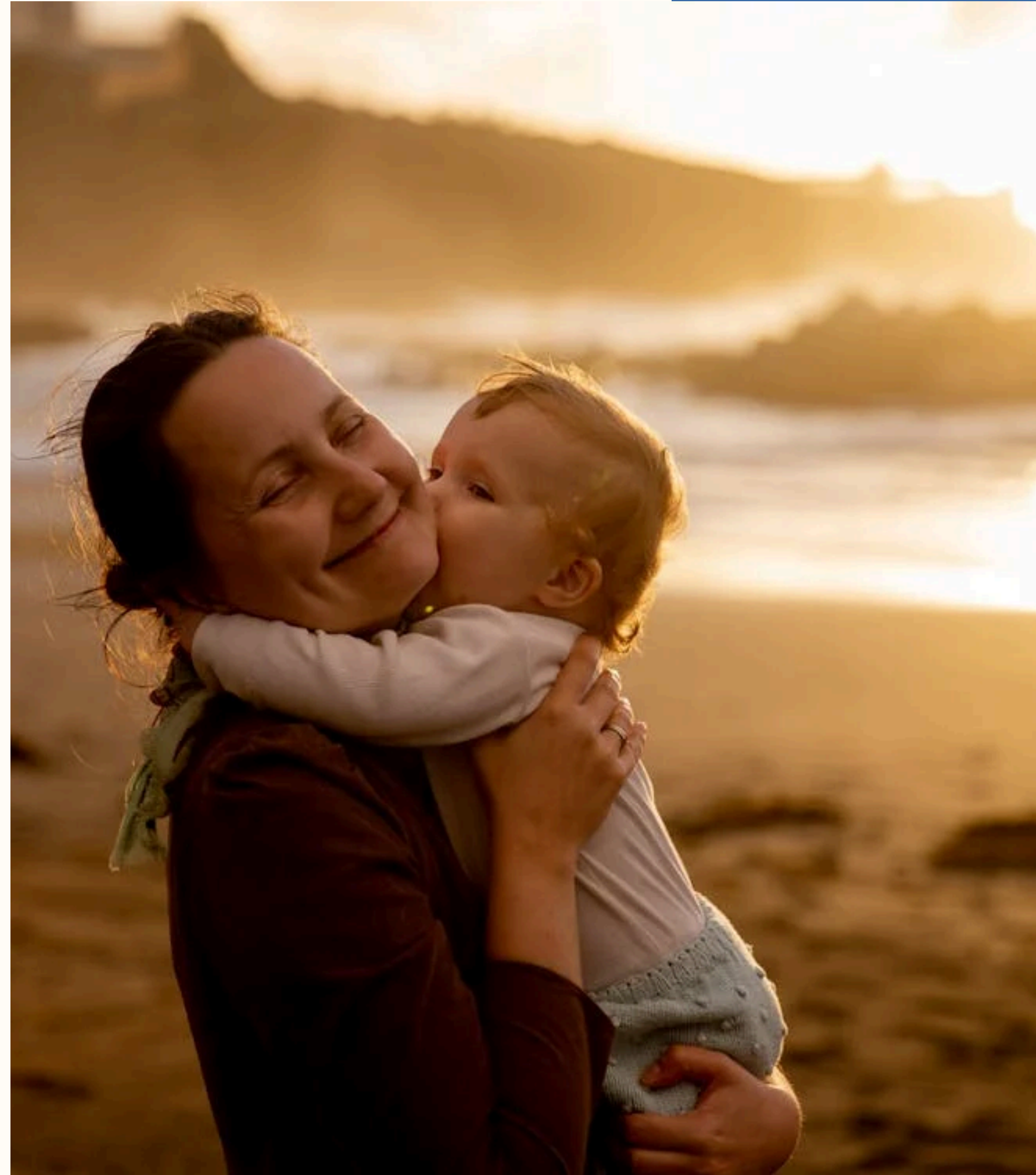


MEDIA KIT 2024



WE ARE

CONNECTING WITH FAMILIES IN California AND Los angelous



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

- 25% have children under age 5
- 45% have children ages 5-8
- 25% have children ages 9-11
- 14% have children in middle school
- 20% 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

CONNECTING WITH FAMILIES



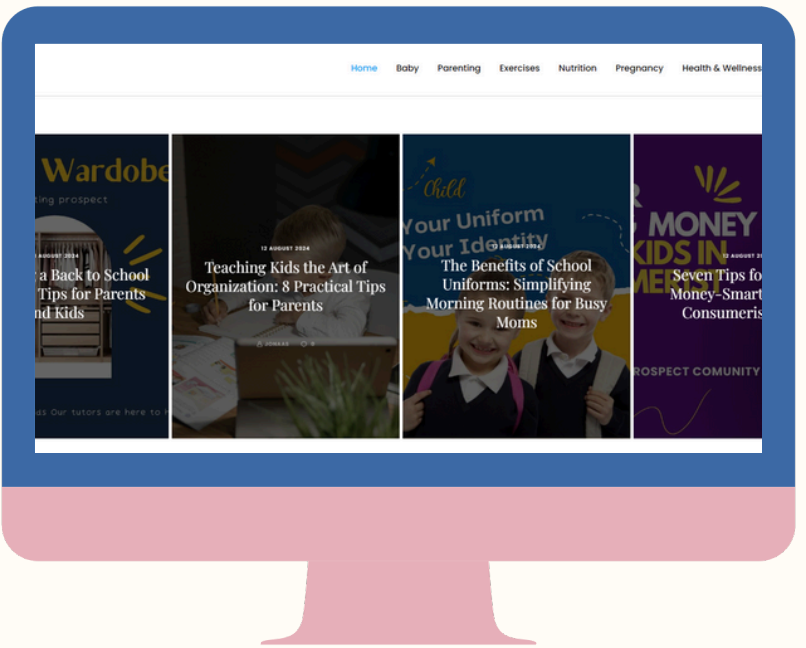
L.A. PARENT MAGAZINE

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



PRIVATE SCHOOL GUIDE

190,000 Total Annual
Distribution



PARENTINGPROSPECT.COM

900,000 Annual
Pageviews

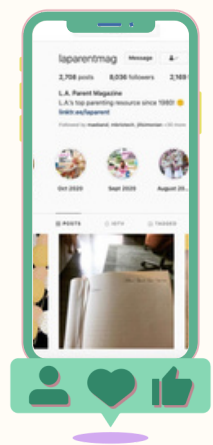


WEEKLY NEWSLETTERS

16,000+
Subscribers



DEDICATED
E-BLASTS
110,000+
Parents



SOCIAL
MEDIA
30,000+ Social
Followers



Our Goal

Macroney Chloey
Marketing & Media Manager
Stratford School

“ We believe parenting prospect 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. ”

Jonaas camilo Director
of Marketing team

“ . Parenting prospect 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. ”

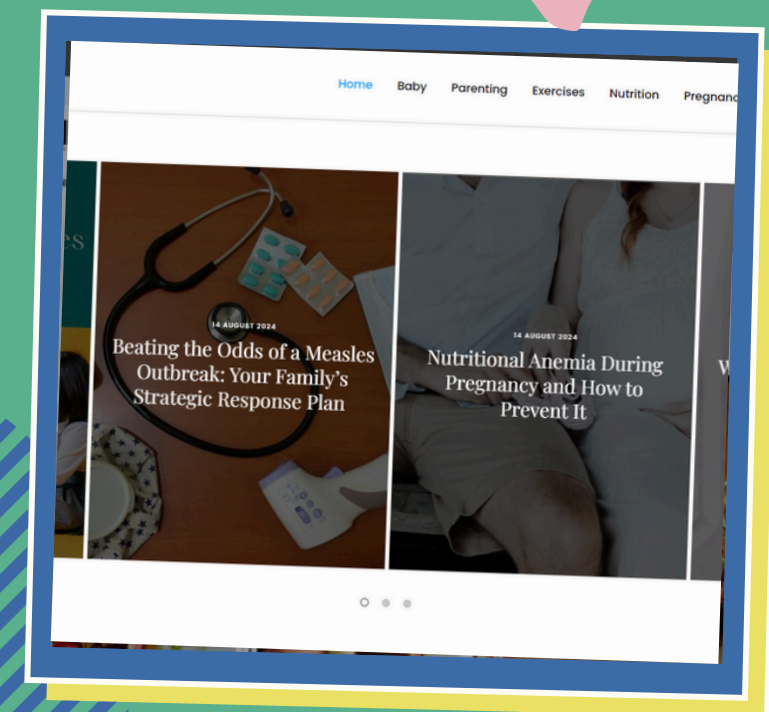
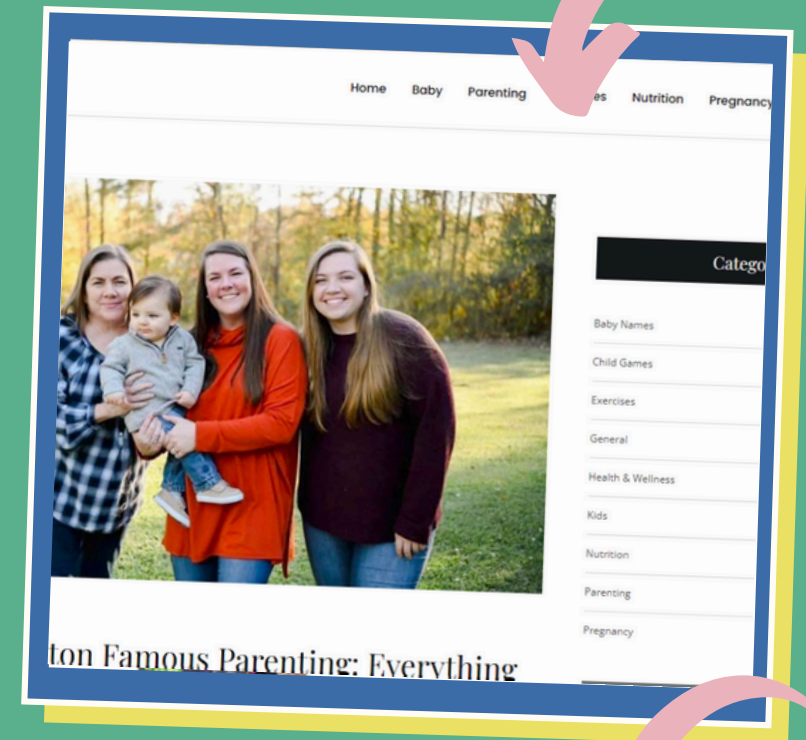
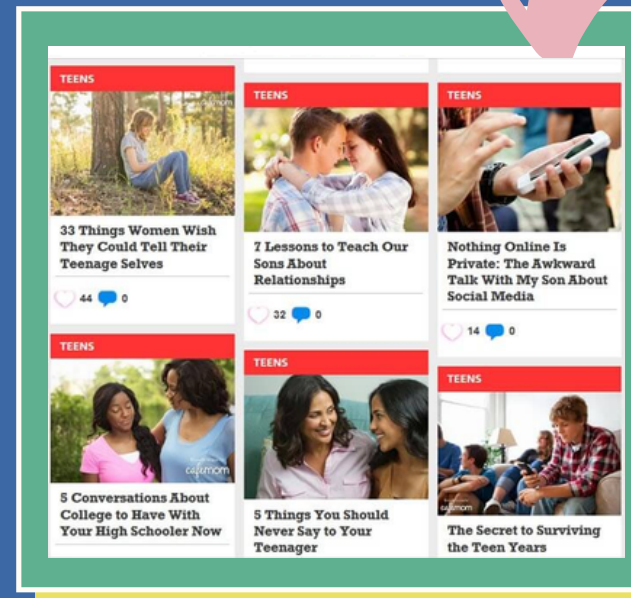
Ashley Kai
President
EEGInfo

“ Parenting prospect has been one of the only publications that realiably 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 parentingprospect. ”

GREAT VISIBILITY ON Parentingprospect.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.





OUR GOALS

TELL YOUR STORY TO OUR AUDIENCE

Join our vibrant community of over 300,000 parents! Connect, learn, and thrive together with the support and resources you need for your family's journey. Our targeted database is designed specifically for families with children experiencing learning differences, ensuring they receive the most relevant support, resources, and connections to enhance their journey

Who do you want to reach? We can organize our list based on location/zip code, the age of children, the age of parents, and more! The more precise your targeting, the less waste and the better the results. Plus, we provide detailed analytics for every campaign

Ask us

To reach families who have children with learning differences, we have developed a targeted database dedicated to this vital part of our community.

SPONSORED CONTENT

YOUR STORY - IN YOUR WORDS

Share your story, mission, and commitment to families with our audience. Highlight what makes your business unique. Your article will be featured on our homepage in the Trending section for one week, then in the Education section, followed by automatic placement across our site for the next two weeks. At the end of the month, your content will be archived but remain 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) options. Full-page fits approximately 550 words and 2-3 images; half-page holds around 250 words and 1-2 images.

Digital



Picked Categories

- Sports as a Family: Which Sports Are Best to Choose And How It's Going**
A recommendation for adults is 150 minutes of moderate to vigorous physical activity. For...
- Treasure Every Moment: The Ultimate Guide to Organizing Family Photos**
Family photos are the thread that ties generations together, capturing moments that would otherwise slip away with time. Yet, as...
- In-Home Child Care Rates Per Hour: Complete 2024 Guide for Parents**
Choosing the right child care for your little ones is a crucial decision for any parent. In-home child care offers...

Print



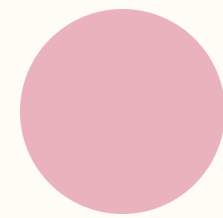
Home | Baby | Parenting | Exercises | Nutrition | Pregnancy | Health & Wellness

- Odds of a Measles Your Family's Response Plan**
- Nutritional Anemia During Pregnancy and How to Prevent It**
- Ways to Keep Your Child Safe from Climate-Sensitive Diseases**
- School Wardrobe: Tips and Tricks for Parents and Kids**



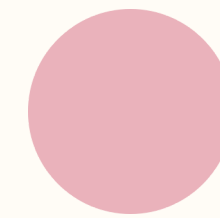
WEEKLY NEWSLETTERS

WEEKEND GUIDE, PARENTING TIPS & MORE



MONDAY NEWS

We begin the week with inspiration and resources -- recipes from top chefs, craft ideas, journaling tips, keeping communication open with your child's teacher and much more.



WEEKEND GUIDE

Kick off the week with inspiration: recipes from top Parenting prospect. chefs, creative crafts, journaling tips, and ways to keep communication strong with your child's teacher.



SOCIAL MEDIA

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

- Facebook (@parentingprospect) = 14,000+ Followers
- Twitter (@parentingprospec) = 8,034 Followers
- Instagram (@parentingprospec) = 9,830 Followers



EVENTS AND CONTESTS

We create unique events and custom promotions like Speaker Series, Education Fairs, and fun contests. Let's chat about how we can collaborate!



WE GOT YOU!

Our parenting prospect team is always here to give your business the boast to grow and thrive!

CONTACT US

parentingprospect@gmail.com