



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 (Bakersfield)
	L.A. Parent Magazine
	Mendo-Lake Family Life
	Monterey Bay Parent
	Parents' Press (San Francisco)
	San Diego Family Magazine
COLORADO	Sonoma Family Life
	Colorado Parent Magazine (Denver)
OREGON	PDX Parent (Portland)
WASHINGTON	ParentMap (Seattle)
	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 (Annapolis)
	Frederick's Child
	Washington Family (D.C.)
	Washington Parent (D.C.)
MASSACHUSETTS	Boston Parents' Paper
NEW YORK	Bronx Family
	Brooklyn Family
	Long Island Family
	New York Family
	QueensFamily
	Rockland Parent
	S.I. Parent (Staten Island)
	WestchesterFamily
PENNSYLVANIA	Metrokids (Philadelphia)
VIRGINIA	Charlottesville Family
	Fredericksburg Parent
	Washington Family (D.C.)
	Washington Parent (D.C.)

Total for Eastern Region **695,000**

CENTRAL

STATE	PUBLICATION
ILLINOIS	Chicago Parent (Digital Edition Only)
INDIANA	Indy's Child
KANSAS	Kansas City Parent
MICHIGAN	Ann Arbor Family (Digital Edition Only)
	Metro Parent (Detroit) (Digital Edition Only)
OHIO	Cincinnati Family
	Northeast Ohio Parent (Cleveland)
	Southwest Ohio Parent (Cincinnati)
	Toledo Area Parent
	'Hood Magazine (Sioux Falls)
SOUTH DAKOTA	

Total for Central Region **375,000**

SOUTH

STATE	PUBLICATION
FLORIDA	Flagler Parent
	Giggle Magazine (Gainesville)
	Neapolitan Family (Naples)
	St. John Parent
	Volusia Parent
GEORGIA	Atlanta Parent
LOUISIANA	Baton Rouge Parents Magazine
	Nola Family
OKLAHOMA	MetroFamilyMagazine (Oklahoma City)
	TulsaKids Magazine
TENNESSEE	Nashville Parent
TEXAS	DFWChild (Dallas/Ft. Worth)

Total for Southern Region **315,000**

TOTAL PRINT CIRCULATION:
1,750,000

(RATES ARE PER INSERTION, NET OF AGENCY COMMISSION)

New Digital Opportunity

\$17,900 per month

Maximum availability: 700,000 Impressions per month on average

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.

- Superior audience and content quality
- Above the fold **slide-in native ad**. Client provides a **600 x 600 logo**, **600 x 600 image**, **Headline** (up to 50 characters), **description** (up to 150 characters) and a **URL** to which the native slide-in ad will link. Headlines and descriptions should be changed and rotated every 1-2 weeks.
- Exclusive opportunity - only 1 advertiser

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