



MEDIA KIT

Become part of the most talked about Family Magazines in three counties, reaching an affluent, predominantly female audience of parents of school age children.

WHY SHOULD YOU ADVERTISE IN PARENT MAGAZINE?

Parent Magazine is a trusted resource to families with school age children. With distribution through public elementary schools, advertisers gain valuable access to high net worth households through a magazine with a loyal readership base.

Families rely on Parent Magazine for our comprehensive calendar of things to do, informative articles and a message from their local school district. The magazines are frequently shared, giving you multiple impressions with each ad.

Parents provide for their children, themselves and often their parents. Decisions such as health care, education, child care, safety, entertainment, food, clothing, automotive needs, home purchases and improvement, and career decisions can all be influenced by advertising in these magazines.

PRINT:

- Full color copies
- Delivered through elementary schools in East Volusia and St. Johns county. Available in the schools and in racks throughout Flagler county.
- 3 geographic editions to concentrate your message to the audience you want to reach. Discounts are available for advertising in multiple editions.

ADVERTISING IN PRINT
YIELDS **GREATER**
INCREASES IN BRAND
AWARENESS, BRAND
FAVORABILITY AND
PURCHASE INTENT THAN
ONLINE OR TV
ADVERTISING.¹

ADS IN MAGAZINES
DELIVER A **HIGHER**
RETURN ON AD SPEND
THAN ANY OTHER
MEASURED MEDIA.²

DIGITAL:

Monthly deliver to over 950 subscribers. Every subscriber receives a fully-interactive digital edition with links to advertisers and Google calendar options.

WHAT WE OFFER:

No other local media source reaches parents as comprehensively as Flagler Parent, East Volusia Parent, and St. Johns Parent Magazines. Let us build your business with a great campaign that reaches YOUR target!

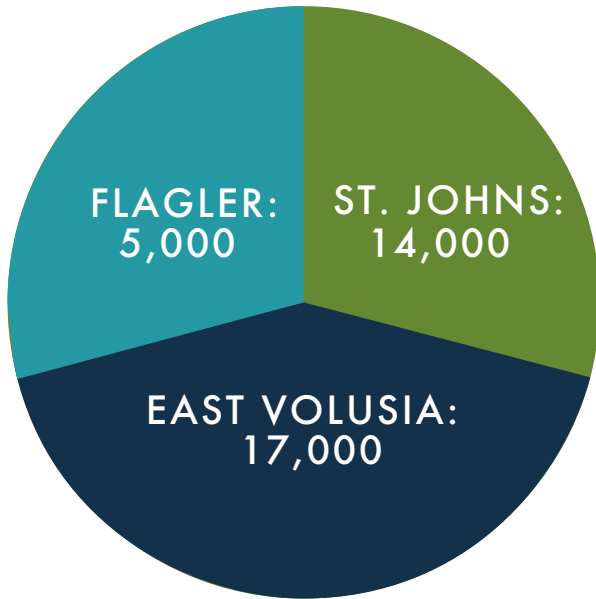
CALL FOR MORE INFORMATION
(386) 283-5906

WWW.PARENTMAGAZINEFLORIDA.COM

1) <http://www.magazine.org/sites/default/files/MPAFACTbook201617-ff.pdf>; 2) The Magazine Media Facebook 2016

PRINT CIRCULATION

Publication Schedule: 10 issues during the school year, with 2 special editions (Florida Baby and Health and Wellness) during the summer.



DISTRIBUTION

In addition to the direct delivery through the Flagler, East Volusia, and St. Johns Counties' school systems, our publications are also available at county libraries and other locations.

READER DEMOGRAPHICS

- Average age 24-46
- 91% women
- 70% with children 5 to 12 years old
- Average household income \$150,000
- These consumers buy houses, cars, jewelry, arrange for childcare & education, arrange for healthcare, and more

I am so happy with the ad I placed in East Volusia Parent Magazine for my event ... I had a significant increase in attendees for the event I advertised- and they were specifically able to recall seeing the ad in East Volusia Parent when asked on a survey distributed the night of the event. I highly recommend ... East Volusia Parent Magazine!

-CINDY WALKER, COMMUNICATIONS & EVENTS COORDINATOR, CITY OF ST. AUGUSTINE BEACH

Magazine readers are more likely than users of other media to influence friends and family on products across a wide variety of categories. Magazines complement the web in reaching social networks, who marketers increasingly favor to generate word-of-mouth.

-ASSOCIATION OF MAGAZINE MEDIA

"I'm a busy wife with 2 young children and a full time career. I'm constantly juggling work, family and school activities so print media is something I rarely have time for. However, Parent Magazine has become such a valuable resource in our home, I look forward to its monthly publication. The articles offer guidance on how my husband and I can keep our children motivated and engaged at school; and suggests creative ideas for reconnecting as a family ...without the distraction of technology and social media! As a personal favorite, it's also a great place to find family-friendly activities hosted in our community. It's a must read for any parent looking for resources and support as they raise a family."

-DERBY JOHNSON, ORMOND BEACH

THEMES AND DEADLINES

SEPTEMBER

Theme: The Back to School Issue
Ads close: 07/17/19
Materials due: 07/19/19
Distribution date: 08/26/19

MARCH

Theme: The Go Green Issue
Ads close: 01/22/20
Materials due: 01/24/20
Distribution date: 02/24/20

OCTOBER

Theme: Faces of Fall
Ads close: 08/14/19
Materials due: 08/16/19
Distribution date: 09/23/19

APRIL

Theme: The Camp Issue
Ads close: 02/19/20
Materials due: 02/21/20
Distribution date: 03/23/20

NOVEMBER

Theme: Giving Thanks
Ads close: 09/11/19
Materials due: 09/13/19
Distribution date: 10/21/19

MAY

Theme: The Mom Issue
Ads close: 03/18/20
Materials due: 03/20/20
Distribution date: 04/20/20

DECEMBER

Theme: The Holiday Issue
Ads close: 10/09/19
Materials due: 10/11/19
Distribution date: 11/18/19

JUNE

Theme: The Summer Planning Guide
Ads close: 04/15/20
Materials due: 04/17/20
Distribution date: 05/18/20

JANUARY

Theme: New Beginnings
Ads close: 11/06/19
Materials due: 11/08/19
Distribution date: 12/16/19

SPECIAL EDITION: FLORIDA BABY

Ads Close: 5/20/20
Materials due: 5/22/20
Distribution date: 6/22/20

FEBRUARY

Theme: The Vacation / Staycation Issue
Ads close: 12/18/19
Materials due: 12/20/19
Distribution date: 01/27/20

SPECIAL EDITION: HEALTH & WELLNESS

Ads Close: 6/24/20
Materials due: 6/26/20
Distribution date: 7/27/20