

MEDIA KIT 2024

L.A. Parent™

smart. connected. fun.



LAPARENT.COM

THIS IS US

CONNECTING WITH FAMILIES IN LOS ANGELES AND VENTURA COUNTIES



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



Recognized for best content for families.

REACHING FAMILIES

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



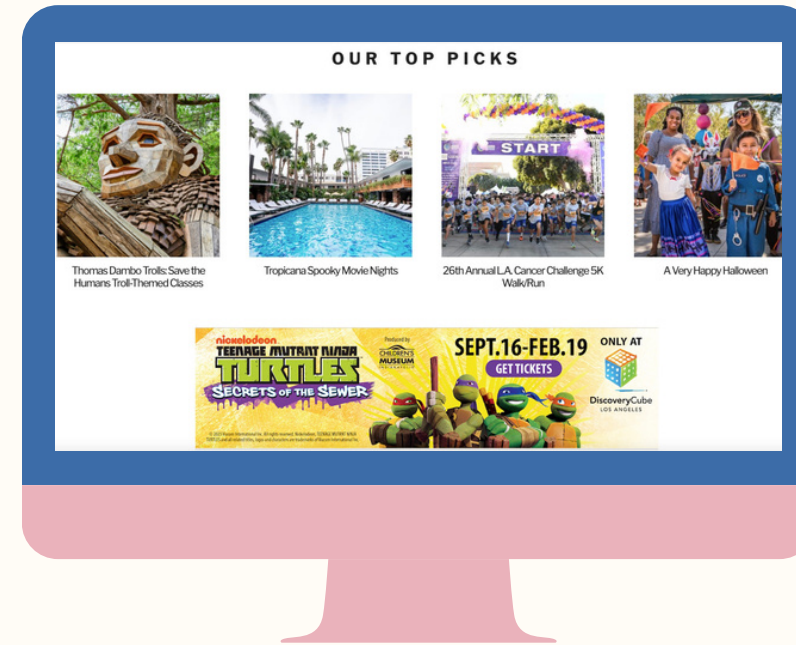
L.A. PARENT
MAGAZINE

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



PRIVATE SCHOOL
GUIDE

190,000
Total Annual Distribution



LAPARENT.COM

900,000
Annual Pageviews

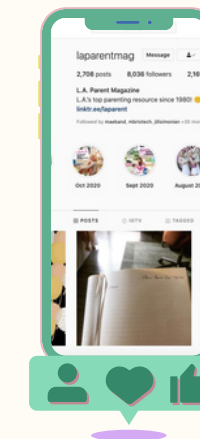


WEEKLY
NEWSLETTERS

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.

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. ”



Highland Hall
Waldorf School

Level learning for life

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. ”

EEGInfo

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.

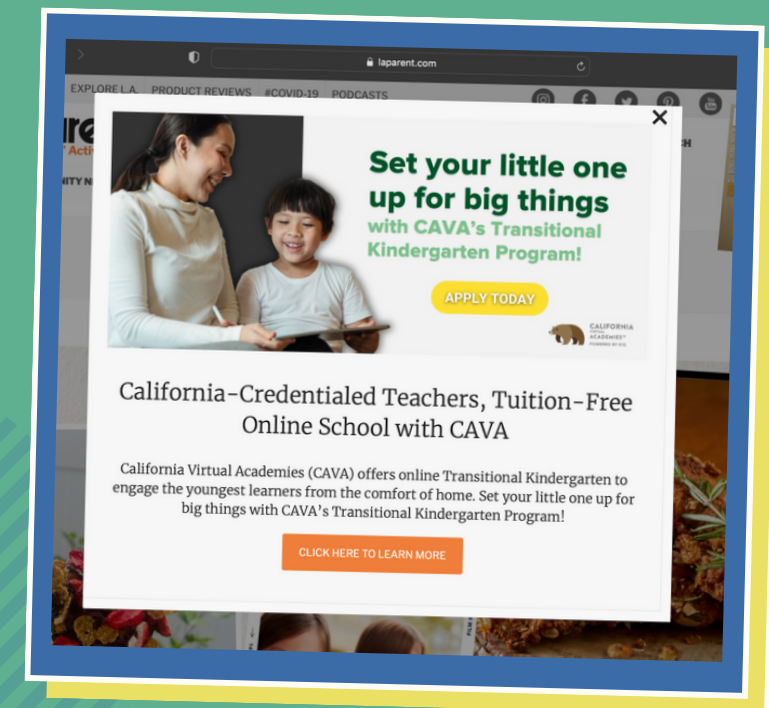
SUPER LEADERBOARD



STANDARD LEADERBOARD



SPONSORED CONTENT



HOME PAGE POP-UP

View this email in your browser

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SPONSORED CONTENT



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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.

Digital



TRENDING



If cancer is diagnosed during pregnancy, there are treatment options
Breast Cancer During Pregnancy: What You Need to Know



Sponsored Content
Parenting: Encouraging Children to Read and Fun Activities to Help Motivate Them!



Indulge in Creole food at Tiana's Palace
What's Up at Disneyland This Fall



TOP HALLOWEEN EVENTS IN L.A. AND BEYOND

Print



Stratford School - Where the Extraordinary Happens!

At Stratford School, high expectations yield extraordinary results. Our advanced yet intentionally balanced curriculum starts as early as Preschool to inspire and nurture the minds and hearts of every student. From the outset, we identify challenging concepts, then accelerate learning to enable our students to study ahead of grade level, develop a love of learning, and prepare for the future. Our curriculum is created in thoughtful and meaningful ways to ignite curiosity, nurture exploration, and encourage inquiry.

Preschool
Beginning in Preschool, Stratford's curriculum is designed to develop the cognitive, social, emotional, and physical building blocks. Hands-on, multi-sensory activities, including our Immersive STEAM Play, encourage preschoolers to play and share with others, while developing their self-confidence, as each child discovers the joy and excitement of learning.

Elementary
In Elementary, our accelerated core curriculum exceeds the National Standard ERS. Results and motivates students to become critical thinkers, innovative problem-solvers,



STRATFORD SCHOOL



and confident writers. This balanced approach impacts students with not only a well-rounded education, it factors the development of strong friendships, effective study skills, and blossoming self-confidence.

Middle School
Middle School continues the Stratford tradition of excellence. We prepare and mentor students for placement in honors and advanced courses at top tier private and public high schools. Stratford's intentional approach to educating the whole child results in young adults who are gifted communicators as well as skilled and generous collaborators.

Beyond the classroom, we help students discover and define their passions through a variety of extracurricular pursuits, personal enrichment activities, physical education, and time of free play.

Our caring and passionate teachers cultivate a fun and nurturing classroom environment, where high expectations encourage students to try new things with confidence and enthusiasm.

By harnessing the collective power of students, teachers, and administrators, this carefully designed approach, along with our commitment as educational leaders, helps students to excel. Stratford School prepares students to become the future generation of creative problem-solvers, imaginative innovators, visionaries, and confident, impactful leaders.

For more information, visit us at www.stratfordschools.com.

WHEN YOU INSPIRE A LIFETIME LOVE OF LEARNING THE EXTRAORDINARY HAPPENS

JOIN US FOR AN **OPEN HOUSE**
Saturday, October 21
By Appointment

At Stratford, students accomplish extraordinary things. Our advanced yet balanced curriculum propels students to excel both inside and outside the classroom and inspires children to become creative problem-solvers, imaginative innovators, and insightful, confident leaders.



STRATFORD SCHOOL

Find a campus near you & Pre-register online at StratfordSchools.com
NOW ENROLLING Preschool through Middle School!


Altadena
Early Preschool - Grade 2
& Middle School Program
2546 Allen Avenue
(626) 794-1000

Mission Viejo
Preschool - Grade 8
20251 Chiquita Drive
(949) 458-1776


West Los Angeles
Preschool - Kindergarten
& Middle School Program
2000 Sunset Avenue
(424) 293-2783

*Stratford Preschool is a Licensed Preschool (License #1601888 - 01/1/2019) and is a CA State Licensed Child Care Facility.

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SEPT. 16 - FEB
GET TICKETS



Cooking with The CrunchBros

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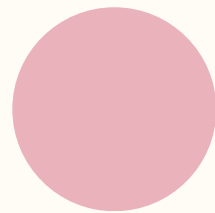
HE WALLIS MERMAID THEATRE
It's Okay To Be Different
Stories by Todd Parr
October 7 at 11am & 2pm
GET TICKETS



Mr. Bones Pumpkin Patch
Opening Weekend | Pumpkin Decorating, Petting Zoo & More

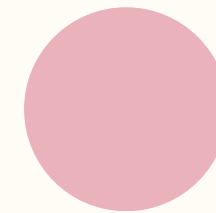
WEEKLY NEWSLETTERS

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



	SPACE RESERVATION	ADS DUE	DIGITAL EDITION DEPLOYED	PRINT MAGAZINE DISTRIBUTION
Jan/Feb	15-Dec	18-Dec	5-Jan	12-Jan
March/April	13-Feb	16-Feb	1-March	9-March
May/June	15-Apr	18-Apr	2-May	11-May
July/Aug	11-Jun	14-Jun	2-July	12-July
Sept/Oct	19-Aug	22-Aug	5-Sept	13-Sept
Nov/Dec	15-Oct	18-Oct	1-Nov	8-Nov

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

RATES & SPECS

Size		Price
Spread	Use full page specs	\$6,999
Full page	Bleed: 8.625 x 11.125" Trim: 8.375" x 10.875"	\$3,689
1/2-page H	7.36" x 4.95"	\$2,315
1/2-page V	3.58" x 9.875"	\$2,315
3/8 page	3.58" x 7.49"	\$1,899
1/4 page	3.58" x 4.95"	\$1,299
1/8 page	3.58" x 2.42"	\$769

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.

Spread

Full Page

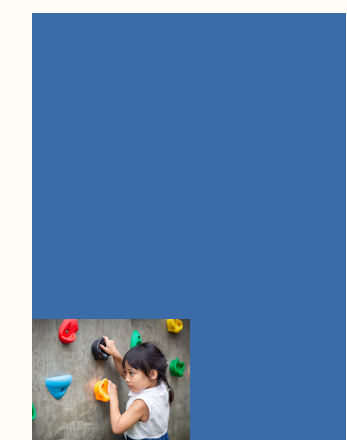
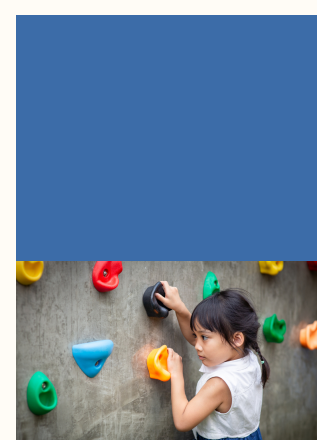
1/2 Horizontal

1/2 Vertical

3/8

1/4

1/8





WE GOT YOU!

Our L.A. Parent team is always here to give your business the boast to grow and thrive!

CONTACT US

Ron Epstein, Publisher
ron.epstein@laparent.com

Chelsea Parrish, Account Executive
chelsea.parrish@laparent.com

Meaghan McCarthy, Account Executive
meaghan.mccarthy@laparent.com

Cindy Hadash, Operations Manager
cindy.hadash@laparent.com

PHONE: 818.264.2222 P.O. Box 8275, Calabasas, CA 91372
LAParent.com