

150K

BI-MONTHLY
DISTRIBUTION

Content in every issue on education, pediatric health and family-friendly activities – plus our Private School and Summer Camp Directories.



ANNUAL
DISTRIBUTION

900K

Award-winning, trusted and respected for 44 years



Audience

91% ARE MOMS

84% HAVE CHILDREN AT HOME UNDER THE AGE 15

*Based on 2020 audience survey

100%
PARENTS!

Reach L.A., Ventura & Beyond

West L.A., Eastside, South Bay, Mid-City, San Gabriel Valley, Santa Clarita Valley, San Fernando Valley, Beach Communities, Agoura, Thousand Oaks and everywhere else parents are!

Social Media 30K+



Digital Options

- LAParent.com
- Weekly Newsletter - The Weekend Guide & Monday Inspiration
- Dedicated E-blasts to reach 10,000-100,000+ parents
- Private School Directory
- Summer Camp Directory

Community Events

- Education Fairs
- Parenting Speaker Series
- Website and Social Media Contests

From Our Clients:

“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.”

Cara Lisco
Director of Advancement, Highland Hall Waldorf School

“When Stratford 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.”

Jean McClymonds
Marketing & Media Manager, Stratford School

2024 Magazine Themes

- Jan/Feb: Family Health
- March/April: Summer Camp, Private School Directory, Inclusive Programs
- May/June: Summer Travel and more camps.
- July/Aug: The Everything Guide in L.A. (museums, amusement parks, day trips, etc.)
- Sept/Oct: Education and Enrichment. Plus Inclusive Section.
- Nov/Dec: Holiday Programs, Gift Guide and Winter Travel