

Print

Parenting OC is the area's largest monthly publication focused on parenting and family. Home to Disneyland, Knott's Berry Farm and some of the most beautiful and family-friendly parks and beaches in the world, Orange County is a community of actively involved and affluent parents who place a high importance on their children's education and enrichment. Serving this audience, we offer in-depth editorial on schooling, health & wellness, after-school activities, camps and the latest news on "family friendly" things to do in OC. Distributed monthly throughout OC for over 30 years!

Online & Social Media

ParentingOC.com, the POC Digital Edition and our eNewsletters deliver award-winning editorial 24/7. Reach a combined total of over 16,000 unique users monthly on average. POC also offers promotional opportunities across its social media outlets.



Community Events

Parenting OC produces many events of their own, as well as customized events for clients. The Summer Opportunities Jamboree is POC's most successful annual event, with 75 exhibitors drawing between 2,000 and 5,000 visitors per event. POC's sponsored events, customized to meet client needs, include The OC Baby Fair and the Parenting & Kids Expo.



Take advantage of the P.O.C. Connection for your marketing campaign!

Consult with your Parenting Orange County Media Sales Director, who will work with you at every stage of the process:

- Consultation
- Bundle Packaging
- Event Coordination
- Ad Creation — Copy & Artwork
- Campaign Planning & Scheduling

For Advertising Information, Call 714.630.4510 • www.parentingoc.com

The Most Widely Distributed Of Any Local Parenting Publication In Orange County!

Parenting OC Reaches More Than 300,000* Parents Each Month

Frequency: Monthly

Print Circulation: 70,000



Found at Selected Locations

- Private Schools
- Preschools and Childcare Facilities
- Medical & Dental Offices
- OC Hospitals
- Kaiser Facilities - CHOC - Saddeback Memorial
- Bristol Park Medical
- Discovery Cube
- Boys & Girls Clubs & YMCAs
- Local Libraries

Available at Major Brand Stores

BABIES R US

Albertsons

SUBWAY

Ralphs

...and many more retail outlets

*Our audience increases each month. This number is current as of 2015 and includes our print and internet users.

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The screenshot shows the ParentingOC.com website layout. At the top is a navigation bar with links: PARENTING OC EVENTS, CALENDAR, RESOURCE GUIDES, EDUCATION, HEALTH, FITNESS & RECREATION. Below this is a 'parentingOC' logo and a 'Top Banner' section. A sidebar on the left contains links: GET AN ISSUE, ABOUT US, ADVERTISE, ARCHIVES, CONTESTS, BLOGS, OC WOMAN, WHAT'S HOT, FOLLOW US ON TWITTER. The main content area features a large '12th Annual READERS' CHOICE AWARDS' graphic, an 'eMag' section with a 'Read our October 2014 digital issue!' link, and several article teasers under 'BLOGS' and 'FAMILY WELLNESS'. A 'LOCAL HEROES' section highlights 'Local Hero: Carla Cammack'. A 'TRAVEL' section features 'Trips with Kids: The Three Wonders of Coronado'. At the bottom, there's a 'Jamboree!' event announcement and a 'Footer Banner'.

ParentingOC.com Rates

Ad Size	Specs	Monthly Rate
Top Banner	728w x 90h	\$375
Badge One	300w x 250h	\$335
Badge Two	300w x 250h	\$225
Badge Three	300w x 250h	\$185
Badge Four	300w x 250h	\$185
Footer Banner	728w x 90h	\$275
Client Page	250 Words/4 Images/YouTube Video	\$79
Super Listing	75 Words + Image	\$49
e-Magazine Sponsor	8.575" x 10.887" Full Bleed	\$375

Website Design

Ad Size	Notes	Monthly Rate
Custom Landing Page	On www.ParentingOC.com	\$625
Complete Site Build	Your own WordPress website	\$3,500-\$5,000

Unique e-Blast

Ad Size	Notes	Monthly Rate
Newsletter List e-Blast	Reach our audience	\$625
Geo-Targeted e-Blast	20,000 min. customized demographics	\$50/thousand
Custom Landing Page	With purchase of any e-Blast	Additional \$149

e-Newsletter Rates

Ad Size	Specs	Rate Per ENL
Banner	615w x 129h	\$185
Skyscraper	300w x 250h	\$165
Spotlight	100 Words + Image	\$350
Footer Banner	615w x 129 h	\$165

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

ParentingOC.com

Your Parenting OC Media Sales Director knows the power of online marketing and recommends web and newsletter advertising as part of every successful integrated marketing campaign. There are 16 online marketing options offered by Parenting OC across the website, the digital edition and the Newsletter, with rates ranging from \$49 for a Super Listing, to \$375 for the Top Banner. Parenting OC will measure your success and provide you with analytic reports on page views, click-thrus and impressions.

Ask your media Sales Director about cost-savings on a 12-month campaign.

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eMagazine

This innovative, page-flipping digital edition is viewed by over 17,000 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 (estimated 30,000 subscribers). Included in our eNewsletters are links to events, contests, stories and more.

Exhibitor & Sponsorship Opportunities Available!

POC events offer you a unique way to reach your audience face-to-face, gather contact information, and personally interact with your future clients.



The Summer Opportunities Jamboree

Focused on education, day and overnight camps, 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.



Parenting & Kids Expo

This one-day back-to-school 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. Games, prizes, and fun for the whole family.



The OC Baby & Toddler Fair

Sponsored by a local medical center, the Baby & Toddler Fair is held at the sponsor's facility. This one-day event features educational seminars, a Mommy Mixer and products and services for babies, moms and moms-to-be.



Cutest Kid Contest



Spelling Bee



Cutest Baby Contest



Parent & Kids Expo



Jamboree

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

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Affluent, Educated Moms

- Average Age.....**37**
- Female.....**91%**
- Married.....**79%**
- Attended College/Graduated.....**93%**
- Own their Own Home.....**68%**
- Average Household Income.....**\$167,250**

99% of our audience looks to POC for **Family Apparel.**

86% of our audience uses POC to find **Healthcare Specialists.**

Young Parents

- 21-24.....**3%**
- 25-34.....**36%**
- 35-44.....**42%**
- 45-54.....**18%**



98% of our audience uses POC to make **Buying Decisions.**

81% of our audience uses POC to find **Family Dining and Entertainment.**

Our Readers' Children

- Average number of children per household.....**2.25**
- Pre-pregnancy to 4 years old.....**60%**
- 5 years old to 12 years old.....**75%**
- 13 years old to 18 years old.....**39%**

74% of our audience considers POC their resource for finding **Summer Activities.**

80% of our audience is considering **Private Schools.**

Active and Involved Children

- Music, Dance and Arts.....**80%**
- Martial Arts/Fitness.....**39%**
- Gymnastics/Cheerleading.....**40%**
- Summer Camps.....**74%**
- Team Sports.....**45%**
- Swimming.....**51%**

*Information provided by CVC, PPA Reader Profile, Readex Research.

January

- **Theme:** Private School Directory, Family Health & Wellness
- **Resource Guides:** Private School, Pre-K to 12 Education, Open House, After-School Activities, Party
- **Ad Close:** 12/8 • **Publication Date:** 12/26

February

Top Teacher Event

- **Theme:** Summer Camps & Activities
- **Resource Guides:** Pre-K to 12 Education, Camps & Activities, Party
- **Ad Close:** 1/12 • **Publication Date:** 2/5

March

Summer Opportunities
Jamboree Event

- **Theme:** Top Teachers, Summer Camp Planning
- **Resource Guides:** Pre-K to 12 Education, Camps & Activities, Party
- **Ad Close:** 2/9 • **Publication Date:** 3/5

April

- **Theme:** Special Needs
- **Resource Guides:** Camps & Activities, Pre-K to 12 Education, Party
- **Ad Close:** 3/16 • **Publication Date:** 4/2

May

- **Theme:** Summer Fun in OC Issue, Summer Movie Preview, Mother's Day
- **Resource Guides:** Camps & Activities, Pre-K to 12 Education, Party, Swim & Water Safety
- **Ad Close:** 4/13 • **Publication Date:** 4/30

June

- **Theme:** Private School Directory Part 1, Father's Day, Summer Fun & Safety
- **Resource Guides:** Camps & Activities, Private School, Pre-K to 12 Education, Party, Swim & Water Safety
- **Ad Close:** 5/11 • **Publication Date:** 5/29

July

- **Theme:** Family Travel, Private School Directory Part 2
- **Resource Guides:** Camps & Activities, Pre-K to 12 Education, Swim & Water Safety, Party, Private School
- **Ad Close:** 6/8 • **Publication Date:** 6/25

August

- **Theme:** The Back-to-School Issue Camps & After-School Activities, Summer Fun & Safety
- **Resource Guides:** Camps & Activities, Pre-K to 12 Education, Party, Swim & Water Safety
- **Ad Close:** 7/6 • **Publication Date:** 7/23

September

Learn & Grow Event

- **Theme:** Readers' Choice Awards — Best of OC, Back-to-School
- **Resource Guides:** After-School Activities, Pre-K to 12 Education, Party
- **Ad Close:** 8/10 • **Publication Date:** 9/4

October

- **Theme:** Halloween, Tutoring, Preschools & Childcare
- **Resource Guides:** After-School Activities, Pre-K to 12 Education, Party, Halloween & Harvest
- **Ad Close:** 9/14 • **Publication Date:** 10/1

November

- **Theme:** Moms at Work, Holiday Movie Preview, Montessori Education
- **Resource Guides:** Holiday Guide, After-School Activities, Montessori Education, Pre-K to 12 Education, Open House, Party
- **Ad Close:** 10/12 • **Publication Date:** 10/29

December

- **Theme:** The Holiday Issue, Gift Guide, Open House
- **Resource Guides:** After-School Activities, Holiday, Open House, Party, Pre-K to 12 Education
- **Ad Close:** 11/9 • **Publication Date:** 11/26

Monthly Columns

What's Hot/What's Hot, Baby: Cool Stuff for Baby, Baby-to-Teen • **Openings:** Family-friendly business arrivals
Foodie Jr.: Top OC Chefs and their kid's menus • **My Party:** Readers & Party Pros share their favorites
Family Wellness: Covering body, mind and spirit • **Ask the Expert:** Advice on Child Development & Parenting
OC Woman: Health, Beauty, Gifts • **Trips with Kids:** Getaways for the entire family • **GO OC:** Calendar of Family Events & Activities

NOTE: Publication dates listed are the first of the two-day period of distribution.

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Monthly Ad Rates

	12x	6x	3x	1x Open
Full Page	\$2,267	\$2,494	\$2,682	\$3,352
3/4 Page	\$1,932	\$2,075	\$2,262	\$2,828
1/2 Page	\$1,206	\$1,360	\$1,465	\$1,871
3/8 Page	\$1,055	\$1,232	\$1,311	\$1,495
1/4 Page	\$665	\$739	\$818	\$1,022
1/8 Page	\$384	\$423	\$465	\$582
Inside Covers	\$3,171	\$3,312	\$3,610	\$4,447
Back Cover	\$3,572	\$3,728	\$4,073	\$4,999

Home-based or Non-profit business discount -15%
Guaranteed Placement +10% • All rates are net

Enhanced Listing

Includes company logo and 75-word description.
 \$175 Listing Only, \$75 when accompanying a display ad.

FREE Ad creation and four-color design!

Unique Print Marketing Opportunities

Cover Prize Badge

Includes Contest Web Page

\$500

(plus prize of minimum \$350 value)

Cover Stickers

Four-Color, 3" x 3"

Starting at

\$6,450

Inserts

Delivered to Area of Your Choice, Minimum: 20,000 inserts
 Maximum Size: 8"x10".
 Minimum Paper Weight: 80 pound

\$40 per 1,000 Inserts

Set-Up Fee: \$200

Custom Publishing

Create & Publish Your Newsletter or Magazine

Call Your Media Sales Director

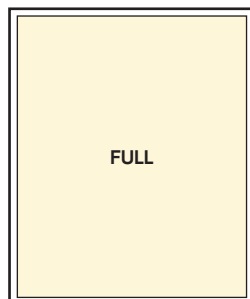
Ad Dimensions

Sizes by Decimal Inch

AD SIZES	WIDTH	HEIGHT
Full Page*	8.625"	11.125"
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 H. Page	3.604"	2.341"

FULL PAGE INFO*

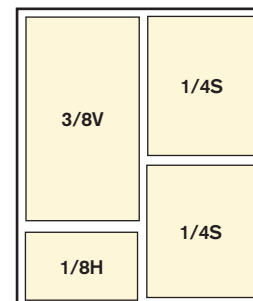
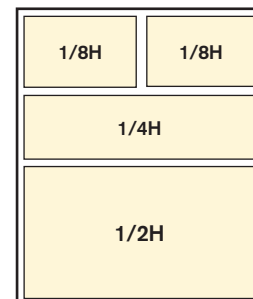
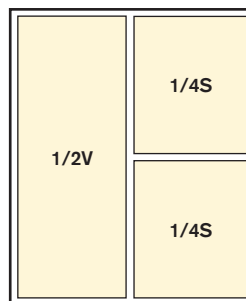
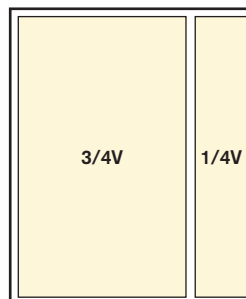
Trim Size	8.625"	11.125"
Live Area	7.375"	9.875"



FULL PAGE NOTE*

Please note that all pertinent text and/or images must be placed within the Live Area, as to prevent accidental cutting in the print process.

Please add additional .25" for BLEED



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.

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