

MEDIA KIT 2026

**L.A. Parent**<sup>TM</sup>  
*smart. connected. fun.*

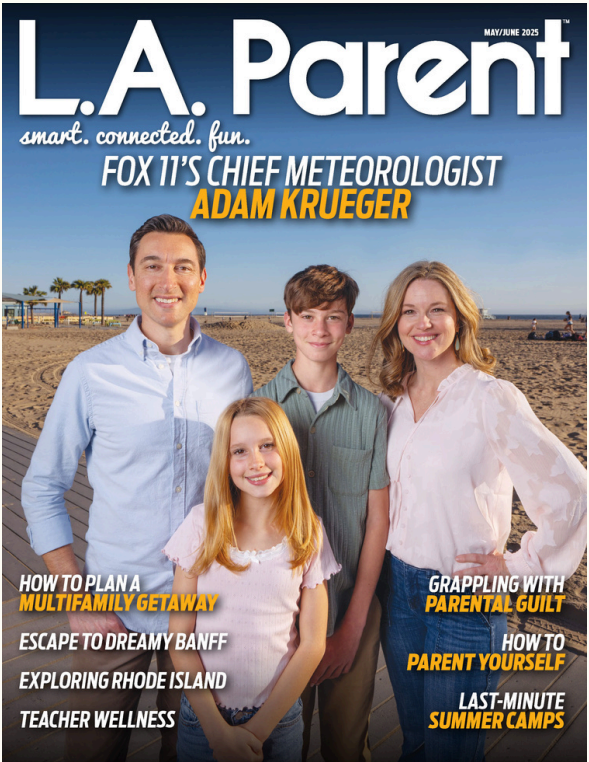


LAPARENT.COM



# THIS IS US

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

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

## our connection

- ◆ Social Media
- ◆ Print Magazine
- ◆ Seasonal Guides
- ◆ Website
- ◆ Weekly Newsletters
- ◆ Targeted Email Campaigns
- ◆ In-Person Events



Recognized for best overall magazine for  
families in the country.



# REACHING FAMILIES

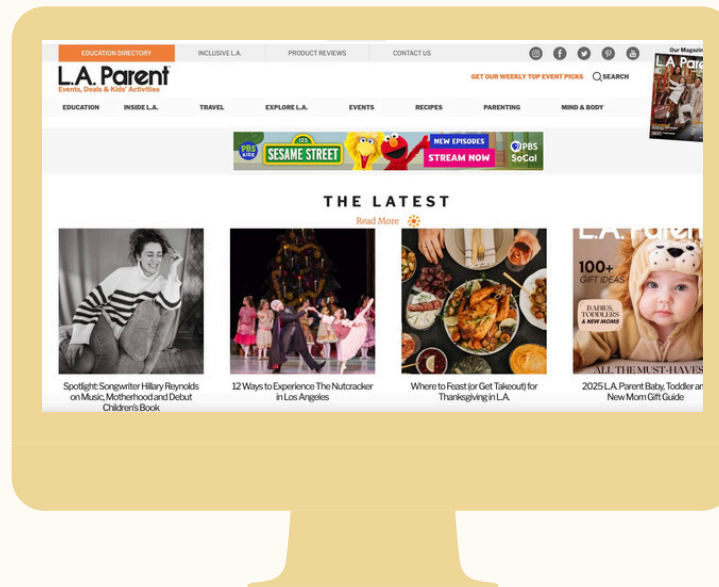
EVERYWHERE...WESTSIDE, EASTSIDE,  
SOUTHBAY, THE VALLEYS, MID-CITY, BEACH  
COMMUNITIES



L.A. PARENT  
MAGAZINE

225,000 Bi-Monthly

Annual reach of more than 1 million parents



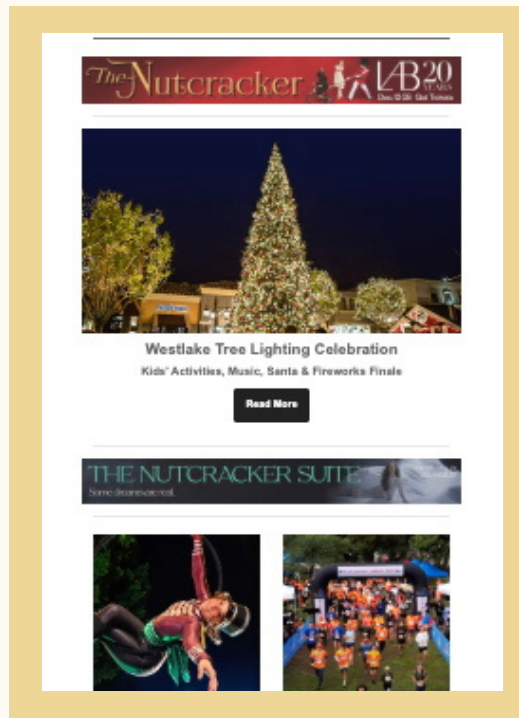
LAPARENT.COM

More than 1 million  
annual page views

DEDICATED E-BLASTS  
110,000+ Parents



SOCIAL MEDIA  
31,000+ Followers



WEEKLY  
NEWSLETTERS

13,000+  
Subscribers



ANNUAL GIFT GUIDES:  
EASTER, HOLIDAYS, BABY & NEW MOM



EDUCATION  
FAIRS  
Ask us for details



# L.A. Parent Works! Just Ask Our Clients:



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

verf 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. ”



VISIT  
NEWPORT  
BEACH  
CALIFORNIA

MARIAH PONCE

Brand Manager

Visit Newport Beach

“ This campaign performed wonderfully, and these are some great metrics. We appreciate your team and how communicative you were, we look forward to working in the future and will connect soon. ”

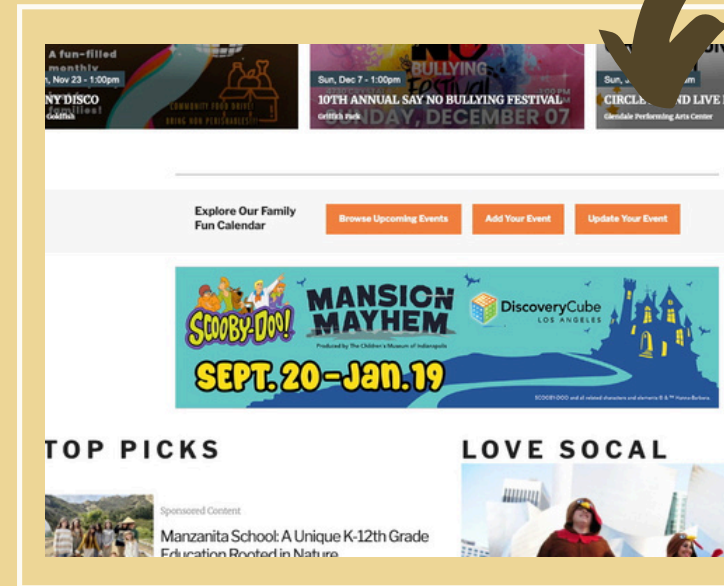


# GREAT VISIBILITY ON LAPARENT.COM

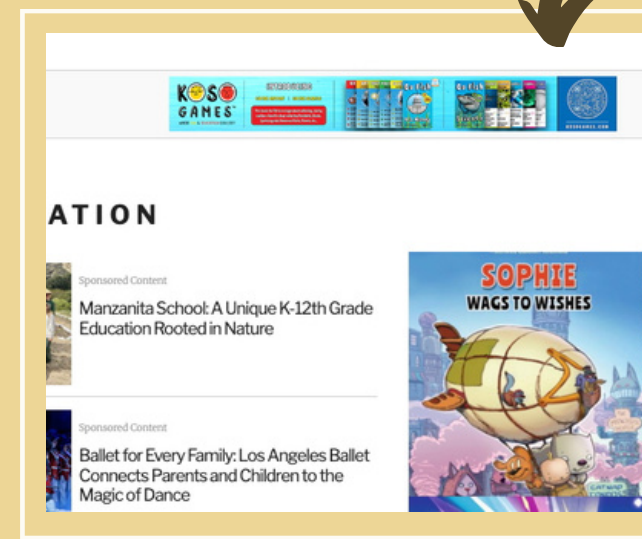
Where families find events, parenting tips and resources fast

- **Super leaderboard** (970x250): \$899 per month
- **Standard leaderboard** (728x90): \$775 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. \$895 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. \$1,825 per week.

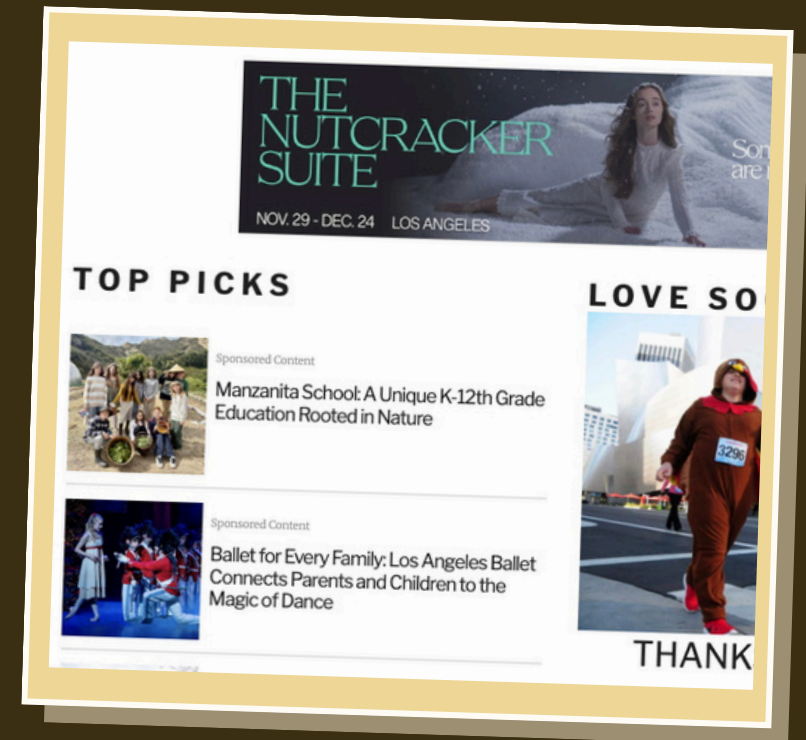
## SUPER LEADERBOARD



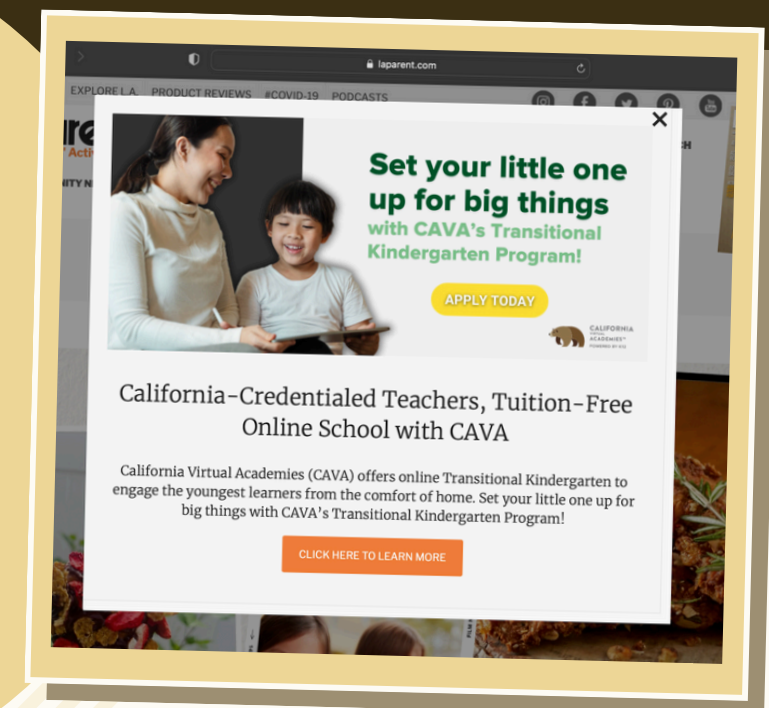
## STANDARD LEADERBOARD



## SPONSORED CONTENT



## HOME PAGE POP-UP





L.A. Parent

smart. connected. fun.

SPONSORED CONTENT

**Enroll TODAY!**

Dec. 29

-Jan. 2

# TARGETED E-MAIL CAMPAIGNS

## TELL YOUR STORY TO OUR AUDIENCE

**Our most popular products for 3 years in a row!**

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.

\$999 = 20,000 parents  
 \$1,199 = 30,000 parents  
 \$1,399 = 40,000 parents  
 \$1,599 = 50,000 parents

### Families with Neurodiverse Children

This is a big part of our community and they are highly engaged. They connect with us!

- 3,200 parents for \$575
- 20,000 parents for \$999



# 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 Top Picks 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.

**One of our most popular programs.** Here's what we need: Your article (750-800 words), plus 2-3 images, links, social media handles and hashtags. Cost: \$895

**Print Sponsored Content:** Available in full-page (\$3,899) and half-page (\$2,549) sizes. Full page allows about 550 words and 2-3 images, while half page is about 250 words and 1-2 images.

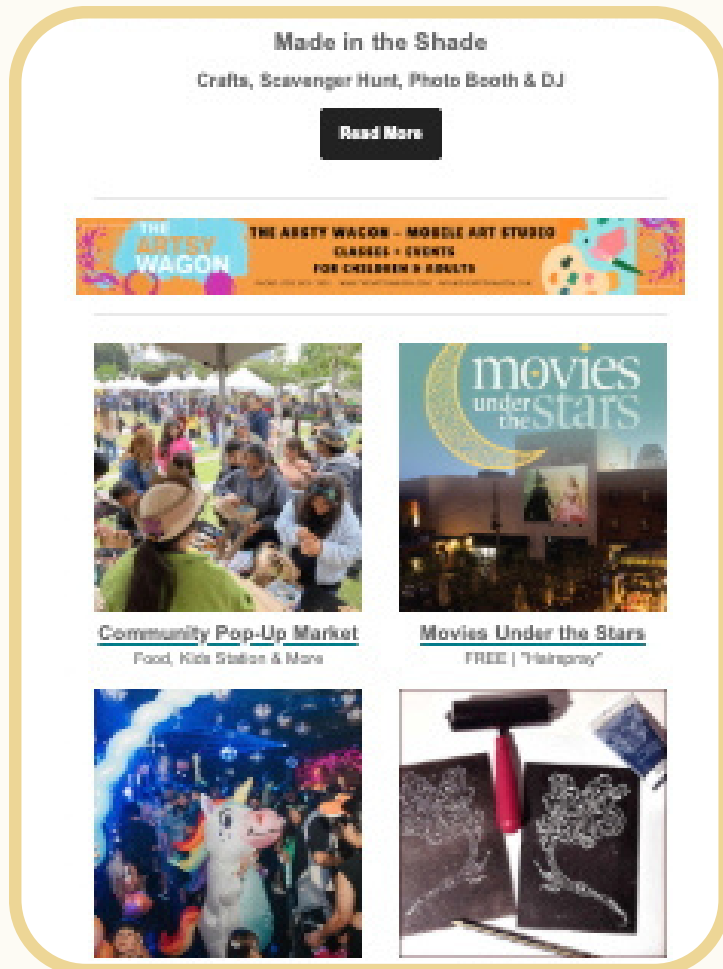
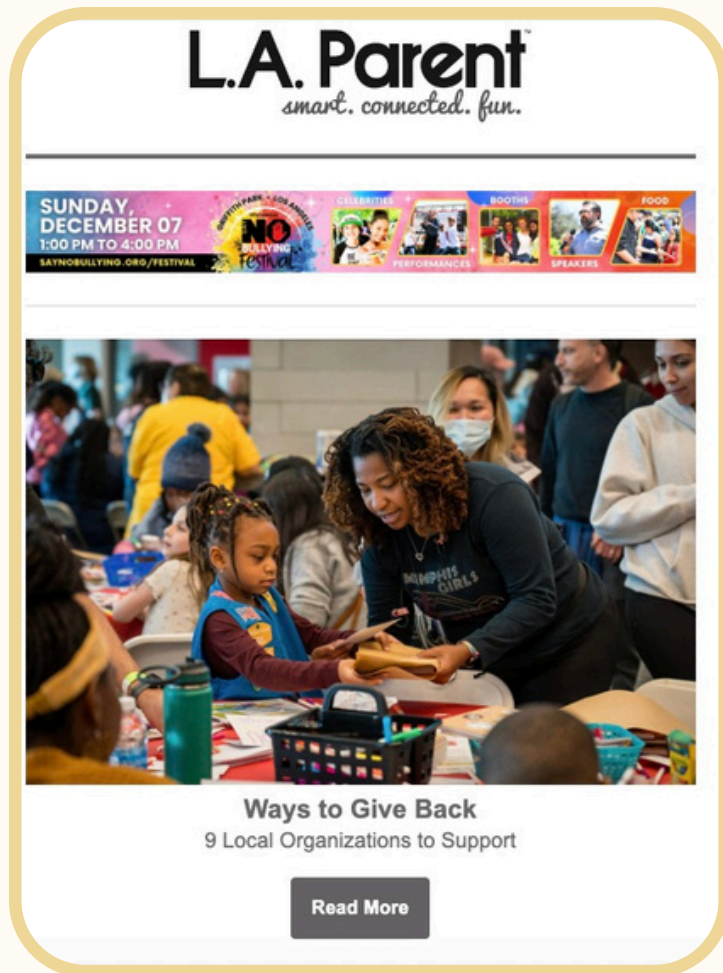
Digital



Print







# WEEKLY & MONTHLY NEWSLETTERS

## PARENTING 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

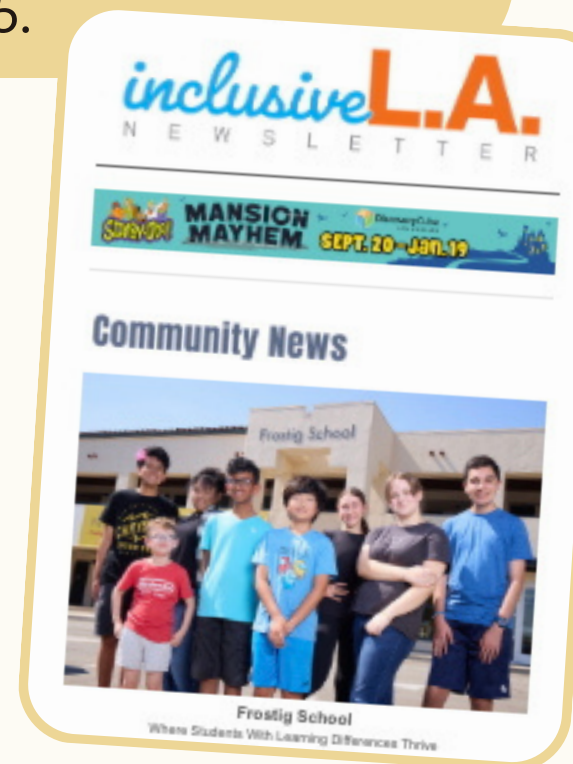
Every Thursday we select our editors' top picks for fun things to do in and around L.A. Our extensive calendar of events is a reader favorite!

Your leaderboard ad goes in both Thursday and Monday deployments for only \$399 per week.

## INCLUSIVE L.A.

This is our award-winning monthly newsletter that deploys on the first Wednesday of each month to families in our community who have children who learn differently.

Reach 3,200+ parents with an open rate of more than 30%. Leaderboard ads in it are only \$385.







## SOCIAL MEDIA

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

- Instagram (@laparentmag) = 11,300 Followers
- Facebook (@LAParent) = 13,000+ Followers
- X (@LAParentMag) = 7,700 Followers

A sponsored post across all channels = \$1,299



## TICKET GIVEAWAYS

Generate great visibility and love for your brand.

- Email deployment
- Post across our socials

*"I am really happy with how this partnership went and think it would be great to do it again! The fact that the winners attended in Santa Clarita, Woodland Hills and Torrance show the extent of the reach that the promotion had. I'll be in touch next season!"*

Emily Lavender White, Marketing Director  
Circus Vargas

Weeklong Promotion = \$999



# SEASONAL GUIDES

Our digital Seasonal Guides offer you a low-cost way to reach a targeted audience.

## EDUCATION DIRECTORY

This is live from August through December. Tell parents what makes your school, enrichment program or educational service unique. Sortable by location, your listing includes your logo or image, contact info, unique programs and anything else you want parents to know. **\$699.**



## SUMMER CAMP SHOPPER

This is for summer camps only. Reach 200,000 parents in your neighborhood at the end of March. Spread **\$899**, Full page **\$799**, Half page **\$550**.



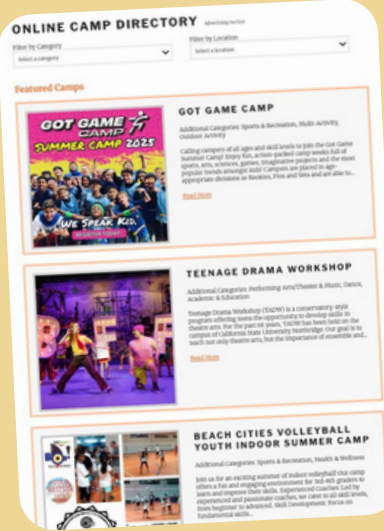
## EASTER GIFT GUIDE

Our editors select to the gifts for the season and we present them to 200,000 parents in L.A. in early April. Full page **\$1,400**, Half page **\$899**.



## BEYOND L.A. TRAVEL GUIDE

Our 12-page family travel guide with articles on top family destinations. Deployed to 200,000 high-income parents throughout L.A. in mid-April. *Ask about prices.*



## SUMMER CAMP DIRECTORY

This is live from February through July. Parents can sort by type of camp and location to find the right fit. Your listing includes your camp logo or image, contact info, features that set you apart and anything else you want parents to know. **\$699.** *Featured listing available!*

## HOLIDAY GIFTS & HOLIDAY BABY

More than 120 products for toddlers to teens, this includes education tools, games, apps, music and more. Big reach and great timing! For Baby Guide, we target 200,000 new parents – those who have babies or toddlers under 24 months old. *Ask about prices.*



## SCHOOL PROFILE

New in 2025, this is a mini version of the magazine that is about your school only. We design it, post it on our site, give you a copy and email it to 75,000 parents in communities you select. Great marketing tool. **\$2,849.**



## \*\*NEW FOR 2026\*\*

You can sponsor the deployment of any of these products or our magazine. As the sponsor, you receive a super leaderboard at the top and the bottom of the deployment – those are the only ads we allow in the email. **\$3,000.**



# OUR AWARD-WINNING MAGAZINE

## 2026 THEMES & PRODUCTION SCHEDULE

We added 30 more schools to our magazine distribution in 2025!



ISSUE	SPACE RESERVATION		ADS DUE	DIGITAL EDITION DEPLOYED	PRINT MAGAZINE DISTRIBUTION
January/February Family Health	Jan/Feb	9-Dec	12-Dec	6-Jan	7-Jan
March/April Summer Camp, Spring Break Travel	March/April	13-Feb	18-Feb	3-March	6-March
May/June Summer Travel and more Camps, plus a Special Section on L.A.-area Shopping Centers.	May/June	13-Apr	17-Apr	5-May	8-May
July/August The Everything Guide in L.A. (museums, amusement parks, day trips, etc.)	July/Aug	15-Jun	18-Jun	1-July	N/A
September/October Education & Enrichment. Inclusive L.A. section.	Sept/Oct	17-Aug	20-Aug	2-Sept	8-Sept
November/December Holiday Programs, Gift Guide and Winter Travel	Nov/Dec	15-Oct	20-Oct	3-Nov	6-Nov

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



# RATES & SPECS

Size		Price
2-Page Spread	Use full page specs	\$7,250
Full page	Bleed: 8.625 x 11.125" Trim: 8.375" x 10.875"	\$3,899
1/2-page H	7.36" x 4.95"	\$2,549
1/2-page V	3.58" x 9.875"	\$2,549
3/8 page	3.58" x 7.49"	\$1,999
1/4 page	3.58" x 4.95"	\$1,379
1/8 page	3.58" x 2.42"	\$825

## 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

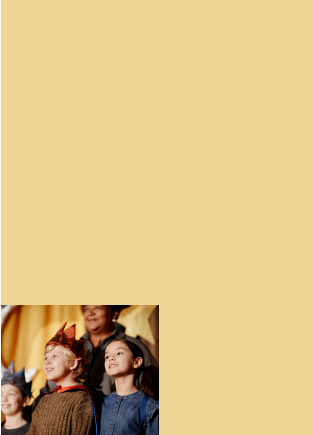
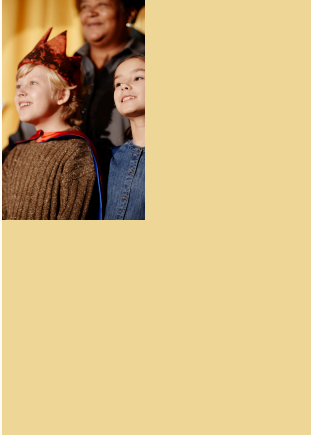
1/2 Horizontal

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**

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