CINCINNATI PARENT

MEDIA KIT 2016

CELEBRATING 30 years 1986-2016

Cincinnati Parent Magazine • 9435 Waterstone Blvd. Suite 140 • Cincinnati, OH 45249
Phone: 513-444-2015 • Fax: 317-722-8510 • www.CincinnatiParent.com

WELCOME TO CP MEDIA

CONNECTING WITH FAMILIES FOR THREE DECADES!

Cincinnati Parent was launched in 1986 as a resource for parents in the Greater Cincinnati area and since then has become the "go to" publication for local families. From informative articles, education and childcare resources, seasonal activity guides and our ever-popular calendar of local events, readers know they can count on *Cincinnati Parent* to deliver a magazine that speaks to their interests and needs each and every month.

Today's parents are savvy consumers and we have kept up our pace by connecting with them across every platform possible – through our **web site**, **print publication**, **Facebook** and **Twitter**, **e-newsletters** and **face-to-face events**. In our current advertising culture, the opportunities for marketing are endless. Our team specializes in learning your needs and designing a sales package that is ideal for your unique requirements. We offer many different options and will work with you to personalize a plan that suits your specific business or organization.

PROUD MEMBER

PMA
PARENTING MEDIA ASSOCIATION

CINCINNATI
PARENT

"Your magazine ensures that I never hear the words "Mom, I'm bored!" again. Thank you so much for all of your hard work!"

— Carrie S.

"If there's one thing I have to say about *Cincinnati Parent*, it's that my kids appreciate the multitude of entertainment suggestions. And you know as well as I do that if they're happy, mom's happy."

— Suzanne F.

"Your magazine is always part of our annual budget because the results we get are unmatched by any other form of media that we've tried. You know what you're doing."

— Veronica S.

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THE *CINCINNATI PARENT* BRAND

Cincinnati Parent is a **free**, **monthly magazine** and proud member of the Parenting Media Association (PMA), an organization dedicated to providing quality parenting publications to families. We were honored to receive **EIGHT PMA awards** for outstanding achievement in **design**, **editorial**, and **digital** categories in 2015. (We were also a gold winner in 2014!)

Our primary objective is to **connect** with parents throughout the Cincinnati area by providing engaging content. We have many avenues to achieve this goal through our various marketing platforms. Our sales team will collaborate with you to build a package that best fits your needs.

PRINT

Every month 34,000 copies of *Cincinnati Parent* are printed and distributed to 400+ locations, including every Kroger in Greater Cincinnati and Northern Kentucky. Current readership is estimated at 85,000. Our full-color, glossy magazine encourages readers to pick us up each month.

PRINT OPPORTUNITIES: Advertising, Sponsored Content, Directory Listings

FACE-TO-FACE

Cincinnati Parent meets families at various events throughout the year. We are happy to disseminate your information at these events.

FACE-TO-FACE OPPORTUNITIES:
Talk with our sales team if you're interested in having *Cincinnati Parent* partner with you for your event.

DIGITAL

[WEB SITE]

CincinnatiParent.com has an average of 75,000 visitors each month. We offer a comprehensive searchable calendar with hundreds of local events, guides, directories, a popular blogger network, up-to-date informative articles, contests and much more.

WEB SITE OPPORTUNITIES:
Banner Ads, Sponsored Content, Online Spotlight, Contests

[E-NEWSLETTERS]

Our weekly e-newsletter has 8,500 subscribers and is sent out every Thursday with top picks for the upcoming weekend.

E-NEWSLETTER OPPORTUNITIES:
Weekly Sponsor, Leaderboard Ad, Intro (this is at the top of the e-newsletter and is approximately 100 words with an image or logo), Contests, Dedicated E-Blasts

[SOCIAL MEDIA]

Facebook and Twitter connect us to our target audience in an almost immediate fashion. We've developed a consistent following and help businesses take advantage of the rapport we've developed with our readers. Our current Facebook Fans number 20,000 and we have 3,000 followers on Twitter.

SOCIAL MEDIA OPPORTUNITIES:
Sponsored Shout-Outs, Contests

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DEMOGRAPHICS

Results based on 2013 survey of 8400 readers of Parenting Media Association performed by Readex Research of Stillwater, MN.

PURCHASING HABITS

51% of respondents said advertisements are important to them. 87% use ads in PMA magazines to make purchasing decisions in some form.

77% are the primary shopper for their children, 74% for the home and 43% for their spouse.

79% said they would attend a PMA members' kids expo, followed, in preference, by a health & fitness expo, an education fair, parenting series, camp fair and baby fair.

40% of readers are planning to send their child to a day camp in the next 12 months, followed by community programs, specialty camps, overnight camps and travel camp.

26% said they definitely would consider sending their child to an independent/private school, and 35% possibly would consider it.

HAVING THIS EXCLUSIVE TARGET MARKET AT YOUR FINGERTIPS IS WHAT MAKES US A VALUABLE RESOURCE FOR THOUSANDS OF LOCAL BUSINESSES.

READER DEMOGRAPHICS

89% of respondents are females. 38% of them are between ages 35-44, and 31% are between ages 25-34 (median age is 37).

36% of them are college graduates and 19% have a post-graduate degree, while 24% have some college. 43% are employed full time outside the home, 31% are not.

18% earned $50,000-$69,999, 12% earned $70,000-$84,999, and 14% earned $100,000-$149,999 in total household income before taxes in 2012 (median income is $64,300).

41% of respondents have children under age 5, and 44% have children ages 5-9. 45% are a stay-at-home parents, while 34% use child care.

Almost all readers (96%) indicated their PMA magazine helps them identify service providers for their family. Family entertainment was No.1 (90%), followed closely by classes, camps, travel, schools, sports, doctors/dentists, health specialists, tutors and professional services.

4% of readers visit member web sites at least once a week, 11% visit 2-3 times a month, and 16% visit once a month.

95% say the calendar of events is vital, followed by articles on education (88%), health-related articles (87%), arts/entertainment (83%), home life (79%), travel (63%), books/video reviews (56%), summer camps (53%) and birthday planning (49%).

Team sports, swimming and music were close in ranking as popular after-school activities, followed by dance, academics, gymnastics, after-school programs, art, martial arts, fitness and others.

ONLINE ADVERTISING

Each month, over **75,000** people visit CincinnatiParent.com, and that number is on the rise. With web-based publications becoming more popular, it is no surprise over 60% of the visitors to our web site are new this year.

27% open-rate (high for industry standards)

85% of surveyed audience say they enter the contests

We offer our partners and visitors FREE "shout-outs" to our **20,000+ "very active" Facebook Fans.**

"I love the weekly e-newsletter. It saves me tons of time to have suggestions, coupons, contests and info right in my inbox every week!"

— Tori H.

The most visited page on our site is the **calendar page**

On average, each visitor views **3 pages per visit**

Each week, over 8,500 parents receive our e-newsletter.

Cincinnati Parent's e-newsletter keeps parents up to date on local events, community highlights and exclusive contests. The number of subscribers continues to grow at an upward trend.

"I love the *Cincinnati Parent* website! I cannot tell you how many times I have used resources listed. Thanks *Cincinnati Parent*!"

— Sarah C.

AVAILABLE UPON REQUEST

SOCIAL MEDIA, WEB SITE & E-NEWSLETTER PACKAGES

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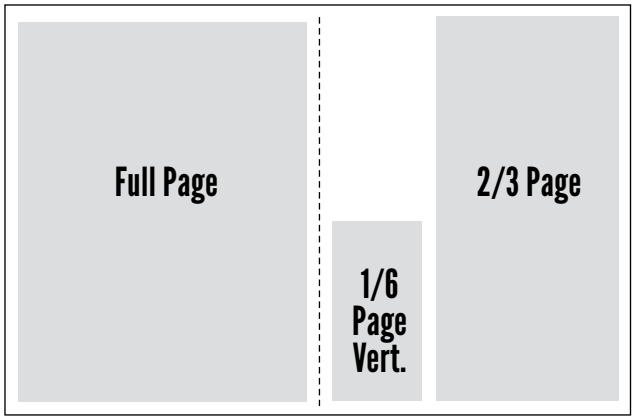
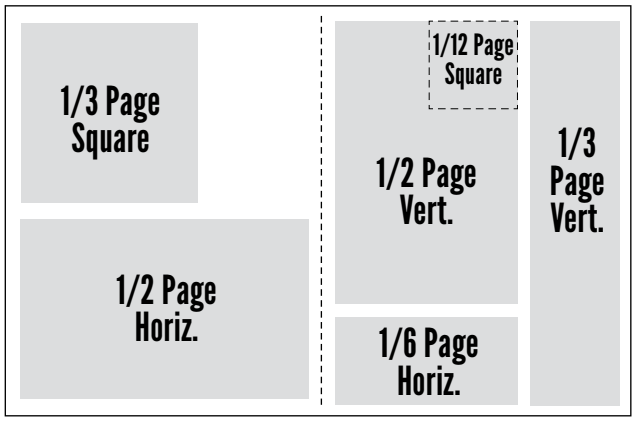
2016 EDITORIAL CALENDAR

*PRESCHOOL & EDUCATION DIRECTORY AVAILABLE YEAR ROUND

ISSUE	ADVERTISING SECTIONS	SPACE RESERVATION	AD COPY DUE
JANUARY	The Education Issue - Private, Public, Online, Charter, etc., Your Family's Health & A Guide to Cincinnati Area Hospitals, Best of Winter Sledding in Cincy, **AFTERSCHOOL ACTIVITY DIRECTORY**	December 2nd	December 4th
FEBRUARY	Maternity & Baby Issue #1, Summer Camps, Pediatric Dentistry, Montessori Schools, Best Indoor Play Venues in Cincy, **CAMP & SUMMER PROGRAM DIRECTORY**	January 6th	January 8th
MARCH	Family Travel, Summer Camps, Introducing Your Child to the Arts (museums, symphony, theater, etc.), Best Hidden Gems in Cincy, **CAMP & SUMMER PROGRAM DIRECTORY**	February 3rd	February 5th
APRIL	Family Travel, Summer Camps, Special Autism Section, Women's Health, Best Rainy Day Outings in Cincy, **CAMP & SUMMER PROGRAM DIRECTORY**	March 3rd	March 5th
MAY	Family Travel, Summer Camps, Foster Care, Students Who Shine, Children's Mental Health, Best One Tank Getaways in Cincy, **CAMP & SUMMER PROGRAM DIRECTORY**	April 7th	April 9th
JUNE	100 Days of Summer Fun, Summer Learning Loss, Summer Camps, Best Ice Cream Spots in Cincy, **CAMP & SUMMER PROGRAM DIRECTORY**	May 5th	May 7th
JULY	Baby & Maternity Issue #2, Pediatric Care, Online Academies, Summer Fun Without the Sun, Best Burgers in Cincy, Birthday Parties	June 2nd	June 4th
AUGUST	Back to School Issue, Preschools, After School Classes & Enrichment, Best Family Friendly Restaurants in Cincy, **AFTERSCHOOL ACTIVITY DIRECTORY**	July 7th	July 9th
SEPTEMBER	Private School Issue, Fall Break Ideas, Foster Care, Best Fall Festivals in Cincy	August 4th	August 6th
OCTOBER	Preschool Enrichment Opportunities, Fall Fun & Festivals, Breast Cancer Awareness, Best Pumpkin Patches in Cincy, **FALL FUN DIRECTORY**, **OPEN HOUSE DIRECTORY**	September 2nd	September 4th
NOVEMBER	Adoption Options, Introducing Your Child to Music, Best Museums for Kids in Cincy, **OPEN HOUSE DIRECTORY**	October 6th	October 8th
DECEMBER	Holiday Issue, School Director Profile, Preschools, Twelve Days of Holiday Giveaways, Best Places to Visit Santa in Cincy	November 3rd	November 5th

DISPLAY AD RATES





FULL COLOR RATES

Ad Size	3x	6x	12x
Full	2480	2280	2025
2/3	1950	1795	1595
1/2	1435	1335	1190
1/3	780	735	690
1/6	535	510	470
1/12	305	280	260
Page 3	2765	2575	2350
Inside Front	3120	2920	2670
Ctr Spread	3790	3620	3410
Inside Back	2960	2750	2645
Back Cover	3510	3300	3090

AD SIZES

Full Page	7.875" x 10.25"
2/3 Page	4.75" x 9.875"
1/2 Vertical	4.75" x 7.25"
1/2 Horizontal	7.875" x 4.75"
1/3 Square	4.75" x 4.75"
1/3 Vertical	2.75" x 9.875"
1/6 Vertical	2.75" x 4.75"
1/6 Horizontal	4.75" x 2.25"
1/12 Square	2.25" x 2.25"

Directories/Editorial Guides 75 per listing

All dimensions are WIDTH x HEIGHT and are in INCHES.

AGENCY RATES:

Rates shown here are **net**.
Agencies MUST add their commissions to the above rates before presenting to clients as "gross" price.

OTHER SPECS:

Center Spread/ Double Truck:
Bleeds: 17.25"W x 11.25"H
Trim: 16.75"W x 10.75"H
Safe Area: 16.25"W x 10.25"H

Cute Calendar Ad Specs:
7.875"W x 1.2"H

Full Page Bleed Specs:
8.625"W x 11.25"H
Trim: 8.375"W x 10.75"H

Front Cover Ad Specs:
Bleeds: 8.875"W x 1.325"H
**Must include for the left and right sides and bottom of ad.*
Trim: 8.375"W x 1.05"H
Safe Area: 7.875"W x 0.875"H

LOOKING FOR A PACKAGE?

WE CAN WORK WITH YOU TO CREATE A VARIETY OF COMBINATIONS AT ONE FLAT PRICE. **JUST ASK!**

BLEED: refers to printing that goes beyond the edge of the sheet before trimming. *Must include for all center spreads or double truck ads, and must include for front cover ads.

TRIM: indicates where the magazine is cut off by the printer. *Please do not include any type of border around the outside of your ad.

SAFE AREA: also known as the live area, or the area where all text/images/logos should stay within and are not in risk of being cut off.

AD REQUIREMENTS

ACCEPTABLE FORMATS

We accept ads electronically via **email**. We support only the following applications: InDesign CS, Illustrator CS and Photoshop CS. Files are accepted as high-resolution press-ready PDF format only.

All **PDF** formats must be in one of these three formats and resolutions: CMYK - 300 dpi @ 100%, Grayscale - 300 dpi @ 100%, or Bitmap - 600 dpi @ 100%. It is the advertiser's sole responsibility to provide a usable file. Questions about formats and specifications should be directed to Katie Clark at **katie@cincinnatiparent.com**.

REVERSE PRINT

Because we are printed on a form of **newsprint**, type that is white or lighter than the background may bleed the darker background into the type. We do not recommend doing this unless the type is large & sans serif. If the ad copy is received from your art department in this form we will assume you understand the risk involved. The publisher will **not be held liable** if the reverse print issue becomes a problem.

CANCELLATIONS & BILLING

Cancellations are not accepted after closing date.

All clients **must prepay** with a credit card on file. Invoiced clients must remit payment within 30 business days to avoid 15% late fees each month.

PROOFS

We do not provide proofs to businesses that submit their own advertisements. If we create your advertisement you will receive **TWO PROOFS ONLY**: An initial proof to make any changes to and a final proof to verify. Multiple changes will result in additional fees.

PRICES

Prices are **net**, not gross. Agencies must add on their own fees when selling ads. We will not give price deductions to account for agency commissions. Any fees that you charge your client must be added to the price of the advertisement.

CONTACT US

It is **our goal to serve you**, our advertisers, to the best of our abilities, while also reaching the parents of Greater Cincinnati with quality content, events, news and more.

If you would like to reach us, please feel free to contact one of the individuals to the right.

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For complete information on website and e-newsletter advertising opportunities, please ask about our 2016 **Online Media Kit.** Also, make sure to ask about 2016 Events!

Don't forget to browse our website at www.cincinnatiparent.com for directories, contests, calendar of events, blogs, special needs resources, and more.

Also, connect with us in **social media**, **"Like" us on Facebook @Cincinnati Parent Magazine** and **Follow us on Twitter @CincinnatiParent** for more access to news, events and exclusive contests.

We are continuously looking for ways to assist you, so please feel free to ask us any questions you might have—we'll always work with you to find **what best suits your needs**.

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