THIS IS US

Our mission is simple: Give families the tools, resources and information they need to do the most important job in the world – parenting.

CONNECTING WITH FAMILIES IN LOS ANGELES AND VENTURA COUNTIES

our audience

- 91% women
- 80% between the ages 25-44

*Based on 2020 audience survey

Kids at Home

- 49% have children under age 5
- 53% have children ages 5-8
- 28% have children ages 9-11
- 13% have children in middle school
- 16% have children in high school

Trust

42 years in publication. Now serving 3rd generation of readers

our connection

- Award-winning articles on the people and places of Los Angeles
- Social Media engagement on all platforms
- Magazine

Reaching more than 150,000 families in L.A. and Ventura counties

- Digital Reach

Calendar of Events, The Weekend Guide, Giveaways and Monthly Contests
REACHING FAMILIES

EVERYWHERE...WESTSIDE, EASTSIDE, SOUTHBAY, THE VALLEYS, MID-CITY, BEACH COMMUNITIES

L.A. PARENT
MAGAZINE

150,000 Bi-Monthly
900,000 Total Annual Distribution

PRIVATE SCHOOL GUIDE

190,000
Total Annual Distribution

L.A PARENT
WEBSITE

900,000
Annual Pageviews

DEDICATED
EBLASTS

100,000
Parents

SOCIAL
MEDIA

28,000+
Social Followers

WEEKLY
NEWSLETTERS

15,000+
Subscribers

PODCAST

L.A. Parent Media Kit | 2022
What our clients have to say:

JEAN MCCLYMONDS
Marketing & Media Manager
Stratford School

"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."

CARA LISCO
Director of Advancement
Highland Hall Waldorf School

"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."

KURT OTHMER
President
EEGInfo

"L.A. Parent has been one of the only publications that reliably connects our company with parents and families who need and value our services. I also really appreciate the personal care and love for the magazine and its content that I’ve seen demonstrated from the owners and employees at L.A. Parent."
GREAT VISIBILITY ON LAPARENT.COM

Where families find events, parenting tips and resources fast

- **Super leaderboard** (970x250): $750 per month
- **Standard leaderboard** (728x90): $685 per month

- **Sponsored content**: This is all about you! Send us an expert article, a Q & A or a profile on your company or service and we’ll post on our home page. $850 per month. See page 7 for more details.

- **Home Page Pop-up**: Want to make sure everyone sees your business? Within seconds of visiting LAParent.com, your ad appears. Lots of space to tell your story. $1,700 for 1 week, $2,100 for 2 weeks.
DEDICATED EBLASTS

TELL YOUR STORY TO OUR AUDIENCE

Our audience is parents who live in Los Angeles and Ventura counties. They trust us and look to us daily for inspiration, resources, fun things to do and connection to other parents.

Who do you want to reach? We can sort our list by location/zip code, age of kids, age of parents and more! The better you target, the less waste and the better the results --and we supply analytics on all campaigns.

Ask us about reaching families who have children with learning differences. We have a targeted database for this important part of our community.

$950 = 20,000 parents
$1,150 = 30,000 parents
$1,350 = 40,000 parents
$1,550 = 50,000 parents
SPONSORED CONTENT

YOUR STORY – IN YOUR WORDS

Share your story, your mission and your commitment to families with our audience. Tell parents what makes your business unique.

Your article will be featured on our home page for 1 month – first in our “Trending” section for one week, then in our “Education” section, then it will auto-populate throughout our site for the remaining two weeks. At the end of the month, we archive your content, but it is still searchable on our site.

What we need: Your article (750-800 words), plus 2-3 images, links, social media handles and hashtags. Cost: $850

Print Sponsored Content: Available in full-page ($3,325) and half-page ($2,080) sizes. Full page allows about 550 words and 2-3 images, while half page is about 250 words and 1-2 images.
We begin the week with inspiration and resources -- recipes from top L.A. chefs, craft ideas, journaling tips, keeping communication open with your child's teacher and much more.

**WEEKEND GUIDE**

Every Thursday we select our editors' top picks for fun things to do in and around L.A. Virtual or in person, we have the most comprehensive calendar of events.

Leaderboard ads in each newsletter = $349 per week
SOCIAL MEDIA

We connect to families throughout the day, every day. Get social with us.

- Facebook (@LAParent) = 13,913+ Followers
- Twitter (@LAParentMag) = 8,091 Followers
- Instagram (laparentmag) = 7,950 Followers

A sponsored post across all channels = $1,000.

EVENTS AND CONTESTS

We can create unique events, giveaways and other custom promotions. Speaker Series, Education Fairs, Cutest Dog Photo Contest...Let's chat more.
OUR AWARD-WINNING MAGAZINE

2022 THEMES & PRODUCTION SCHEDULE

**ISSUE**  
Jan/Feb 2022  
Family Health

March/April 2022  
Summer Camp, Private School Directory, Inclusive Programs

May/June 2022  
Summer Travel and more Camps, plus a Special Section on L.A.-area Shopping Centers.

July/August 2022  
The Everything Guide in L.A. (museums, amusement parks, day trips, etc.)

Sept/October 2022  
Education and Enrichment

Nov/Dec 2022  
Holiday Programs, Gift Guide and Winter Travel

**SPACE RESERVATION**  
Dec. 20  
Feb. 15  
April 21  
June 17  
August 18  
October 20

**ARTWORK DUE**  
Dec. 23  
Feb. 18  
April 25  
June 21  
August 22  
October 24

**DISTRIBUTES**  
January 10  
March 3  
May 4  
June 30  
September 1  
November 3

*Note that this schedule may change without notice, so ask us about any updates.
## RATES & SPECS

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### Premium Positions
- Inside Front Cover = 15%
- Page 3 = 10%
- Page 5 = 5%
- Inside Back Cover = 10%
- Back Cover = 20%

### Files Accepted
High-resolution (300 ppi) PDF and JPG only. For specific questions, please consult with your account executive.
WE GOT YOU!
Our L.A. Parent team is always here to give your business the boost to soar!

CONTACT US
EMAIL:
Ron Epstein, Publisher
ron.epstein@laparent.com
Michelle Thiebold, Account Executive
michelle.thiebold@laparent.com
Cindy Hadash, Operations Manager
cindyhadash@laparent.com

PHONE:
818.264.2222

P.O. Box 8275, Calabasas, CA 91372
LAParent.com