



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 (Digital Edition Only)
	Monterey Bay Parent
	Parents' Press (San Francisco) (Digital Edition Only)
	San Diego Family Magazine
	Sonoma Family Life (Digital Edition Only)
	PDX Parent (Portland)
OREGON	PDX Parent (Portland)
	Parent Map (Seattle)
WASHINGTON	Parent Map (Seattle)
	Seattle's Child

Total Print **149,000**
Total Digital Edition Sends **1,595,000**

EAST

STATE	PUBLICATION	
DISTRICT OF COLUMBIA	Washington Family	
	Washington Parent (Digital Edition Only)	
MARYLAND	Baltimore's Child	
	Chesapeake Family (Annapolis)	
	Frederick's Child	
	Washington Family	
	Washington Parent (Digital Edition Only)	
MASSACHUSETTS	Boston Parents' Paper (Digital Edition Only)	
NEW YORK	Bronx Family	
	Brooklyn Family	
	Long Island Family	
	New York Family	
	QueensFamily	
	Rockland Parent	
	S.I. Parent (Staten Island)	
	WestchesterFamily	
	PENNSYLVANIA	Philadelphia Metrokids
	Pittsburgh Parent (Digital Edition Only)	
VIRGINIA	Charlottesville Family**	
	Fredericksburg Parent	
	Washington Family	
	Washington Parent (Digital Edition Only)	

Total Print **519,500**
Total Digital Edition Sends **225,000**

CENTRAL

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

Total Print **144,600**
Total Digital Edition Sends **118,600**

SOUTH

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

Total Print **148,000**
Total Digital Edition Sends **696,000**

TOTAL PRINT CIRCULATION:
981,000

TOTAL DIGITAL EDITION SENDS:
2,534,600

(RATES ARE PER INSERTION, NET OF AGENCY COMMISSION)

* = Publishes 6x per year ** = Publishes 2x per year

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.