Engaging with parents in Los Angeles through print, digital and events
**WHO IS OUR AUDIENCE?**

- 93% women
- 68% are between ages 25-44
- 72% have children between the ages of 5-12
- 49% are households that earn more than $75,000 per year.

**HOW DO PARENTS ENGAGE WITH US?**

- They follow us on Twitter and Instagram.
- They’re friends with us on Facebook.
- They visit our website. We routinely see more than 80,000 page-views a month at www.laparent.com.
- They read our blogs.
- They read our magazines – we have better than a 90% pickup rate at most of our locations.
- They open our e-newsletters and dedicated e-blasts. We average 10-13% open rates.
- They attend our events.
- They even call our office. Why not? We’re friendly and helpful.

**WHERE DO THEY PICK UP OUR MAGAZINES?**

- Preschools
- Elementary and middle schools (public and private)
- Enrichment centers
- Tutoring centers
- After-school programs
- Pediatric offices
- Dental offices
- Ralphs supermarkets
- Vons supermarkets
- Libraries
- Community events that our staff attends

We have more than 2,000 locations throughout Los Angeles, from Santa Clarita (north) through Long Beach (south), covering Mid-City, Hollywood, Beverly Hills, West LA and the beach communities. We then go from the San Gabriel Valley (east) and cover Pasadena, the foothills, Glendale, Burbank and all parts of the San Fernando Valley, and into Ventura County (west). Wherever you find families, you’ll find L.A. Parent

**WHY DO THEY TURN TO US?**

- We focus on education – from preschool to college.
- We cover camps
- We report on pediatric health and wellness
- We list dozens of family-friendly events every month in print and on our website

*Demographic data based on most recent audience survey.*
WEBSITE (www.LAPARENT.com)
More than 80,000 page views a month by parents in Los Angeles!
Content is updated every day, which keeps parents coming back for ideas on places to go and things to do with their kids.
Put your business in front of our audience.

Check out our targeted content on these pages:
- Inclusive (learning differences)
- Community News
- Health & Wellness
- Education

Home Page+:
- Leaderboard
  - Size: 728 × 90 pixels
  - 2 customer limit,
  - Submitted as JPEG at 150ppi
  - 3 months = $589 per month
  - 6 months = $550 per month
  - 12 months = $526 per month

Individual Pages:
- Leaderboard
  - Size: 728 × 90 pixels
  - 2 customer limit,
  - JPEG at 150ppi
  - 3 months = $325
  - 6 months = $304
  - 12 month = $299

- Box
  - Size: 300 × 250 pixels
  - Submitted as JPEG at 150ppi
  - 3 months = $550
  - 6 months = $526
  - 12 months = $513

- Box
  - Size: 300 × 250 pixels
  - JPEG at 150ppi
  - 3 months = $239
  - 6 months = $217
  - 12 months = $191
WEEKLY ENEWSLETTER
REACH OUR AUDIENCE EVERY WEEK
Deployed each Wednesday to nearly 10,000 parents who have signed up to receive info from us. These are parents in LA. We don’t buy or rent lists. Open rates are typically 10-13%. We’ll gladly supply analytics upon request.

Newsletter Leaderboard
Size: 728x90 pixels
Submitted as JPEG at 150ppi
$249 per week

Newsletter Box
Size: 222x185 pixels
Submitted as JPEG at 150ppi
$269 per week

Bottom Leaderboard
Size: 728x90 pixels
Submitted as JPEG at 150ppi
$169 per week

DEDICATED E-BLASTS
REACH OUR AUDIENCE WITH ONLY YOUR MESSAGE
These can be deployed any day except Wednesdays. Max one per day. We gladly supply analytics upon request.

Dedicated E-Blast
1 e-blast: $775
2-3 e-blasts: $740 each
4 or more e-blasts: $725 each

818-264-2222
LAParent.com
REACHING INCLUSIVE FAMILIES

We have a variety of products to put your brand in front of the families of Los Angeles who have children with learning differences.

Inclusive L.A.

*Inclusive L.A.* is our award-winning magazine that reaches more than 60,000 families with original and well-researched content by our editorial team. It’s distributed to our proprietary list of schools, therapists and other targeted locations, and at events such as Walk Now for Autism Speaks and Stephanie’s Day, and through partnerships with The Help Group, Zimmer Children’s Museum, Special Olympics and many more.

Inclusive L.A. Monthly

*Inclusive L.A. Monthly* is our monthly e-newsletter that reaches 15,000 families each month and profiles people and programs making a difference in the community, as well as events that we uncover. It is a three-time winner for its content from the Parenting Media Association. Open rates are typically around 20%.

Dedicated e-blasts

*Dedicated e-blasts* reach inclusive families with only your message. We have more than 3,000 families in Los Angeles who have children with learning differences and who have signed up to receive information and special offers from us. An e-blast means your message is delivered directly to them. Cost is $500 per deployment.
WHY GO WITH L.A. PARENT?
JUST ASK THE PROS.

When Stratford School decided to expand its presence into Southern California, we researched the publications available that not only delivered excellent exposure for us throughout the Los Angeles and surrounding areas but also had a targeted distribution into the homes and businesses of our existing as well as potential families. We selected L.A. Parent as our core publication within this market.

As we move into our third year of operation with four campuses now open in the region, L.A. Parent continues to deliver excellent exposure for us with a good balance of article content, photographs, and advertising. We believe L.A. Parent specifically targets our key families with professionally written articles that are unique and diverse and are confident that we effectively reach our core audience each and every month with timely and relevant information to ensure that the messaging is read, absorbed, and ultimately helps us to stand out in a very competitive market with our advertising!

Thanks, L.A. Parent!
Jean McClymonds
Marketing & Media Manager
Stratford School

In addition to offering a strong advertising vehicle for us to reach our parent community, L.A. Parent supports our school as a partner in a shared mission. They share our school’s priority of bringing meaningful information to parents so that they can make the best educational choices for their children. Additionally, the team at L.A. Parent has been very helpful in our developing a cost-efficient and effective marketing campaign.

Cara Lisco
Director of Advancement
Highland Hall Waldorf School

818-264-2222
LAParent.com
# 2019 Publication Schedule

Below are the primary themes and deadlines for our issues this year. Note that this schedule may change without notice, so ask us about any updates.

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space Reservation</th>
<th>Artwork Due</th>
<th>Distributes</th>
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<tbody>
<tr>
<td><strong>January 2019</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Family Health</td>
<td>12/10/18</td>
<td>12/13/18</td>
<td>12/31/18</td>
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<tr>
<td><strong>February 2019</strong></td>
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<tr>
<td>Summer Camps</td>
<td>1/14/19</td>
<td>1/17/19</td>
<td>1/28/19</td>
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<tr>
<td><strong>Beyond L.A.</strong></td>
<td></td>
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<tr>
<td>Family Summer Travel</td>
<td>1/28/19</td>
<td>1/31/19</td>
<td>2/25/19</td>
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<tr>
<td><strong>March 2019</strong></td>
<td></td>
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<tr>
<td>Summer Camps</td>
<td>2/11/19</td>
<td>2/14/19</td>
<td>2/25/19</td>
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<tr>
<td><strong>Inclusive L.A.</strong></td>
<td></td>
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<tr>
<td>Learning differences</td>
<td>2/25/19</td>
<td>2/28/19</td>
<td>3/25/19</td>
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<td><strong>April 2019</strong></td>
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<tr>
<td>Summer Camps</td>
<td>3/11/19</td>
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<td><strong>May 2019</strong></td>
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<tr>
<td>Summer Camps</td>
<td>4/15/19</td>
<td>4/18/19</td>
<td>4/29/19</td>
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<td><strong>June 2019</strong></td>
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<tr>
<td>Summer Camps</td>
<td>5/13/19</td>
<td>5/16/19</td>
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<td><strong>July 2019</strong></td>
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<tr>
<td>Summer Fun</td>
<td>6/17/19</td>
<td>6/20/19</td>
<td>7/1/19</td>
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<td><strong>August 2019</strong></td>
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<tr>
<td>Back to School</td>
<td>7/15/19</td>
<td>7/18/19</td>
<td>7/29/19</td>
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<td><strong>September 2019</strong></td>
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<tr>
<td>Innovative Learning, Enrichment programs</td>
<td>8/12/19</td>
<td>8/15/19</td>
<td>8/26/19</td>
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<td><strong>Education L.A.</strong></td>
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<td>9/3/19</td>
<td>9/6/19</td>
<td>9/30/19</td>
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<td><strong>October 2019</strong></td>
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<td>Halloween programs</td>
<td>9/16/19</td>
<td>9/19/19</td>
<td>9/30/19</td>
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<tr>
<td><strong>November 2019</strong></td>
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<tr>
<td>Winter travel, holiday gifts</td>
<td>10/14/19</td>
<td>10/17/19</td>
<td>10/28/19</td>
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<tr>
<td><strong>December 2019</strong></td>
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<tr>
<td>Holiday theater, Inclusive section</td>
<td>11/12/19</td>
<td>11/14/19</td>
<td>11/25/19</td>
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</tbody>
</table>
PRINT ADVERTISING RATES

We have advertising campaigns for any business, large or small, with special discounts available for combined products and multiple editions.

High-resolution EPS, JPG, PDF and TIF files are accepted, as well as files created in Illustrator, Photoshop and InDesign. For specific questions, please consult with your account executive.

MARKETPLACE

Full-Page Bleed:
Bleed: 8.625” × 11.125”
Trim: 8.375” × 10.875”

Premium position charges apply to the following pages:
Inside Front Cover 15%
Page 3 10%
Page 5 5%
Inside Back Cover 10%
Back Cover 20%
SOLD OUT

MARKETPLACE

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