

BayAreaParent[™] 2016 Media Kit



Bay Area Parent is the Bay Area's #1 media company reaching parents and families. Established in 1983, *Bay Area Parent* connects advertisers with highly engaged parents through its integrated solutions: *Bay Area Parent* magazine, BayAreaParent.com, Email and Enewsletters, social media and events. *Bay Area Parent* delivers a total print and digital reach of 314,000 parents monthly from 6 Bay Area counties. *Bay Area Parent* also delivers a highly targeted audience, trusted editorial content and efficient return on investment that can include lead generation, commerce, social engagement, branding and more.

Editorial & Advertising Calendar

January

- Special Edition: S.T.E.A.M.
- Health, Fitness, Beauty & Wellness
- Family Financial & Legal Planning
- Martin Luther King Jr. Day Celebrations/Community Service Opportunities
- Digital Campaign: *Best of the Best*
- Digital Directory: *Open House Directory*; *Family Resource Guide*
- Event: S.T.E.A.M. Fair

February

- Special Edition: Special Needs
- Dental, Medical & Health
- Planning for Summer Camp
- Valentine's Day & Lunar New Year Events
- Special Publication: *Summer Survival Guide*
- Digital Campaign: *Best of the Best*
- Digital Directory: *Open House Directory*; *Family Resource Guide*
- Event: S.T.E.A.M. Fair

March

- Special Edition: Special "Flip" Book - Camps & Baby
- Summer Camp Help
- Enrichment: Music, Dance, Theater & Art
- St. Patrick's Day & Other Cultural Celebrations
- Digital Edition: *S.T.E.A.M.*
- Digital Campaign: *Best of the Best*
- Digital Directory: *Open House Directory*
- Events: *2 Camp Fairs*

April

- Connecting Kids to Nature – Earth Day Events, Environment, Travel
- Focus on Food: Nutrition, Cooking Classes & Recipes
- Round-up of Easter & Spring Celebrations
- Digital Edition: *Teen Focus*
- Digital Campaign: *Best of the Best*

May

- Special Edition: Stages of Childhood – Pregnancy, Baby, Elementary Years, Tween/Teen & College
- Honoring Mom
- Final Summer Camp Preparation
- Mother's Day Events & Celebrations
- Special Publication: *Childcare & Preschool Finder*
- Digital Edition: *Destination Summer*

June

- Summertime Activities
- Travel, Vacation Ideas & Tips
- Honoring Dad & Father's Day Events
- Celebrate the New Graduate
- Where to Stay Cool: Water Play Venues & Playgrounds
- Digital Editions: *Summer Fun & Party*

July

- Special Edition: Profiles
- Birthday Party Support
- Summer Activities
- Crafts & Projects
- Fourth of July Celebrations
- City Highlights & Destinations
- Special Publication: *Best of the Best*
- Digital Editions: *Summer Fun & Party*

August

- Special Edition: Back-to-School
- School Plus: Pre & Post School Programs, Enrichment Opportunities & Sports Programs
- End of Summer Travel
- Late Season Outdoor Events & Community Movies
- Special Publication: *Education & Enrichment Guide (SV)*
- Digital Edition: *Back to School*; *Summer Fun & Party*

September

- Special Edition: Special "Flip" Book - Teen/College Prep & Open House
- Education & Enrichment
- Guide to Fall Festivals
- Digital Edition: *Fall & Winter Fun*
- Digital Directory: *Open House*
- Event: Education Fair

October

- Special Edition: Pediatric Medical/Dental News and Help, from Pregnancy to Teen
- Halloween & Harvest Festival Events
- Pumpkin Patches
- Special Publication: *Education & Enrichment Guide (SF) & (EB)*
- Digital Editions: *Winter Camps*; *Fall & Winter Fun*; *Teen Focus*
- Digital Directory: *Open House*

November

- Special Edition: Finances, Professional Services & Grandparents • Thanksgiving
- Winter Camps • Nutcracker Performances
- Ice-skating Rinks • Grandparents
- Digital Editions: *Holiday Guide*; *Fall & Winter Fun*
- Digital Directory: *Family Resource Guide*; *Open House*
- Event: *Family Resource Fair*

December

- Special Edition: Holidays, Including Gifts, Recipes, Theater, Music & Tree-lightings
- Holiday Volunteering & Donating Opportunities • Christmas Tree Farms
- Winter Travel Guide – Ski & Snow trips
- Special Publication : *Family Resource Guide*
- Digital Editions: *Fall & Winter Fun*
- Digital Directory: *Family Resource Guide*; *Open House*
- Event: *Hiller – Noon Years Eve*

Rates

Bay Area Parent Monthly

Size	Frequency	Silicon Valley	SF/Pen/Marin	East Bay
Full	1x	\$3,276	\$3,044	\$2,772
	12x	\$2,457	\$2,283	\$2,079
3/4	1x	\$2,622	\$2,439	\$2,219
	12x	\$1,967	\$1,829	\$1,664
1/2	1x	\$1,852	\$1,711	\$1,566
	12x	\$1,389	\$1,283	\$1,175
3/8	1x	\$1,507	\$1,345	\$1,226
	12x	\$1,130	\$1,009	\$920
1/4	1x	\$1,034	\$926	\$846
	12x	\$776	\$695	\$635
1/8	1x	\$594	\$532	\$480
	12x	\$446	\$399	\$360
1/16	1x	\$325	\$287	\$260
	12x	\$244	\$215	\$195

Discounts off open rate: 3x 8%, 6x 15%; Preferred positions (premium) – Back Cover 35%; Inside Front Cover 25%; Page 3 15%; Inside Back Cover 15%; Center Fold 15%; Position requests 15%. Graphic design included in the cost of the ad (2 proofs maximum). Rates include full color. Contact your Account Executive for additional details including rates for all special publications, sponsorships, email, newsletters, website and digital opportunities, and special rate programs.

Events

Exhibitor Booth: \$375
 Event Program Guide: \$250
 full page, \$150 half page
 Event sponsorships
 are available.

Digital Editions

Full Page: \$600

Targeted Email

Targeted by region, double-opt-in, organic house list
 \$600 per region

Ad Specifications

1/16	1.594 x 2.281	1/8	3.312 x 2.281
1/4	3.312 x 4.687	3/8	3.312 x 7.094
1/2v	3.312 x 9.5	1/2h	6.75 x 4.687
3/4	6.75 x 7.094	Full Page	6.75 x 9.5
Full Page			
Bleed:			
Live Area	7 x 9.75	Digital Edition	7.5 x 10.25
Trim	7.5 x 10.25	Full Page	
Bleed	8 x 10.75		

For a full specification sheet or for ad sizes in the *Family Resource Guide*, please contact your Account Executive.

Our Readers

The key decision makers for many family purchases:

74% frequently purchase products/services from ads seen in *Bay Area Parent*

50% have an average income of over \$75,000, 43% higher than market average

51% have graduated from college, 96% higher than market average

The following purchases for products/services are planned by *Bay Area Parent* readers in the next 12 months:

48% Summer Camps

67% Pediatricians

68% Education/Classes

65% Vacations/Travel

*Source- 2014 CVC Circulation & Readership Study Data

Distribution

Silicon Valley: 45,500 print copies + 14,500 digital subscribers = 60,000 total distribution (123,700 readership)

SF/Pen/Marin: 35,400 print copies + 13,500 digital subscribers = 47,900 total distribution (98,460 readership)

East Bay: 43,350 print copies + 12,500 digital subscribers = 55,850 total distribution (116,540 readership)

Summer Survival Guide: 75,000 print copies + 28,800 digital subscribers = 103,800 total distribution (208,800 readership)

Baby: 40,000 print copies + 25,600 digital subscribers = 65,600 total distribution (121,600 readership)

Childcare & Preschool Finder: 32,000 print copies + 9,000 digital subscribers = 41,000 total distribution (85,800 readership)

Best of the Best: 65,000 print copies + 33,000 digital subscribers = 98,000 total distribution (189,000 readership)

Education and Enrichment Guide – Silicon Valley: 32,000 print copies + 9,500 digital subscribers = 41,500 total distribution (86,300 readership)

Education and Enrichment Guide – SF/Pen/Marin & East Bay: 43,000 print copies + 20,500 digital subscribers = 63,500 total distribution (123,700 readership)

Family Resource Guide: 65,000 print copies + 34,000 digital subscribers = 99,000 total distribution (190,000 readership)