



Print

65,000 copies of our award-winning magazines distributed monthly to 1,350 sites, including over 500 private schools, 300 preschools and childcare facilities and Ralphs, Vons and Sams Club. A monthly readership of 245,000 OC parents.



Online

ParentingOC.com, The POC Digital Edition and two newsletters monthly deliver our Award-Wining Editorial 24/7. Reach a combined total of over 24,000 unique users monthly.



Community Events

The Pampered Lady Cruise, Summer Opportunities Jamboree, The OC Baby & Toddler Fairs, Parenting & Kids Expo Draw a Combined Annual Audience of Over 35,000.

Get the Parenting Orange County (P.O.C.) Connection for your campaign. All media. All Orange County. All the time.

Let our friendly & knowledgeable account executives at Parenting Orange County help you build your P.O.C. campaign. And save 15% when you bundle...ask about it!

Your Parenting Orange County account executive will work with you at every stage of the process:

- Consultation
- Campaign Planning & Scheduling
- Advertising Creative—Copy & Artwork
- Event Coordination
- Maximizing Results



Audit Pending

Parenting OC Reaches More Than 270,000* Parents Each Month

Frequency: Monthly

Circulation: 65,000

Distribution Sites: 1,350

Readership: 245,000

The Most Targeted
Distribution Of Any Local
Parenting Publication In
Orange County!



Where To Find Us...

- 500 Private Schools
 - 300 Preschools and Childcare Facilities
 - 300 Medical & Dental Pediatric Offices
 - Many OC Hospitals
 - Exclusive Distribution At All Kaiser Facilities
 - Barnes & Noble
 - Boys & Girls Clubs & YMCAs
 - Your Local Library
 - CVS Pharmacy
 - Vons
 - Ralph's
 - Sam's Clubs
- ...and many more retail outlets

*Our audience increases each month. This number is current as of 2011 and includes our print and internet users.

For Advertising Information, Call 714.771.7454 • www.parentingoc.com



ParentingOC.com NEW!

Our new site is powered by you! Users can submit their comments on our award-winning articles, family-friendly businesses can submit their listings and events information. Each month, Orange County moms are spending 10 minutes or more on our site per visit and are clicking through an average of 5 pages per session.



eMagazine

This innovative, page-flipping digital edition is viewed by more than 8,500 users monthly. Advertisers in our print edition are included in our eMagazine at no additional charge and all hyperlinks are active. Visitors can view our eMagazine by visiting www.ParentingOC.com.



eNewsletter

Our twice-monthly eNewsletter reaches thousands of Orange County parents fast. Included in our eNewsletters are links to events, contests, stories and more.

ParentingOC.com Rates

Ad Size	Specs	Monthly Rate
Top Banner	670w x 85h	\$375
Calendar Sponsor	670w x 85h	\$325
Guide Sponsor	485w x 85h	\$225
Badge One	240w x 240h	\$335
Badge Two	240w x 240h	\$225
Badge Three	240w x 160h	\$185
Footer Banner	670w x 85h	\$275
Mini Footer	240w x 85h	\$125
Client Page	250 words, 4 images & 2-min video	\$79
Super Listing	75 Words + Graphic	\$49

e-Magazine Sponsorship

Featured Across from the Digital Edition Cover

Ad Size	Specs	Monthly Rate
Full Page	Print Specs	\$375

e-Newsletter Rates

Published Twice Monthly

Ad Size	Specs	1x Rate
Banner	615w x 129h	\$500
Skyscraper	145w x 290h	\$350
Button	145w x 150h	\$150
Spotlight	1 image 100 Words	\$750
Footer Banner		\$250

Note: All online campaigns require a three-month minimum. Listings and Client Page campaigns to be paid in advance. File Types: jpeg, gif web ready images, 72 DPI

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Parenting Orange County produces several events each year, giving you a unique way to reach your audience.



Pampered Lady Cruise

A three-hour mini-vacation for women only. Guests enjoy beauty and pampering treatments, gourmet appetizers, desserts and chocolates, endless champagne and fine wine, live entertainment, pampering and beauty treatments, goodies and much more! This event is promoted throughout Orange County through Parenting Orange County's magazine, website and eNewsletters, local newspapers, radio, partnerships with MOMS/MOPS groups and more. A portion of the proceeds benefit the Susan G. Komen Foundation. Sponsorship opportunities available. www.pamperedladycruise.com

The OC Baby & Toddler Fair

Scheduled two times each year and sponsored by a local medical center, the Baby & Toddler Fair is held at the sponsor's facility. This one-day event features educational seminars, products and services for babies, moms and moms-to-be, a Mommy Mixer and more! Exhibitor and Sponsorship opportunities are available.

The Summer Opportunities Jamboree

Held in conjunction with OC's Youth Expo at the OC Fair & Events Center, this event is focused on education, summer activities, health, safety and family travel. Our annual Spelling Bee and Child Cover Contests take place at the event, as well as entertainment and activities for the whole family. Exhibitor and Sponsorship opportunities are available.

Parenting & Kids Summer Expo

This event is open to all of our advertisers and anyone looking to reach our audience in person. Our Fall Fashion Show is featured, along with OC's top child performers and our Cutest Kid Cover Contest at this one-day event. Games, prizes, and fun for the whole family. Exhibitor and Sponsorship opportunities are available.



Parenting Orange County also partners with many community events throughout the year, including those produced by Mom-Logic, Stroller Strides, MADD, MOMS, MOPS, Baby Loves Disco, Blind Children's Learning Center, Babies R Us, Strawberry Festival, The District Mall in Tustin, Saddleback Memorial Hospital, various OC cities and more.

If you are interested in having us produce your event or partnering with Parenting Orange County, please call your Account Executive.

Our Target Audience

Average Age	37
Female	90%
Male	10%
Married	79%
Household Income	\$120,000
Employed	75%
Stay-At-Home	25%
Attended College/Graduated	95%
Own their Own Home	70%

98%

of our readers use Parenting Orange County to make **buying decisions**.

85%

of our readers spend **more than 15 minutes** reading our magazine.

78%

of our readers **share** our magazine with one or more people each month.

67%

of our readers have read **3 of the last 4 issues** of Parenting Orange County.

80%

of our readers are considering **private school** for their child.

54%

of our readers' children are enrolled in a **child-care program**.

64%

of our readers use Parenting Orange County to find **health-care specialists**.

70%

of our readers use Parenting Orange County to find their children's **academic resources**.



Our Readers' Children

Pre-Pregnancy through 2 years old	37%
2 through 4 years old	46%
5 through 9 years old	48%
10 through 12 years old	17%
13+ years old	22%

97% of our readers' children are involved or considering the following **After-School Activities**:

Art	25%
Dance	42%
Fitness Training	30%
Gymnastics	23%
Martial Arts	29%
Music	40%
Swimming	51%
Team Sports	52%



*Information provided by PPA Reader Profile, Readex Research.



January

- **Theme:** Semi-Annual Education Directory • **OC Woman:** Self Image
- **Resource Guides:** After-School Activities, Preschools, Private Schools
- **Ad Close:** 12/10 • **Publication Date:** 12/27

February

- **Theme:** Romance & Relationships • **OC Woman:** Romantic Getaways
- **Special Section:** OC Baby Guide
- **Resource Guides:** Camps, Education, Swim & Water Safety
- **Ad Close:** 1/14 • **Publication Date:** 1/31

March

Summer Opportunities Jamboree

- **Theme:** Healthcare Heroes • **OC Woman:** Nutrition • **Family Travel:** Palm Springs
- **Resource Guides:** Camps, Education, Swim & Water Safety
- **Ad Close:** 2/11 • **Publication Date:** 2/28

April

- **Theme:** The Green Issue • **OC Woman:** Meditation • **Family Travel:** Monterey Bay
- **Resource Guides:** Camps, Parties, Swim & Water Safety, Travel
- **Ad Close:** 3/11 • **Publication Date:** 3/28

May

- **Theme:** Motherhood • **OC Woman:** Aging • **Family Travel:** Santa Barbara
- **Special Section:** OC Baby Guide
- **Resource Guides:** Camps, Parties, Summer Movie Guide, Swim & Water Safety, Travel
- **Ad Close:** 4/15 • **Publication Date:** 5/2

June

The OC Baby & Toddlers Fair

- **Theme:** Summer Fun & Safety • **OC Woman:** Girlfriend Getaways • **Family Travel:** San Diego
- **Resource Guides:** Camps, Parties, Swim & Water Safety, Travel
- **Ad Close:** 5/13 • **Publication Date:** 5/30

July

- **Theme:** Education Directory • **OC Woman:** Fitness • **Family Travel:** Mountain Getaways
- **Resource Guides:** After-School Activities, Camps, Preschools, Swim & Water Safety
- **Ad Close:** 6/10 • **Publication Date:** 6/27

August

Parenting & Kids Expo

- **Theme:** Back to School Fashion • **OC Woman:** The Mind • **Family Travel:** Catalina
- **Resource Guides:** After-School Activities, Preschools
- **Special Section:** OC Baby Guide
- **Ad Close:** 7/15 • **Publication Date:** 8/1

September

- **Theme:** 2011 Reader's Choice Awards • **OC Woman:** The Best for Mom
- **Resource Guides:** After-School Activities, Preschools
- **Ad Close:** 8/19 • **Publication Date:** 9/5

October

- **Theme:** Family Friendly Companies • **OC Woman:** Spas
- **Resource Guides:** After-School Activities, Parties, Preschools
- **Ad Close:** 9/16 • **Publication Date:** 10/03

November

The OC Baby & Toddlers Fair

- **Theme:** Mompreneurs • **OC Woman:** Mompreneurs
- **Resource Guides:** After-School Activities, Holiday Planner, Parties
- **Special Section:** OC Baby Guide
- **Ad Close:** 10/14 • **Publication Date:** 10/31

December

- **Editorial Theme:** Best Family Neighborhoods • **OC Woman:** Ultimate Gift Guide
- **Resource Guides:** After-School Activities, Holiday Planner, Parties
- **Ad Close:** 11/11 • **Publication Date:** 11/28



Ad Rates for Parenting OC Monthly (Circulation: 65,000)

	12x	6x	3x	Open
Full Page	\$2159	\$2375	\$2554	\$3192
3/4 Page	\$1840	\$1976	\$2154	\$2693
1/2 Page	\$1149	\$1295	\$1395	\$1782
3/8 Page	\$1005	\$1173	\$1249	\$1424
1/4 Page	\$634	\$704	\$779	\$973
1/8 Page	\$366	\$403	\$443	\$554
Inside Covers	\$3020	\$3154	\$3443	\$4235
Back Cover	\$3402	\$3550	\$3879	\$4761

Unique Print Marketing Opportunities

Cover Prize Badge **\$750**
Giveaway Promo Includes Web Page (plus prize of minimum \$350 value)

Marketplace News **\$2500**
Half-Page Advertising News Copy (only one per issue)

Inserts **\$40 per 1,000 Inserts**
Promo Piece Inserted into Magazines, Delivered to Area of Your Choice, Minimum: 5,000 inserts
Set-Up Fee: \$125 (i.e. Total Insert Fee for 5,000: \$325)

Custom Publishing **Call Your Account Executive For a Proposal**
Create, Print & Publish Your Newsletter, Report or Magazine

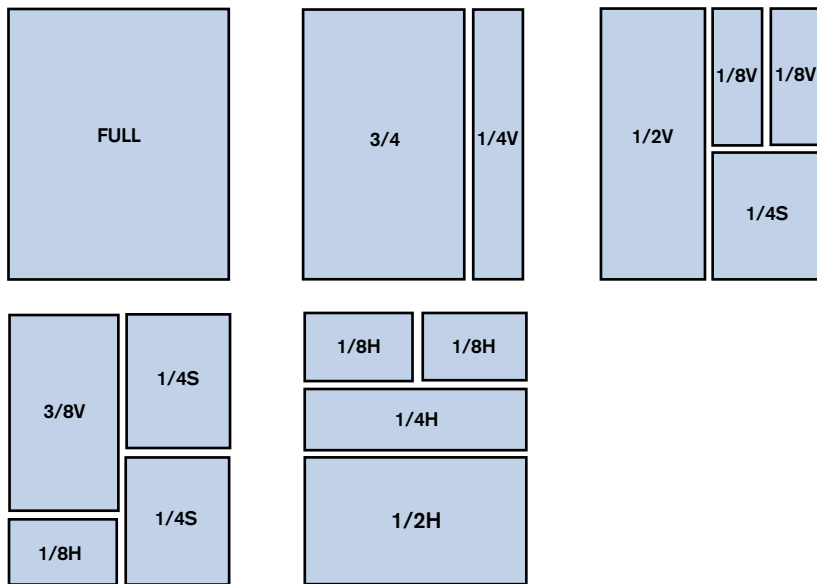
- **Home-based or Non-profit business discount -15%**
 - **Guaranteed Placement +10%** • **All rates are net**
- Creative is available FREE of charge. And of course, four-color is always FREE.**

Ad Dimensions for Parenting OC Monthly

Sizes by Decimal Inch

AD SIZES	WIDTH	HEIGHT
Full Page	7.375"	10.075"
3/4 Page	5.406"	9.863"
1/2 V. Page	3.604"	9.863"
1/2 H. Page	7.375"	4.807"
3/8 V. Page	3.604"	7.272"
1/4 V. Page	1.75"	9.863"
1/4 H. Page	7.375"	2.341"
1/4 SQ Page	3.604"	4.807"
1/8 V. Page	1.75"	4.807"
1/8 H. Page	3.604"	2.341"

BLEED INFO	WIDTH	HEIGHT
Bleed	8.575"	10.887"
Trim Size	8.375"	10.687"
Live Area	7.375"	9.875"



Materials

Please submit all ads in PDF or TIFF formats only. We cannot accept any files created in Microsoft Powerpoint, Microsoft Word, or any other non-graphic program. Ad files must be at least 300 dpi (dots per inch). Do not use images downloaded from the Internet, as these images usually have a resolution of 72 dpi and are not sufficient for print. If using black on your ad, please make sure that it is a "true" one color black rather than four color black. Lastly, please make sure your file is saved in the CMYK color format before submission.

Ads which have relatively small files sizes (10MB or less) may be e-mailed to files@parentingoc.com. All other ads must be submitted either on a CD, through a file hosting website or via your FTP server. Please call regarding any questions.

For Advertising Information, Call 714.771.7454 • www.parentingoc.com

Classified Full-Display Ads

	12x	6x	3x	1x
1 Column Inch	\$80	\$90	\$105	\$135
1.5 Column Inches	\$116	\$132	\$143	\$155
2 Column Inches	\$150	\$175	\$210	\$250
2.5 Column Inches	\$191	\$217	\$235	\$255
3 Column Inches	\$220	\$250	\$295	\$365
4 Column Inches	\$285	\$320	\$370	\$460
5 Column Inches	\$345	\$390	\$450	\$560
6 Column Inches	\$395	\$450	\$530	\$660
7 Column Inches	\$460	\$525	\$600	\$760
8 Column Inches	\$535	\$605	\$705	\$895
9 Column Inches	\$590	\$675	\$785	\$975
10 Column Inches	\$625	\$705	\$830	\$1030
12 Column Inches	\$760	\$860	\$1005	\$1245
Each Add'l Inch	\$75	\$85	\$92	\$100

Ad Material Requirements

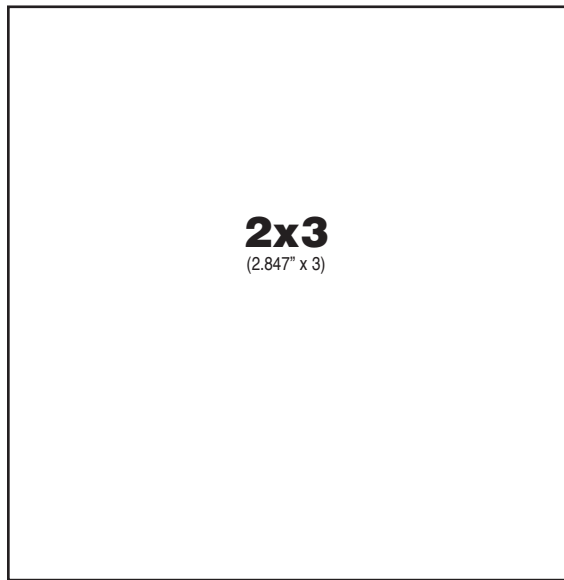
- Camera Ready files should be in the following formats: pdf, tiff, or eps.
- Ads to be built or revised should be in these formats: photoshop (.psd), illustrator (.ai), or indesign (.indd)
- All images should be 300dpi or greater resolution.
- All colors should be CMYK (cyan, magenta, yellow and black) process colors.

Designer And Delivery Fees

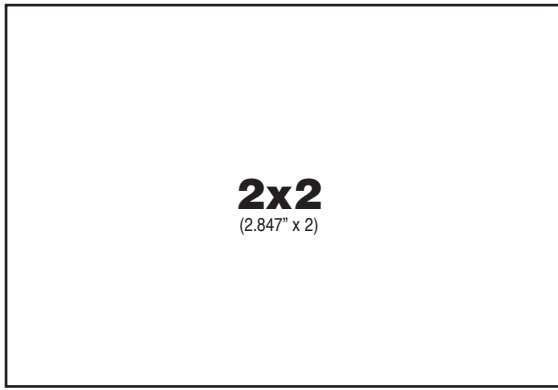
- Camera Ready: No charge for ads where camera-ready art is supplied, color or black and white.
- \$50 charge for the second proof requiring additional changes from client.
- No charge for second proof when designer is correcting her own mistake.

Size and Specifications

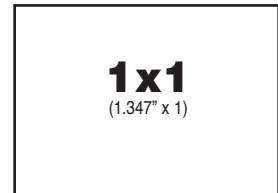
MARKETPLACE



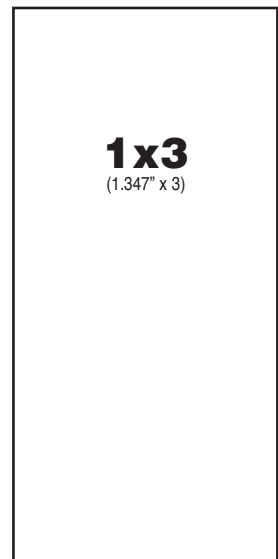
EDUCATION



ANNOUNCEMENTS



BUSINESS OPPORTUNITIES



ENTERTAINMENT

