MEDIA KIT 2024

L.A. Parent™
smart. connected. fun.

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

**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

43 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

LAPARENT.COM
900,000 Annual Pageviews

WEEKLY NEWSLETTERS
16,000+ Subscribers

DEDICATED E-BLASTS
110,000+ Parents

SOCIAL MEDIA
30,000+ Social Followers

EDUCATION FAIRS
Ask us about dates and locations this year.

L.A. Parent Media Kit | 2024
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 it’s 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): $850 per month
- **Standard leaderboard** (728x90): $725 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. $875 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.

$985 = 20,000 parents
$1,185 = 30,000 parents
$1,385 = 40,000 parents
$1,585 = 50,000 parents

Ask us about reaching families who have children with learning differences. We have a targeted database for this important part of our community.
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, 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: $875

Print Sponsored Content: Available in full-page ($3,689) and half-page ($2,315) sizes. Full page allows about 550 words and 2-3 images, while half page is about 250 words and 1-2 images.
WEEKLY NEWSLETTERS

WEEKEND GUIDE, PARENTING TIPS & MORE

MONDAY NEWS
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.

Your leaderboard ad goes in both deployments for only $389 per week
SOCIAL MEDIA

We connect to families throughout the day, every day. Get social with us.
- Facebook (@LAParent) = 14,000+ Followers
- Twitter (@LAParentMag) = 8,034 Followers
- Instagram (laparentmag) = 9,830 Followers

A sponsored post across all channels = $1,100.

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

### 2024 THEMES & PRODUCTION SCHEDULE

**ISSUE**

- **January/February**
  - Family Health

- **March/April**
  - Summer Camp, Private School Directory, Inclusive Programs

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

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

- **September/October**
  - Education & Enrichment. Inclusive L.A. section.

- **November/December**
  - Holiday Programs, Gift Guide and Winter Travel

*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>ADS DUE</th>
<th>DIGITAL EDITION DEPLOYED</th>
<th>PRINT MAGAZINE DISTRIBUTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan/Feb</td>
<td>15-Dec</td>
<td>18-Dec</td>
<td>5-Jan</td>
<td>12-Jan</td>
</tr>
<tr>
<td>March/April</td>
<td>13-Feb</td>
<td>16-Feb</td>
<td>1-March</td>
<td>9-March</td>
</tr>
<tr>
<td>May/June</td>
<td>15-Apr</td>
<td>18-Apr</td>
<td>2-May</td>
<td>11-May</td>
</tr>
<tr>
<td>July/Aug</td>
<td>11-Jun</td>
<td>14-Jun</td>
<td>2-July</td>
<td>12-July</td>
</tr>
<tr>
<td>Sept/Oct</td>
<td>19-Aug</td>
<td>22-Aug</td>
<td>5-Sept</td>
<td>13-Sept</td>
</tr>
<tr>
<td>Nov/Dec</td>
<td>15-Oct</td>
<td>18-Oct</td>
<td>1-Nov</td>
<td>8-Nov</td>
</tr>
</tbody>
</table>

**SPACE RESERVATION**

- Jan/Feb
- March/April
- May/June
- July/Aug
- Sept/Oct
- Nov/Dec

**ADS DUE**

- Jan/Feb: 18-Dec
- March/April: 16-Feb
- May/June: 18-Apr
- July/Aug: 14-Jun
- Sept/Oct: 22-Aug
- Nov/Dec: 18-Oct

**DIGITAL EDITION DEPLOYED**

- Jan/Feb: 5-Jan
- March/April: 1-March
- May/June: 2-May
- July/Aug: 2-July
- Sept/Oct: 5-Sept
- Nov/Dec: 1-Nov

**PRINT MAGAZINE DISTRIBUTION**

- Jan/Feb: 12-Jan
- March/April: 9-March
- May/June: 11-May
- July/Aug: 12-July
- Sept/Oct: 13-Sept
- Nov/Dec: 8-Nov
## RATES & SPECS

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread</td>
<td>Use full page specs</td>
</tr>
<tr>
<td>Full page</td>
<td>Bleed: 8.625 x 11.125'' Trim: 8.375'' x 10.875''</td>
</tr>
<tr>
<td>1/2-page H</td>
<td>7.36'' x 4.95''</td>
</tr>
<tr>
<td>1/2-page V</td>
<td>3.58'' x 9.875''</td>
</tr>
<tr>
<td>3/8 page</td>
<td>3.58'' x 7.49''</td>
</tr>
<tr>
<td>1/4 page</td>
<td>3.58'' x 4.95''</td>
</tr>
<tr>
<td>1/8 page</td>
<td>3.58'' x 2.42''</td>
</tr>
</tbody>
</table>

### 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 grow and thrive!

CONTACT US
EMAIL:
Ron Epstein, Publisher
ron.epstein@laparent.com
Chelsea Parrish, Account Executive
chelsea.parrish@laparent.com
Cindy Hadash, Operations Manager
cindy.hadash@laparent.com

PHONE:
818.264.2222

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