



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 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)	
OREGON	PDX Parent (Portland)
WASHINGTON	Parent Map (Seattle)

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	
MASSACHUSETTS	Washington Parent (Digital Edition Only)	
	Boston Parents' Paper (Digital Edition Only)	
	NEW YORK	Bronx Family
NEW YORK	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)	
	Charlottesville Family**	
VIRGINIA	Fredericksburg Parent	
	Washington Family	
	Washington Parent (Digital Edition Only)	

Total for Eastern Region **825,000**
Total Digital Edition Sends **225,000**

CENTRAL

STATE	PUBLICATION
INDIANA	Indy's Child
KANSAS	Kansas City Parent
OHIO	Northeast Ohio Parent (Cleveland)
	Southwest Ohio Parent (Cincinnati/Dayton)
	Toledo Area Parent*
SOUTH DAKOTA	'Hood Magazine (Sioux Falls)

Total for Central Region **114,600**
Total Digital Edition Sends **98,600**

SOUTH

STATE	PUBLICATION
FLORIDA	Giggle Magazine (Gainesville)
	Neopolitan Family (Naples)
GEORGIA	Atlanta Parent
LOUISIANA	Baton Rouge Parents
	NoLa Family
OKLAHOMA	MetroFamilyMagazine* (Oklahoma City)
	TulsaKids Magazine
TENNESSEE	Nashville Parent
TEXAS	DFWChild* (Dallas/Ft. Worth)

Total for Southern Region **163,500**
Total Digital Edition Sends **602,000**

TOTAL PRINT CIRCULATION:
1,252,100

TOTAL DIGITAL CIRCULATION:
2,514,600

(RATES ARE PER INSERTION, NET OF AGENCY COMMISSION)

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

PMA DIGITAL GROUP BUY ADD-ON

Digital your way! Choose from one or more of the following:

- Dedicated email blast to the demographic and geographic targets of your choice: 250,000 emails: \$5000
- In-line ads (728 x 90 or 300 x 600) to the demographic and geographic targets of your choice: 250,000 impressions: \$5000
- Slide-in native ads on participating PMA websites: 250,000 impressions: \$5000