

# CINCINNATI PARENT

## MEDIA KIT 2017



# 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.

## 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.** ”



# 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 **FIVE awards** for outstanding achievement for our **editorial, design and digital media** in the most recent PMA competition. (We were also a gold winner in 2014 and 2015!)

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 33,000 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 82,500. 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 held our first annual KidsFest last year at Coney Island and estimate that nearly 3,000 people attended. KidsFest 2017 will be held in August.

**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 7,500 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 23,000+ and we have 2,200+ followers on Twitter.

**SOCIAL MEDIA OPPORTUNITIES:** Sponsored Shout-Outs, Contests



# DEMOGRAPHICS

## 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.

46% 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

91% of respondents are females. 42% of them are between ages 35-44, and 37% are between ages 25-34 (median age is 38).

41% of them are college graduates and 19% have a post-graduate degree, while 31% have some college. 43% are employed full time outside the home, 31% are not.

22% earned \$50,000-\$74,999, 21% earned \$75,000-\$99,999, and 38% earned \$100,000-\$149,999 in total household income before taxes in 2012 (median income is \$109,446).

66% of respondents have children under age 5, 49% have children ages 5-12 and 28% ages 13 and up. 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.

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 **23,000+ "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 7,500 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.** ”

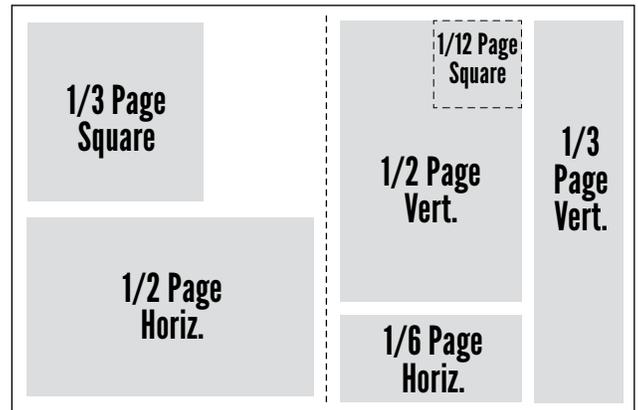
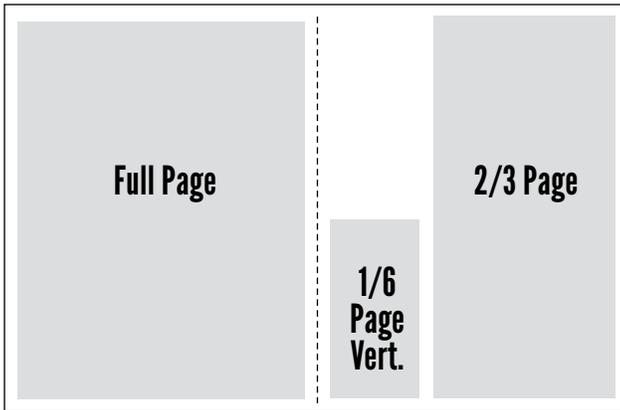
**AVAILABLE UPON REQUEST**  
SOCIAL MEDIA, WEB SITE &  
E-NEWSLETTER PACKAGES

# 2017 EDITORIAL CALENDAR

\*PRESCHOOL & EDUCATION DIRECTORY AVAILABLE YEAR ROUND

ISSUE	ADVERTISING SECTIONS	SPACE RESERVATION	AD COPY DUE
<b>JANUARY</b>	▶ The Education Issue, School Options, <b>AFTERSCHOOL ACTIVITY DIRECTORY</b>	December 5th	December 7th
<b>FEBRUARY</b>	▶ Maternity & Baby Issue #1, <b>CAMP &amp; SUMMER PROGRAM DIRECTORY</b>	January 4th	January 6th
<b>MARCH</b>	▶ Travel, The Arts, Consignment Guide, <b>CAMP &amp; SUMMER PROGRAM DIRECTORY</b>	February 3rd	February 6th
<b>APRIL</b>	▶ Travel, Autism, Women's Health, Rainy Day Fun, <b>CAMP &amp; SUMMER PROGRAM DIRECTORY</b>	March 3rd	March 6th
<b>MAY</b>	▶ Travel, Foster Care, Students Who Shine, <b>CAMP &amp; SUMMER PROGRAM DIRECTORY</b>	April 7th	April 10th
<b>JUNE</b>	▶ 100 Days of Summer Fun, Summer Learning Loss, <b>CAMP &amp; SUMMER PROGRAM DIRECTORY</b>	May 5th	May 8th
<b>JULY</b>	▶ Baby & Maternity Issue #2, Online Academies, Summer Fun Without the Sun	June 2nd	June 5th
<b>AUGUST</b>	▶ Back to School Issue, After School Classes & Enrichment, <b>AFTERSCHOOL ACTIVITY DIRECTORY</b>	July 3rd	July 5th
<b>SEPTEMBER</b>	▶ Private School Issue, Fall Fun, <b>AFTERSCHOOL ACTIVITY DIRECTORY</b>	August 4th	August 7th
<b>OCTOBER</b>	▶ Preschool Enrichment, Fall Fun & Festivals, Breast Cancer Awareness, <b>FALL FUN DIRECTORY, OPEN HOUSE DIRECTORY</b>	September 5nd	September 7th
<b>NOVEMBER</b>	▶ Adoption Options, Music, <b>OPEN HOUSE DIRECTORY</b>	October 4th	October 6th
<b>DECEMBER</b>	▶ Holiday Issue, Preschools, Twelve Days of Holiday Giveaways	November 3rd	November 6th

# DISPLAY AD RATES



## FULL COLOR RATES

## AD SIZES

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

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.

### 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

## OTHER SPECS:

### 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

**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.

## LOOKING FOR A PACKAGE?

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

# 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@cincinnatiaparent.com](mailto:katie@cincinnatiaparent.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.

## CORPORATE ADDRESS

Cincinnati Parent Magazine  
9435 Waterstone Blvd., Suite 140  
Cincinnati, OH 45249  
P: 513-444-2015  
F: 513-444-2099

[www.cincinnati-parent.com](http://www.cincinnati-parent.com)

For complete information on website and e-newsletter advertising opportunities, please ask about our 2017 **Online Media Kit**. Also, make sure to ask about 2017 Events!

Don't forget to browse our website at [www.cincinnati-parent.com](http://www.cincinnati-parent.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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