



# 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
CALIFORNIA	Bay Area Parent East Bay
	Bay Area Parent San Francisco
	Kern County Family
	L.A. Parent Magazine
	Mendo-Lake Family Life
	Monterey Bay Parent
	Parents' Press
	San Diego Family Magazine
	Sonoma Family Life
	COLORADO
OREGON	PDX Parent
WASHINGTON	ParentMap
	Seattle's Child

Total for Western Region **365,000**

## EAST

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

Total for Eastern Region **695,000**

## CENTRAL

STATE	PUBLICATION
ILLINOIS	Chicago Parent
INDIANA	Indy's Child
KANSAS	Kansas City Parent
MICHIGAN	Metro Parent
OHIO	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
	Neapolitan Family
	St. John Parent
GEORGIA	Volusia Parent
	Atlanta Parent
LOUISIANA	Giggle Magazine
	Baton Rouge Parents Magazine
OKLAHOMA	Nola Family
	MetroFamilyMagazine
TENNESSEE	TulsaKids Magazine
	Nashville Parent
TEXAS	DFWChild

Total for Southern Region **315,000**

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

(RATES ARE PER INSERTION, NET OF AGENCY COMMISSION)

## New Digital Opportunity

### Reach Parents Across the United States

For the first time, reach and visibility is accessible in multiple local markets across the country in one ad buy.

A coalition of influential online local Parenting publishers are offering premium digital ad inventory exclusively in partnership with Broadstreet Ads.

**\$12,500 per month**

Maximum availability: 1.1 million Impressions per month on average  
300x600 image or HTML5 creatives

- Superior audience and content quality
- Above the fold 300x600 slide-in positions
- Exclusive opportunity - only 1 advertiser

**Performance:** Detailed impression and click reports containing timestamped, geographic user engagement data.