

THE MOST EFFECTIVE MEDIA FOR REACHING NY REGIONAL PARENTS

Each of our eight titles is the go-to local publication in its region. Parents rely on us for help deciding what to do with their families every weekend—and we provide them with THE most comprehensive, easy-to-navigate calendar of kid-friendly events (and our website is updated daily). From choosing a physician to planning a family outing, picking a party venue to enrolling their kids in after-school activities – our publications and website are the ultimate parent resource.

Parents keep each issue for months at a time, folding down pages, circling key items, and re-reading articles. It truly is a “must” read.

New York’s Largest Publisher of Regional Parenting Magazines



KEY ADVANTAGES

- **Targeted Distribution** at schools, libraries, pediatrician and ob.gyn offices, and after-school programs
- **Top-Quality Editorial** from our award-winning experts with over 20 years experience in covering the local parenting sector
- **Comprehensive Activity Calendars:** Comprehensive lists that parents refer to throughout the month
- **Themed Issues** that increase shelf-life
- **The Best Market Coverage** with over **400,000** copies circulated to metro-area parents each month

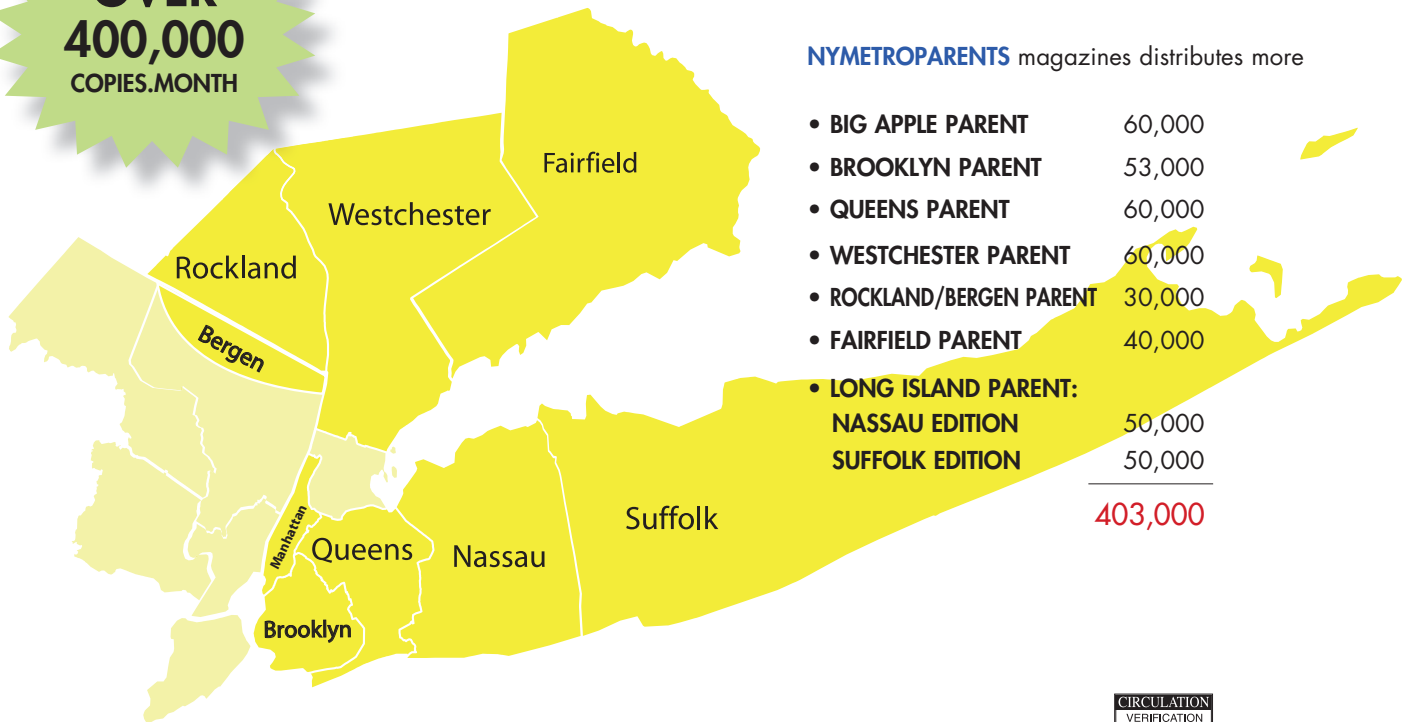
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LARGEST PARENTING CIRCULATION IN METRO AREA

Audited distribution now over 400,000

**OVER
400,000
COPIES.MONTH**



CIRCULATION
VERIFICATION
COUNCIL

We pride ourselves on accurate, efficient and timely delivery of our magazines.

Our quality distribution efforts include:

- Distribution at "authorized locations" only
- Continuous evaluation and expansion of distribution locations
- Measurement and tracking to ensure efficiency, supply and coverage

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LARGEST PARENTING

PUBLISHERS

WE GET RESULTS!

**OVER 1,700 ADVERTISERS AND
OVER 10,000+ ADS**



2012	ADVERTISERS	ADS
BIG APPLE PARENT	283	1,045
BROOKLYN PARENT	213	945
FAIRFIELD PARENT²	178	650
NASSAU PARENT	233	941
QUEENS PARENT	204	1,015
ROCKLAND/BERGEN PARENT	164	783
SUFFOLK PARENT	164	559
WESTCHESTER PARENT¹	379	1,703

¹ includes Bar Bat Mitzvah Book

² only 4 issues

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READER PROFILE

THE DATA IS IN!
SMART, AFFLUENT AND MOTIVATED TO ACT!

NYMETROPARENTS READERS ARE...		
PARENTS' AGE		38.3
AVERAGE CHILDREN IN HOUSEHOLD		2.19
CHILDREN'S AGE		50% ARE UNDER 5 77% 5-12 YEARS OLD 42% 13-18 YEARS OLD
EDUCATION	Number of College Educated Readers	93%
INCOME	Average Household Income	\$ 113,938
ACTION	Readers who Frequently Purchase Products and/or Services from Ads Seen in NYMetroParents	70%

Circulation Audit Information: July 1st 2011 – June 30, 2012*

* Audit Provided by: Circulation Verification Council, St. Louis, MO.



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SELECTED ADVERTISERS

HEALTH, EDUCATION, BANKS, CAMPS & MORE

- 92nd St Y
- AAA Travel
- Alvin Ailey School
- American Museum of Natural History
- Applebees
- Bank Street Bookstore
- Bedroom Source
- Bellayre Ski Mountain
- Berlitz
- Big Brother Big Sisters
- Blue Man Productions
- Blythdale Children's Hospital
- Bobby Valentine's Sports Academy
- Bounce U
- Bronx Zoo
- Brooklyn Arts Exchange
- Brooklyn College
- Brooklyn Hospital
- Build-A-Bear Workshop
- Century 21 Grand
- Chelsea Piers
- Cirque du Soleil, Wintuk
- Columbia University - Dept of Pediatrics.
- Con Edison
- Crown Plaza Hotel
- Dave and Busters
- Disney -Beauty & The Beast DVD
- Doral Arrowwood
- E.nopi
- Elmhurst Hospital Center
- Empire State Building
- Fastrackids - (4)
- Fidelis Care New York
- Fox Films
- Freckleface Strawberry The Musical
- Good Samaritan Hospital
- Greater NY Councils Boy Scouts of America
- Greenwich Hospital
- Health Plus
- Healthfirst PHSP, Inc
- Hilton Garden Inn
- Hudson Health Plan
- Huntington Learning
- ImaginOcean
- Intrepid Sea, Air and Space Museum
- Jazz at Lincoln Center
- JCC's (8)
- Joffrey Ballet School
- KIDStrong Hydration Beverages
- Kidville, NY
- Kings Plaza
- Kumon
- Lawrence Hospital
- Little Gym (7)
- Little Scoops - (4)
- Mad Science (3)
- Madison Square Garden
- Maimonides Medical Center
- Marymount Summer Camp
- Masters School
- MGM (movies)
- Millennium UN Plaza
- Million Dollar Quartet
- Mount Sinai School of Medicine
- My Gym (5)
- Nassau Caliseum
- New York Aquarium
- New York Botanical Garden
- New York Eye and Ear Infirmary
- New York Hall of Science
- New York Methodist Hospital
- New York Transit Museum
- New York University
- New York Yankees
- Norwalk Hospital
- NYC Dept of Health & Mental Hygiene
- NYSDOH Bureau of Health Promotion
- NYU Child Study Center
- Queens Botanical Garden
- Queens Museum of Art
- Playland Ice Casino
- PM Pediatrics (2)
- Ponce De Leon Federal Bank
- Pump it Up
- Richmond University Medical Center
- Robeks
- Scholastic Store
- Search for Santa Paws
- Sesame Street Live
- Solomon Schechter School of Westchester
- Sports Museum of America
- Strike Holdings - Bowlmor
- Super Shuttle
- Sutton East Tennis Club
- Sylvan Learning Centers (4)
- Thornton Donovan School
- TIAA-CREF
- Tiger Schulmann's Karate (3)
- Toys R Us
- Tutor Time - Queens
- United Federation of Teachers
- Vanguard . 529 Plan
- Vascular Associates of Westchester
- Walking with Dinosaurs
- Westchester Community College
- Westchester County Parks
- Westco Productions
- Women's Healthcare of New England
- YMCA (14)
- Y of Greater New York
- Yale Hospital
- Yo Gabba Gabba Live!

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THE MOST CAMP ADVERTISERS (300+ IN 2012)

IT WORKS!

- 74th Street Magic
- 92nd St Y
- A Child's Dream
- A Maze In Pottery, Inc
- ABC Fantasy Land / Pre-school
- Abrons Art Center @ Henry St. Settlement
- Academy of Dance Workshop
- Addie-Tude Dance Company
- Alcott Montessori
- All My Children Day Care
- All Sports Day Camp
- All Star Studio
- Alliance Francaise of Greenwich
- Ann & Andy
- Applause Performing Arts Center
- Applause Westchester/ New York
- Apple Day Camp
- Applesseeds
- Ardsley Community Nursery
- Art 81 Inc.
- Art Club (The)
- Art League of Long Island
- Artistic Gymnastics
- ASLR Ventures, LLC
- Asphalt Green
- Atlantic Acting School
- Audubon Greenwich
- Badger Sports Camp
- Ballet Academy East
- Ballet Hispanico
- Bamboo Moves
- Battery Park City Day Nursery
- Bay Terrace Country Club
- Bayridge Montessori
- Beginning Years
- Belle Art Center for the Arts
- Belle School of Music
- Beth Shalom Day Camp
- Bits, Bytes & Bots
- Blue Dolphin Summer Day Camp
- Blue Rock School
- Boulder Brook Equestrian Center
- Boys & Girls Club
- Breezemont Day Camp
- British International School of New York
- Broadway Theater Workshops
- Broadway Training Center
- Bronx Zoo
- Brooklyn Arts Exchange
- Brooklyn College Continuing Education
- Brooklyn Fencing
- Bumble Bee Tennis
- Bruce Chung's Tae Kwon Do Martial Arts
- Camp Jacobson at Robin Hood / SJCC
- Camp Jeanne D'Arc
- Camp Kinder Ring
- Camp Kiwi
- Camp Laurelwood
- Camp Pelican
- Camp Pequot/Camp Sherwood
- Camp Playland
- Camp Ramaquois
- Campus Fun & Learn
- Camp Winaukee
- Carousel of Languages, LLC
- Center for Literacy
- Center Stage Theatre
- Central Park Dance
- Central Queens YM-YWHA
- Challenge Early Intervention
- Champion Day Camp
- Chelsea Piers
- Children's Acting Academy
- Cho's Taekwondo
- Circus Arts Camp
- CLAP
- Clay Art Center
- Collina Italiana
- Columbia Cubs Camp
- Columbus Gym
- Concordia Summer Camp
- Congregation Beth Elohim
- Connecticut Friends School
- Coupe Theatre Studio
- Creative Playtime
- Crystal Theatre
- Curtain Call Inc.
- Dance & Theater Arts Studios
- Dance Cavise
- Dance Source (The)
- Danceworks
- Day Jams
- Deer Mountain Day Camp
- Deerkill Day Camp
- Discover Camp
- Discovery Museum
- Discovery Programs
- Downtown Cabaret Theatre
- Downtown Day Camp
- Driftwood Day Camp
- Eagle Hill Southport
- Eagles Tae Kwon Do
- Earthplace
- East Midwood Day Camp
- East West Music Studio, LLC
- Easton Country Day School
- EBL Coaching
- Edith & Carl Marks Jew. Cmp
- Emelin Theatre
- ESF Summer Camps
- Fairfield Country Day School
- Fairfield Museum & History Center
- Family Court Sports
- Fastrackids - Queens
- Fastrackids Bklyn / SI
- Fierce Dragon Martial Arts
- Flamenco Latino Studio
- Flash Pointe Dance
- Fleur de Lis
- Forest Park Pre-K
- Future Stars
- Future Stars - Purchase College
- Garden Arts Studio
- Gate Hill Day Camp
- Grand Master Kim
- Grand Prix New York
- Greenlawn Equestrian Center
- Greenwich Historical Society
- Gym Cats
- Harlem School of the Arts
- Harbor Country Day School
- Hardball NY Training Center
- Harvey School Cavalier
- Summer Camp
- Henry Street Settlement. Camp Henry
- Hidden Pond.The Rinx
- Hillcrest Jewish Center Day Camp
- Hoff-Barthelson Music School
- Holiday Hill Day Camp
- Holley's Martial Arts
- Hollis Hills Jewish Center
- Hudson Country Montessori
- ICCD
- ID Tech Camps
- International School of Brooklyn of Gymnastics
- International School of Gymnastics
- Jack & Jill School at St. Georges Church
- Jack -N- Jill Nursery
- JCC - Rosenthal
- JCC of Harrison Early Childhood Center
- JCC of Mid-Westchester
- JCC of Rockland
- JCC on the Hudson
- JCC Therapeutic Nursery
- Jellystone Park
- Jill's Ceramics
- Jodi's Gym - New York
- Jodi's Gym - Westchester
- Joffrey Ballet School
- JY Moon Tae KwonDo
- Katonah Art Center
- Kenwal Day Camp
- Kew Forest School (the)
- Kids at Art
- Kids Kingdom
- Kids Korner
- Kids of Summer
- Kidz Yoga
- Kim's Kids Summer Camp
- Knox School (The) - Summer Adventures
- Creative Kids - Vicki's Studio
- Lanas Gymnastics Club
- Language Workshop for Children
- Launch Math
- Leif Erickson Day School
- Lenihan School (The)
- LinguaKids, LLC
- Lion Hill Farm
- Little Backyardigans (The)
- Little Gym (The) - Fairfield
- Little Gym of Bay Ridge
- Little Gym of Merrick
- Little Gym - Scarsdale
- Luli Summer Program
- Mad Science of the Mid-Hudson
- M.A.T.S.S.
- Mad Science of Westchester
- Magic Carpet Day Camp
- Manhattan Movement & Arts
- Maritime Aquarium (The)
- Martial Arts Studio
- Marymount Summer Camp
- Master Jung & Yu Traditional Taekwondo
- Match Point Tennis Club
- Maximum Teen Travel Camp
- Mill Basin Day Camp
- Mohawk Country Home School
- Mommy Music & Me Inc/
- Morningside Montessori School
- Music Conservatory of Westchester
- Music for Children
- Music Together of Bay Ridge
- Music Together of Fairfield Co/
- Musical Munchkins
- MVP Basketball Camp
- My Gym
- New Canaan Nature Center
- New Dance Rye Brook
- New Rochelle Racquet Club
- New York Aquarium (The)
- New York Chess & Games
- New York Chinese Center
- New York Music & Arts
- Next Dimensions Gymnastics
- Niknan Entertainment, LLC / Pump It Up
- North Shore Day Camp
- Norwalk YMCA
- Not Just Art
- Nova Gymnastics
- NYC Taekwon Do
- NYU Summer Program for Kids
- Oasis Children Services
- On Deck
- On the Hudson Fitness & Dance
- On Track Sport Center
- Our Victory Day Camp LLC
- Pace University - Athletics
- Paerdegat Day Camp
- Paint Your Art Out
- Palisades Country Day School & Camp
- Panthers Martial Arts
- Park Explorers
- Park Slope Day Camp
- Park Slope Day Camp
- Peak Performance Swim Camp
- Pee Wee Folks Pre School
- Performing Arts Conservatory of NY
- Phillips Exeter Summer School
- Physique Swim School
- Pierce Summer Camp
- Play Group Theatre
- Planet Han
- Plaster Galaxy
- Playdays and Parties, Inc.
- Playscape
- Poly Prep Summer Camp
- Portledge Summer Adventures
- Pre-School of America
- Progressive Martial Arts
- Prospect Park Zoo
- Purchase College SUNY/Youth Program Arts
- Purchase Day Camp
- Queens College
- Redeemer St/ John Day Camp
- Robin Hill School & Camp
- Robomind Tech
- Rock Club (The)
- Rocking Horse Ranch
- Rockland Center for the Arts
- Rocky Brook Day Camp
- Rye Nature Center
- Scarsdale Ballet Studio
- Shorefront YM-YWHA
- Smart Start
- Soccer by Coach Fher
- Solomon Schechter School of Westchester
- Soundview Sports
- Sportime
- Sportime USA, Inc
- Sports Place (The)
- Sportsplex
- Squire Advantage / Squire Sports Camps
- Stamford Twin Rinks
- Steffi Nossen School of Dance
- St. Joseph Catholic School
- Storybook Land
- Studio B Dance
- Suffolk Y JCC
- Summer Camps at Stony Brook University
- Summer Tech Camp
- Summer Trails Day Camp
- Surprise Lake Camp
- Sutton East Tennis Club
- Swim Swim Swim I Say
- Tada!
- Theatre Arts Center
- Thinker Tots
- Third Street Music School
- Treasure Island
- Triumph Gymnastic Center
- Tumble - Bee
- Tutoring Club of Bayridge
- Twisters Gymnastics
- United Athletic Center
- United Martial Arts Center
- United Nations International School
- Usdan
- Vision Sports Club
- Wagon Road Camp
- West Rock Tennis Club
- West Side Tennis Club
- Westchester Ballet Center
- Westchester Community College
- Westchester Skate Academy
- Westport Weston Family Y
- Whale Camp
- What's Cooking
- White Plains Family YMCA
- Wilton YMCA
- Woodmont Day Camp
- Workout Place
- World Champion Taekwondo
- World Cup Nursery Gymnastics
- World of Discovery Camp
- World of Wonder Day Care
- YM & YWHA Washington Heights & Inwood
- YMCA - Frost Valley
- YMCA of Central & Northern Westchester
- YMCA of Greater New York
- YM-YWHA - Samuel Field
- Young Chefs Academy-Queens
- Young People's Day Camp Suffolk
- YWCA - White Plains

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EDITORIAL OVERVIEW

NYMETROPARENTS magazines are the **definitive local resource** for parents raising children in the New York metro area. For over 20 years, parents have turned to us for all things parenting, including advice and tips, community news, and the most comprehensive calendar of family events.

IN EVERY ISSUE:

- **News, reviews, and advice** produced by our award-winning editorial staff
- **Monthly departments covering:**
 - Family Health
 - Food & Nutrition
 - Special Needs
 - Education
 - Sports
 - Parenting Strategies
 - Family Finances
 - Entertainment & Culture
- **Calendars** chock-full of regional, family friendly events and cultural activities (many free!)
- Directories and **listings of local resources** parents rely on

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EDITORIAL CALENDAR 2013

JANUARY

EDUCATION
MEET THE DIRECTOR
Where To: Ski & Snowboard

FEBRUARY

CAMPS 1
Where To: Children's Museums
WESTCHESTER CAMP FAIR

MARCH

CAMPS 2
Where To: Volunteer w/ Kids

APRIL

BIRTHDAY PARTY
CAMPS 3
Where To: Zoos, Nature Centers
SPECIAL PARENT

MAY

HEALTH & FITNESS
CAMPS 4
Where To: Minor League
Baseball

JUNE

SUMMER PROGRAMS
CAMPS 5
Where To: Amusement Parks

JULY

SOURCE BOOK
Where To: Beaches
How-To Special

AUGUST

BACK-TO-SCHOOL 1
Where To: Berry Picking

SEPTEMBER

BACK-TO-SCHOOL 2
Where To: Apple Picking

OCTOBER

BACK-TO-SCHOOL 3
BIRTHDAY PARTIES
HALLOWEEN
Where To: Pumpkin Picking
SPECIAL PARENT

NOVEMBER

HEALTH & FITNESS
Where To: Ice Skating

DECEMBER

HOLIDAY GREETINGS
Where To: Cut Christmas Trees

MONTHLY COLUMNS:

ADVICE Health • Special Needs • Education • Sports

COMMUNITY & LIFESTYLE Local News • Food & Nutrition • Stuff We Like • Birthday Party Central • Camp Corner

FAMILY FUN Activities Calendar (the most comprehensive guide of family-friendly activities around—with many free!)
PLUS Outings • Theater • Where-To Guides



* All themes include a FREE 90-word write-up

* Editorial subject to change

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ASK THE EXPERT:

NY METRO PARENTS EDITORIAL OPPORTUNITY

Ask the Experts is an Online Exclusive column!

These Q&As:

- Will run online (with a link to business's microsite if applicable)
- May be quoted in other print articles on broader related topics in the future
- May run as small editorial items in print issues

CLIENTS:

Choose from one of the following questions in your field, or propose a question you think is relevant to our readers – and your area of expertise – and answer it. Answers should range from 75 words to no more than 300 words maximum (if longer, we will edit down).

Provide full name, credentials, location of business, and contact information so that we may credit you as an expert accurately and follow up with any questions (and a link to your story!).

Email your QUESTION and ANSWER to: editor@nymetroparents.com

AFTER-SCHOOL:

- What advice do you have for instilling the discipline necessary to pursue an activity such as music, martial arts, drawing (or whatever activity a child endeavors to participate in)?
- Should I force my child to practice?
- What are your tips for weathering winter boredom? Do you have specific activities you would recommend for indoors, or guidelines for getting outdoors in the cold weather?
- What tips do you have for buying a child an instrument? What are the best brands? Is secondhand OK? Will I be able to re-sell the instrument if my child loses interest?
- I feel that singing is a talent you're either born with or not. If a child doesn't seem to have that natural, how worth it are voice lessons?

BIRTHDAY PARTIES:

- What is the best advice you can offer parents for making their child's birthday party a smashing success for all involved?
- At what age should children begin writing their own thank-you-notes for birthday gifts?
- Do you have advice for making twins or other multiples feel special on their big day?
- How do I avoid spoiling my child on her birthday when the bar for parties and gifts is set so high from her classmates?
- How many chaperones are too many at a kids' party?

EDUCATION:

- What do I do when my child tells me his teacher "plays favorites"?
- How much should parents help their children with their homework? What's OK and what crosses the line?
- What is your best answer to the age-old question from kids when it comes to schoolwork: When will I ever need to know this in the real world?
- When is the right time to find my child a tutor?
- My child has special needs: What do you recommend I do when she feels uncomfortable being treated differently in the classroom?

HEALTH:

- How can I encourage my child to put down the video games and play outside?
- My child is afraid of going to the doctor. How do I get him or her to calm down when they have appointments?
- What should we look for when choosing a primary care physician for our family?
- What tips do you have for packing a healthy lunch that my child will actually eat?
- Does my teen's acne have anything to do with his diet?

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CAMP COVERAGE EXPANDING FROM 4 MONTHS TO 12 MONTHS!

FEATURE STORIES

- **4 months (January –April)**
- **Topics will include:**
 - pure fun (ex. Family Camp, Movie Recommendations, etc.)
 - expert tips (ex., How Children Develop Identity at Camp)
 - humor (ex., Camp Then & Now)
 - tons of bonus web exclusives from our vast library of camp articles

CAMP COUNTDOWN

“shorts” added in all other months. Every month this department will feature:

- **DIY Camp (Off-Season Fun!)**
ex. lanyard making kits from local moms, geocaching adventures, crafts, games and activities reminiscent of kids’ summer camp experiences
- **Your To-Do Timeline**
(helpful advice for parents specific to time of year, with advice provided by American Camp Association)
- **Planning Tools**
Directing readers to specific web pages with searchable client camp directories and other helpful planning tools.



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CLOSING DATES 2013

WRITE-UP DEADLINE	ROCKLAND/BERGEN & WESTCHESTER PARENT	QUEENS, FAIRFIELD & BROOKLYN PARENT	BIG APPLE, LONG ISLAND PARENT
JANUARY	12.03.12	12.10.12	12.17.12
FEBRUARY	12.31.12	01.07.13	01.14.13
MARCH	01.28.13	02.04.13	02.11.13
APRIL	03.04.13	03.11.13	03.18.13
MAY	04.01.13	04.08.13	04.15.13
JUNE	04.29.13	05.06.13	05.13.13
JULY	06.03.13	06.10.13	06.17.13
AUGUST	07.01.13	07.08.13	07.15.13
SEPTEMBER	08.05.13	08.12.13	08.19.13
OCTOBER	09.02.13	09.09.13	09.16.13
NOVEMBER	09.30.13	10.07.13	10.14.13
DECEMBER	11.04.13	11.11.13	11.18.13

AD CLOSING DEADLINE	ROCKLAND/BERGEN & WESTCHESTER PARENT	QUEENS, FAIRFIELD & BROOKLYN PARENT	BIG APPLE, LONG ISLAND PARENT
JANUARY	12.04.12	12.11.12	12.18.12
FEBRUARY	01.02.13	01.08.13	01.15.13
MARCH	01.29.13	02.05.13	02.12.13
APRIL	03.05.13	03.12.13	03.19.13
MAY	04.02.13	04.09.13	04.16.13
JUNE	04.30.13	05.07.13	05.14.13
JULY	06.04.13	06.11.13	06.18.13
AUGUST	07.02.13	07.09.13	07.16.13
SEPTEMBER	08.06.13	08.13.13	08.20.13
OCTOBER	09.03.13	09.10.13	09.17.13
NOVEMBER	10.01.13	10.08.13	10.15.13
DECEMBER	11.05.13	11.12.13	11.19.13

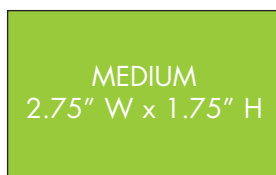
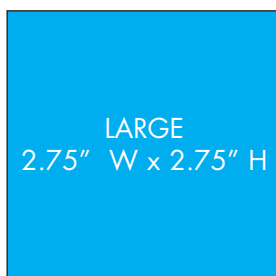
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PARTY PLANNER & FAMILY RESOURCE GUIDE

RATE CARD



INDIVIDUAL MAGAZINE

COLOR	OPEN	3X	6X	12X
LARGE BOX	295	245	225	205
MEDIUM BOX	220	190	170	160
SMALL BOX	170	150	140	130

B&W	OPEN	3X	6X	12X
LARGE BOX	260	210	190	170
MEDIUM BOX	195	165	145	135
SMALL BOX	155	135	125	115

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NYC REGIONAL BUY (8 MAGAZINES)

COLOR	OPEN	3X	6X	12X
LARGE BOX	1,650	1,350	1,230	1,110
MEDIUM BOX	1,140	960	840	780
SMALL BOX	840	720	660	600

B&W	OPEN	3X	6X	12X
LARGE BOX	1,380	1,140	1,020	960
MEDIUM BOX	960	840	720	660
SMALL BOX	720	660	600	540

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RATE CARD

BIG APPLE, WESTCHESTER, BROOKLYN, QUEENS, STATEN ISLAND

4 COLOR	OPEN	3X	6X	12X
FULL PAGE	2,600	2,390	2,080	1,870
JR PAGE	2,080	1,870	1,770	1,460
HALF-PAGE	1,560	1,350	1,250	1,140
QUARTER-PAGE	920	830	740	660
SIXTH-PAGE	690	630	560	490
EIGHTH-PAGE	540	490	440	380

B&W	OPEN	3X	6X	12X
FULL PAGE	2,340	2,150	1,870	1,680
JR PAGE	1,870	1,680	1,590	1,310
HALF-PAGE	1,400	1,220	1,130	1,030
QUARTER-PAGE	830	750	670	590
SIXTH-PAGE	620	570	500	440
EIGHTH-PAGE	490	440	400	340

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REGIONAL BUY (5 BOOKS)

4 COLOR	OPEN	3X	6X	12X
FULL PAGE	10,140	9,320	8,110	7,290
JR PAGE	8,110	7,290	6,900	5,690
HALF-PAGE	6,080	5,270	4,880	4,450
QUARTER-PAGE	3,590	3,240	2,890	2,570
SIXTH-PAGE	2,690	2,460	2,180	1,910
EIGHTH-PAGE	2,110	1,910	1,720	1,480

B&W	OPEN	3X	6X	12X
FULL PAGE	8,970	8,190	7,020	6,240
JR PAGE	7,410	6,630	6,240	5,070
HALF-PAGE	5,460	4,680	4,290	3,900
QUARTER-PAGE	3,240	2,930	2,570	2,260
SIXTH-PAGE	2,380	2,180	1,910	1,640
EIGHTH-PAGE	1,830	1,640	1,440	1,250

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REGIONAL BUY (6 BOOKS)

4 COLOR	OPEN	3X	6X	12X
FULL PAGE	12,170	11,190	9,730	8,750
JR PAGE	9,730	8,750	8,280	6,830
HALF-PAGE	7,300	6,320	5,850	5,340
QUARTER-PAGE	4,310	3,880	3,460	3,090
SIXTH-PAGE	3,230	2,950	2,620	2,290
EIGHTH-PAGE	2,530	1,290	2,060	1,780

B&W	OPEN	3X	6X	12X
FULL PAGE	10,760	9,830	8,420	7,490
JR PAGE	8,890	7,960	7,490	6,080
HALF-PAGE	3,880	5,620	5,150	4,680
QUARTER-PAGE	2,850	3,510	2,290	2,710
SIXTH-PAGE	2,850	22,620	1,910	1,970
EIGHTH-PAGE	2,200	1,970	1,730	1,500

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ROCKLAND/BERGEN

4 COLOR	OPEN	3X	6X	12X
FULL PAGE	1,610	1,480	1,290	1,160
JR PAGE	1,290	1,160	1,100	910
HALF-PAGE	970	840	780	710
QUARTER-PAGE	570	510	460	410
SIXTH-PAGE	430	390	350	300
EIGHTH-PAGE	330	300	270	240

B&W	OPEN	3X	6X	12X
FULL PAGE	1,450	1,330	1,160	1,040
JR PAGE	1,160	1,040	990	810
HALF-PAGE	870	760	700	640
QUARTER-PAGE	510	470	420	370
SIXTH-PAGE	380	350	310	270
EIGHTH-PAGE	300	270	250	210

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RATE CARD

FAIRFIELD

4 COLOR	OPEN	3X	6X	12X
FULL PAGE	1,820	1,670	1,460	1,310
JR PAGE	1,460	1,310	1,240	1,020
HALF-PAGE	1,090	950	880	800
QUARTER-PAGE	640	580	520	460
SIXTH-PAGE	480	440	390	340
EIGHTH-PAGE	380	340	310	270

B&W	OPEN	3X	6X	12X
FULL PAGE	1,640	1,510	1,310	1,180
JR PAGE	1,310	1,180	1,110	920
HALF-PAGE	980	850	790	720
QUARTER-PAGE	580	530	470	410
SIXTH-PAGE	430	400	350	310
EIGHTH-PAGE	340	310	280	240

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RATE CARD

LONG ISLAND: NASSAU & SUFFOLK

COMBO BUY* (2 EDITIONS)

4 COLOR	OPEN	3X	6X	12X
FULL PAGE	2,770	2,540	2,220	2,000
JR PAGE	2,220	2,000	1,890	1,550
HALF-PAGE	1,740	1,520	1,410	1,280
QUARTER-PAGE	1,020	930	830	740
SIXTH-PAGE	770	700	620	540
EIGHTH-PAGE	610	540	490	440

* RATE IS 2 EDITION BUY

INDIVIDUAL MAGAZINE**

4 COLOR	OPEN	3X	6X	12X
FULL PAGE	1,910	1,750	1,530	1,380
JR PAGE	1,530	1,380	1,300	1,070
HALF-PAGE	1,200	1,050	970	880
QUARTER-PAGE	700	640	570	510
SIXTH-PAGE	530	480	430	370
EIGHTH-PAGE	420	370	340	300

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BIG APPLE, BROOKLYN, QUEENS, WESTCHESTER,
FAIRFIELD, ROCKLAND, NASSAU, & SUFFOLK

4 COLOR	OPEN	3X	6X	12X
FULL PAGE	15,810	14,530	12,650	11,370
JR PAGE	12,650	11,370	10,760	8,880
HALF-PAGE	9,480	8,210	7,600	6,930
QUARTER-PAGE	5,590	5,050	4,500	4,010
SIXTH-PAGE	4,200	3,830	3,400	2,980
EIGHTH-PAGE	3,280	2,980	2,680	2,310

B&W	OPEN	3X	6X	12X
FULL PAGE	13,980	12,770	11,940	9,730
JR PAGE	11,550	10,340	9,730	7,900
HALF-PAGE	8,510	7,300	6,690	6,080
QUARTER-PAGE	5,050	4,560	4,010	3,530
SIXTH-PAGE	3,710	3,400	2,980	2,550
EIGHTH-PAGE	2,860	2,550	2,250	1,950

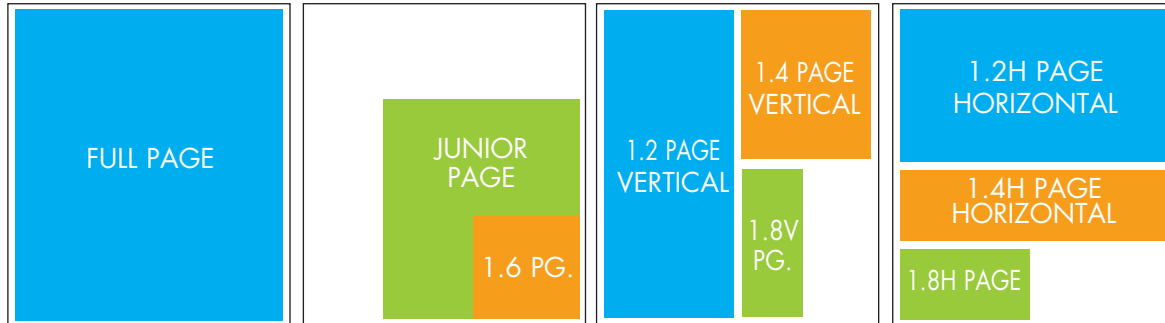
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MATERIAL REQUIREMENTS



***TRIM SIZE 9.75 x 11.35**

	WIDTH		DEPTH		WIDTH		DEPTH
FULL PAGE	8.75	x	10.35	1.4 PAGE (H)	8.75	x	2.4
FULL PAGE BLEED	10.75	x	12.50	1.4 PAGE (V)	4.25	x	5.05
JUNIOR PAGE	6.50	x	7.72	1.6 PAGE (H)	4.25	x	3.29
1.2 PAGE (H)	8.75	x	5.05	1.8 PAGE (H)	4.25	x	2.4
1.2 PAGE (V)	4.25	x	10.35	1.8 PAGE (V)	2.00	x	5.05

HOW TO SUBMIT YOUR AD MATERIALS

Digital file of ads from advertisers or their ad agencies can be e-mailed as high resolution PDF, EPS (outlined), or TIFF file. Files can also be sent on CD and must be Mac compatible.

Camera ready art should use an 85 line screen, which will be scanned and digitized by our production department.

Ads created in QuarkXpress & InDesign (Mac platform preferred) should include: fonts (no stylized or TrueType fonts), artwork and photos (saved as TIFF or EPS files – CMYK – at least 300 dpi).

INK DENSITIES FOR 4.COLOR IMAGES should never exceed 220%

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PREMIUM PLACEMENT PACKAGE

Premium Placement ads provide immediate response from parents specifically seeking specific products or services in your category of business.

What do "Premium Placement ads look like? How do they work?"

Simply put, Premium Placement ads are ad tiles that link to your microsite. A microsite is a single-page web site that features your copy, images, videos, website addresses, e-mail addresses, and a form that interested parties can fill out to receive more information directly from you.

Premium Placement ad tiles rotate across the home page, category pages (i.e. "Birthday") and sub-category pages (i.e. "Birthday Locations & Places") in a clients category of business. Clients may choose to tag their ads in multiple categories.

3 PREMIUM PLACEMENTS

HOME PAGE | CATEGORY | SUB CATEGORY

- Top of category listing (rotation)
- Your business' name and region
- A brief description of your business
- Link to microsite

MULTIPLE EXPOSURES THROUGHOUT THE SITE

- Tiles rotate on the home page, at the top of the category and sub category pages
- Rotate in multiple applicable categories
- Your business will come up through search in every category you have selected
- Parents can find you quickly, easily and repeatedly!

DEDICATED MICROSITE

- A full online page, with multiple points of entry
- Includes a full description of your business, contact information and a hyperlink to your website
- Customize your microsite with photos, videos, coupons and other downloadable information
- Link to your Facebook and/or Twitter page
- "Get More Information" button generates leads

HOME PAGE



CATEGORY



MICROSITE



What Parents Say

“ I think Big Apple Parent is the best thing ever! My 7yr old daughter and I look out for the new issue every month. We sit down and go through the calendar to map out our activities for the month. I copy and share the articles with my co-workers. I can't wait for the July issue! Keep up the great work.

– Luisa C., New York City ”

“ I think this is one of the best mags for finding stuff to do with the kids, and a great source of party information.

–Fred R., Nassau ”

“ I look forward to the Westchester Parent Magazine every month. It has been extremely helpful since my family and I moved to Westchester County just a year ago. I use it as my go to guide to find activities for my 5 year old and also for family activities. I also really enjoyed the camp guide. Keep up the good work!

–Kimberly S., Westchester ”

“ I have found Suffolk Parent to be incredibly helpful in a pinch when I'm looking for weekend events to take the kids to. Thank you!

–Dara S., Suffolk ”

“ I always find your magazine to be very helpful when it comes to finding services for my special needs daughter. I always read the calendar section to plan out our outings for the month.

–Sophia F., New York City ”

“ I love Brooklyn Parents Magazine! Very informative and so many resources. The articles and up-to-date information are always topics for discussion when I am around other moms.

–Tamara F., Brooklyn ”

“ Fairfield Magazine is The Lion King of my life! I find everything in it! Fairfield Parents has helped me so many times, especially because I did not know the area well. It helped me with seasonal activities, food and nutrition, education, and precious tips to help my hostmom. Best magazine ever!

–Fernanda G., Fairfield ”

“ Big Apple Parent's articles are relevant and interesting to a mom, like me, raising small children in the city. It's also helpful that you gather the upcoming events in one easy-to-use calendar.

–Amy S., New York City ”

“ I love Queens Parent magazine! They give information about all the fun things you can do with your children throughout the year. I've been a loyal reader of Queens.Brooklyn parent magazine for 10yrs now and I have told many people about it so that they too can have fun and exciting things to do with their children.

–Ashanti W., Queens ”

“ Great magazine. Like the articles and the calendar of events! I pick it up every month.

–Elana G., Rockland ”

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CAMP COVERAGE EXPANDING FROM 4 MONTHS TO 12 MONTHS!

FEATURE STORIES

- **4 months (January –April)**
- **Topics will include:**
 - pure fun (ex. Family Camp, Movie Recommendations, etc.)
 - expert tips (ex., How Children Develop Identity at Camp)
 - humor (ex., Camp Then & Now)
 - tons of bonus web exclusives from our vast library of camp articles

CAMP COUNTDOWN

“shorts” added in all other months. Every month this department will feature:

- **DIY Camp (Off-Season Fun!)**
ex. lanyard making kits from local moms, geocaching adventures, crafts, games and activities reminiscent of kids’ summer camp experiences
- **Your To-Do Timeline**
(helpful advice for parents specific to time of year, with advice provided by American Camp Association)
- **Planning Tools**
Directing readers to specific web pages with searchable client camp directories and other helpful planning tools.



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