County Family<br>L.A. Parent Magazine<br>Mendo-Lake Family Life<br>Monterey Bay Parent<br>Parents' Press<br>San Diego Family Magazine<br>Sonoma Family Life |
| <b>COLORADO</b>   | Colorado Parent Magazine  |
| <b>OREGON</b>     | PDX Parent  |
| <b>WASHINGTON</b> | ParentMap<br>Seattle's Child  |

Total for Western Region **365,000**

## EAST

| STATE                       | PUBLICATION   |
|-----------------------------|---|
| <b>DISTRICT OF COLUMBIA</b> | Frederick's Child<br>Washington Family<br>Washington Parent   |
| <b>MARYLAND</b>             | Baltimore's Child<br>Chesapeake Family  |
| <b>MASSACHUSETTS</b>        | Boston Parents' Paper   |
| <b>NEW YORK</b>             | Bronx Family<br>Brooklyn Family<br>Long Island Family<br>New York Family<br>QueensFamily<br>Rockland Parent<br>S.I. Parent<br>WestchesterFamily |
| <b>PENNSYLVANIA</b>         | Metrokids   |
| <b>VIRGINIA</b>             | Fredericksburg Parent   |

Total for Eastern Region **695,000**

## CENTRAL

| STATE               | PUBLICATION  |
|---------------------|--|
| <b>ILLINOIS</b>     | Chicago Parent   |
| <b>INDIANA</b>      | Indy's Child   |
| <b>KANSAS</b>       | Kansas City Parent   |
| <b>MICHIGAN</b>     | Metro Parent   |
| <b>OHIO</b>         | Northeast Ohio Parent<br>Southwest Ohio Parent<br>Toledo Area Parent |
| <b>SOUTH DAKOTA</b> | 'Hood Magazine   |

Total for Central Region **375,000**

## SOUTH

| STATE            | PUBLICATION  |
|------------------|--|
| <b>FLORIDA</b>   | Flagler Parent<br>Neopolitan Family<br>St. John Parent<br>Volusia Parent |
| <b>GEORGIA</b>   | Atlanta Parent   |
| <b>LOUISIANA</b> | Baton Rouge Parents Magazine<br>Nola Family                              |
| <b>OKLAHOMA</b>  | MetroFamilyMagazine<br>TulsaKids Magazine                                |
| <b>TENNESSEE</b> | Nashville Parent   |
| <b>TEXAS</b>     | Austin Family<br>DFWChild  |

Total for Southern Region **315,000**

**TOTAL PRINT CIRCULATION:**  
**1,830,000**

(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.